

Broadcasting Aug 13

Incorporating Broadcasting / Cable

59th Year 1990

RADIO / 50

Stations weigh value of football as rights increase

TELEVISION / 35


Local stations are forging national syndication identity

CABLE / 58

Operators ponder new business strategies to compete with DBS



WASHINGTON / 69

FCC counts on clock to rule out Anchor Media bid



THE NFL'S GREATEST HITS

- NFL PRE-SEASON**
—three exciting August match-ups.
- ESPN® "Sunday Night NFL™"**
—8 late-season games that decide the divisional races and playoff spots.
- "NFL GameDay™"**
the Emmy award-winning preview show, every Sunday, starting September 9th.
- "NFL PrimeTime™"**
—the most comprehensive highlights, every Sunday, starting September 9th.
- AFC/NFC Pro Bowl**
—the smash finale to a super season.

THE TOTAL SPORTS NETWORK

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Vol. 119 No. 7
SPECIAL REPORT
Football '90!
Billion-dollar year
Sikes plus one

With most cassette make countless system, and manually And they call th

When you think of auto-
mated cassette systems,
manual labor isn't usually the first thing that comes to mind.
But fact is, some systems can create more work than they



*Variable Cut systems are kind
enough to warn you about
potential problems. But you'll
have to correct them yourself.*

eliminate. Especially systems that
use what we call a "Variable
Cut" method of automation.

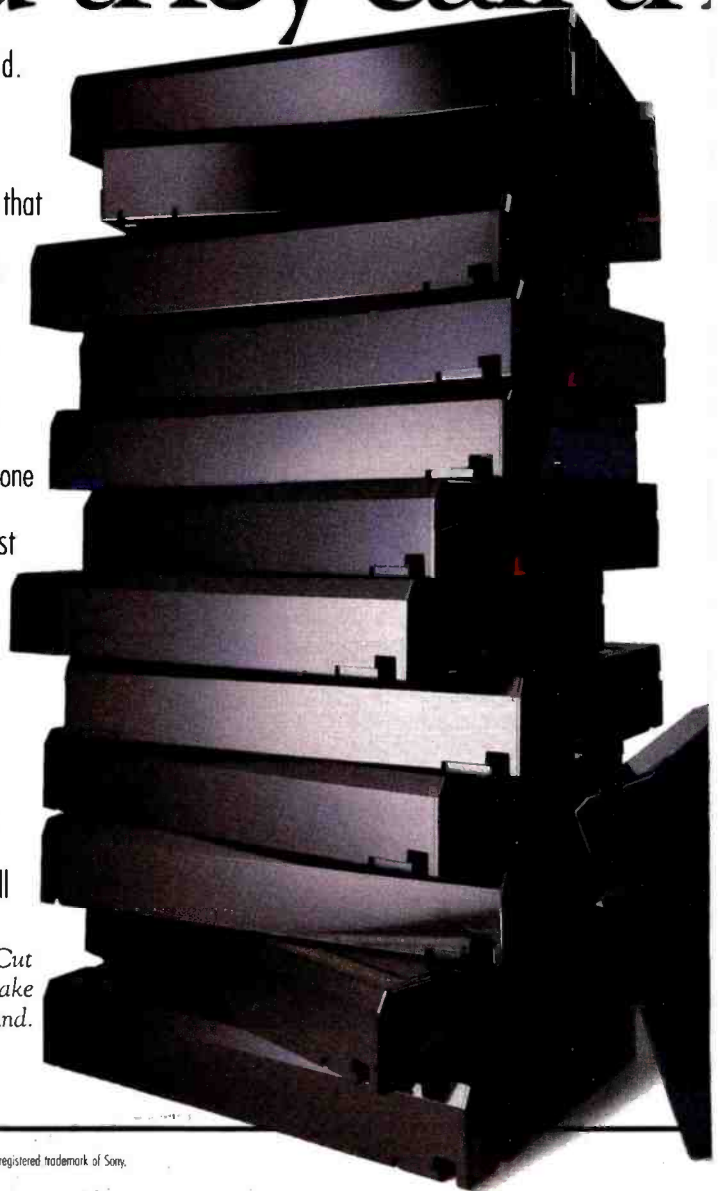
A Variable Cut system
allows you to put more than one
spot on each cassette. A method of automation which at first
may seem quite efficient. But when compared to Sony's
advanced multi-cassette systems, a Variable Cut system is
actually rather labor-intensive.

To begin with, a Variable Cut system requires you to
make dubs manually. With Sony's multi-cassette systems, all
you have to do is push a button.

And it will automatically make

*With a Variable Cut
system, you may have to make
a lot of dubs by hand.*

two dubs for you right in the machine. Secondly, a Variable



systems, you have to dubs, devise a filing correct system errors. at automation?

Usually by making more dubs than you bargained for.

Cut system requires you to figure out how to file your spots on your cassettes. Which means you'll have to start working even before your multi-cassette system does. How will you classify your spots? By advertiser? By product type? By running time? In the end, the burden is on you.

With a Sony system, however, tape conflicts aren't a problem. So you won't have to spend all your time and energy correcting them.

Variable Cut systems require you to devise a filing system before they'll operate efficiently.



But with a Sony system, filing is done by the machine. All you have to do is load the source tapes,



With a Variable Cut system, tape wear can become a visible problem.



There are many other ways Sony's multi-cassette systems are easier to use than a Variable

and the system files them. Automatically.

Lastly, Variable Cut systems tend to have difficulty dealing with tape conflicts. More often than not, their solution is just to flash a warning. Which simply indicates that you'll have to correct the problem manually.

Cut system. But we don't want to belabor the point. So call 1-800-635-SONY for more information. Because if your multi-cassette system is really working, then you shouldn't be, too.

SONY.

BROADCAST PRODUCTS

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THIS WEEK

27 / SIKES TAKES STOCK

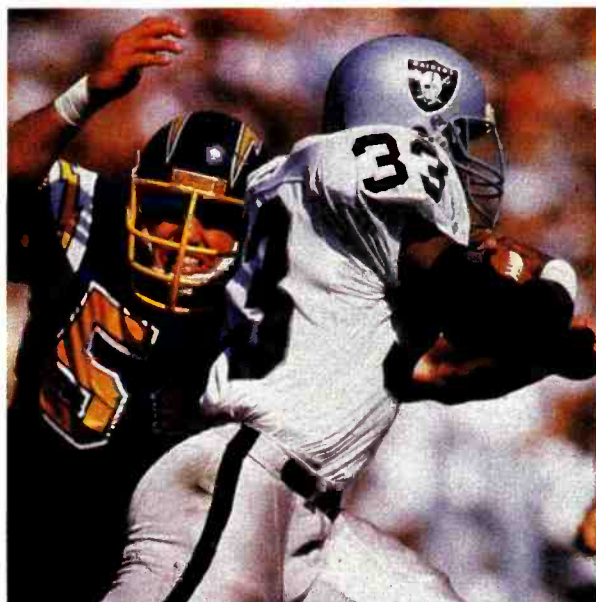
After his first year at the helm of the FCC, Chairman Alfred Sikes seems comfortable with the regulator's role—if not the label. He prefers to be characterized as an "adaptive regulator" who imposes rules only when competition fails to develop. Also, he shares his views on issues present and future—from fin-syn, to the prime time access rule, to spectrum fees and digital audio broadcasting.

31 / NO PHOTO OPPORTUNITIES

The television networks struggled to cover the latest Middle East crisis without access to locations key to the unfolding drama, including Iraq, Kuwait and Saudi Arabia. With restricted access, the networks tended to focus on the far-reaching implications of the crisis, including the impact on the global economy.

32 / NOT A PARAMOUNT OFFER

A special committee of the TVX Broadcast Group board of directors told the group owner of six independent stations that Paramount Communications' offer to buy the remaining 17% of the company not already held by the entertainment and publishing company for \$7.50 a share is financially "inadequate." The ball is now back in Paramount's court, but the company would not say what its next move might be.



Football 1990: Billion-dollar business for broadcasters (page 34)

32 / SWEEP TALK

NBC won its sixth consecutive July sweeps (July 12-Aug. 8) with a 9.6 rating, 19 share, besting ABC's 8.8/17 and CBS's 8.5/17. At the same time, combined viewership was down for all three networks, as Nielsen numbers showed drops in the HUT level, rating and share from the comparable period in 1989.

34 / BILLION-DOLLAR BUSINESS: FOOTBALL '90

Television's investment in football is already certain to increase this year, with 65% to 75% rights fee increases in agreements reached last March making professional football more than a \$900 million business in 1990. In the meantime, college conferences are

examining expansion and/or mergers, looking to create larger TV audiences and additional events. And a new, international spring football league is set to debut next spring.

Additionally, CBS Radio Sports will kick off the first year of a five-year exclusive NFL contract next September. And the Mutual Broadcasting System, which has rights agreements with individual teams, will air its first of 17 NFL doubleheaders also in September, distributing them to markets where no local team games exist.

45 / BROADER AUDIENCE

A growing number of TV stations are tapping into the lucrative syndication market as sellers of local shows.

46 / EARLY STARTS

NBC announced last week additional dates and times for six of its new fall series that will get a double airing before the traditional premiere week. Called the "double pump," NBC hopes it will catch the other networks sleeping.

47 / FOLLOWING THE RULE

Major changes in off-network, first-run, kids' and feature film syndication are causing companies to be more creative in finding viewers, according to Dick Robertson, president, Warner Bros. Domestic Television Distribution. Says Robertson: "The rule is: today there are no rules."

50 / HOW MUCH?

Whether carrying professional, college or high school football, radio stations—faced with skyrocketing rights fees and sluggish market growth—are asking themselves: "What price football?"

58 / NEW REVENUE FOR CABLE

The cable industry is looking at various new services as a way to be competitive when DBS and other technologies appear on the horizon. The list includes local programming, including news and sports, interactivity and point-to-point business communications.

60 / INTERACTIVE SERVICE

Montreal cable operator Videotron is experimenting with an interactive technology that allows subscribers more choice on how they view television.

62 / FOX'S NEW CABLE PROGRAMING DIVISION

Fox executives met with syndicators, proposing that they contribute programming to be packaged with Fox network shows to be fed to cable systems in so-called "white areas" not reached by Fox affiliates. Both syndicators and Fox affiliates have reservations about the plan. Fox also announced the creation of a new cable programming unit, headed by Robert Kreek, former head of the Fox Station Group and, before that, former senior vice president at HBO.

63 / FROM HERE TO INFINITY

Funds managed by Lehman Brothers—through a proposed purchase of stock and warrants—will make up the largest share of ownership in one of the largest radio group owners, Infinity Broadcasting.

66 / PARTLY SUNNY, PARTLY CLOUDY

The Television Bureau of Advertising has revised its



Interactive television lets the viewer become a TV actor (page 60)

1990 advertising projections: Television's share of total advertising remains at 22.1%. However, the amount spent on TV advertising has decreased from about \$131.4 billion to \$130.5 billion. Projections for local TV revenue have been lowered from a 6%-8% increase to a 3%-5% increase. National spot has been upgraded from a 5%-7% gain to a 6%-8% gain. Syndication, with the benefit of Fox, will also be higher than anticipated.

69 / TOO LATE

The FCC has thrown out

Anchor Media's petition asking the agency to reconsider the group broadcaster's bid to buy one TV station and operate it as a satellite of another, on the ground that Anchor's petition was three minutes late.

70 / SPECTRUM FEE FOES

Representatives Norman Lent and Matthew Rinaldo urge the Bush administration to "refrain from including radio spectrum fees as part of any negotiated FY 1991 budget package." Among the congressmen's arguments: An arbitrarily calculated fee could harm radio and television broadcasters' ability to provide local news and information to their communities.

96 / ACT III PLUS SELTEL

In the largest station rep switch of the year, group owner Act III Broadcasting has chosen Seltel to represent its eight TV stations. Seltel currently reps Act III stations in Charleston, W.Va., and Charleston, S.C. The other Act III stations are in Rochester and Buffalo, both New York; Nashville; Richmond, Va.; Dayton, Ohio, and Winston-Salem, N.C.

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Incorporating

**The Fifth Estate
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 Broadcasting
 Cable**

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ABC's Ted Koppel in Cairo to cover Middle East crisis (page 31)

CLOSED CIRCUIT

Los Angeles

Westwood realigns

Westwood One Radio Networks plans to reconfigure its RADAR-rated NBC, Source, and Mutual radio networks, move prompted by restructuring of ABC Radio Networks earlier this year (BROADCASTING, May 21). ABC's move created industry's three largest sales networks, which in turn created a "competitive disadvantage" that Westwood hopes to avert through its restructuring, according to one network insider. Westwood One's announcement, due shortly, will come from network's sales department, not corporate office.

Changing 'Color'

Court action filed by rock group Living Colour against Fox's *In Living Color* has apparently forced company to change show's logo. Fox spokesman said show is in process of looking at several new looks for series opening, and expects new look to be in place when show begins airing original episodes Sept. 2. Despite change in logo, spokesman for show said no plans are in works for changes in show's title or theme music.

Washington

Still deciding

Senate Minority Leader Robert Dole (R-Kan.) has no immediate plans to take lead on Senate floor to relax video-dial tone measure to enable telcos to package programming, according to staffer. Senator believes competition is better than reregulation of cable industry, staffer said,

but he has made no decisions about role he will play when and if video dial tone bill hits Senate floor. Bill would permit phone companies to deliver video services, but only as common carrier, and Senator has concern that video dial tone might not offer that competition, staffer said.

Tier talk

Disposition of distant signals in House cable rereg bill has caused concern in some quarters of cable industry. Bill allows only local broadcast stations and access channels on lowest-priced broadcast tier, although amendment was added to grandfather systems that are already carrying distant signals on that tier. Some operators feel everyone should have opportunity to put distant signals on lower tier. Programers would rather keep distant, such as WTBS(TV), off lower tier, because they compete for national advertising and their ratings would be higher in V

band. Fewer services on broadcast tier also gives programers better shot at getting on that tier.

At same time, there are operators who don't feel strongly about distant signals on broadcast tiers. Operators who want lower copyright costs associated with putting distant on broadcast tier have already done so, reasoning goes. Those who have kept distant signals on higher tiers have done so to make sure subscribers don't downgrade to broadcast tier. Broadcast tier with distant signals could be inviting enough for more than handful of subscribers to downgrade.

Looking for ubiquity

Fox Broadcasting is seeking favored status in cable legislation pending in House. Network has been discussing with cable MSO, Tele-Communications Inc., possibility of selected TCI systems in Fox's "white areas" becoming

cable affiliates. As part of Fox's effort to extend its reach into virtually every television home, network is also trying to obtain provision in bill that would enable cable systems to put Fox cable affiliates on same broadcast tier of service as big three networks. Fox feels confident it will succeed.

Clearwater

Sun for sale?

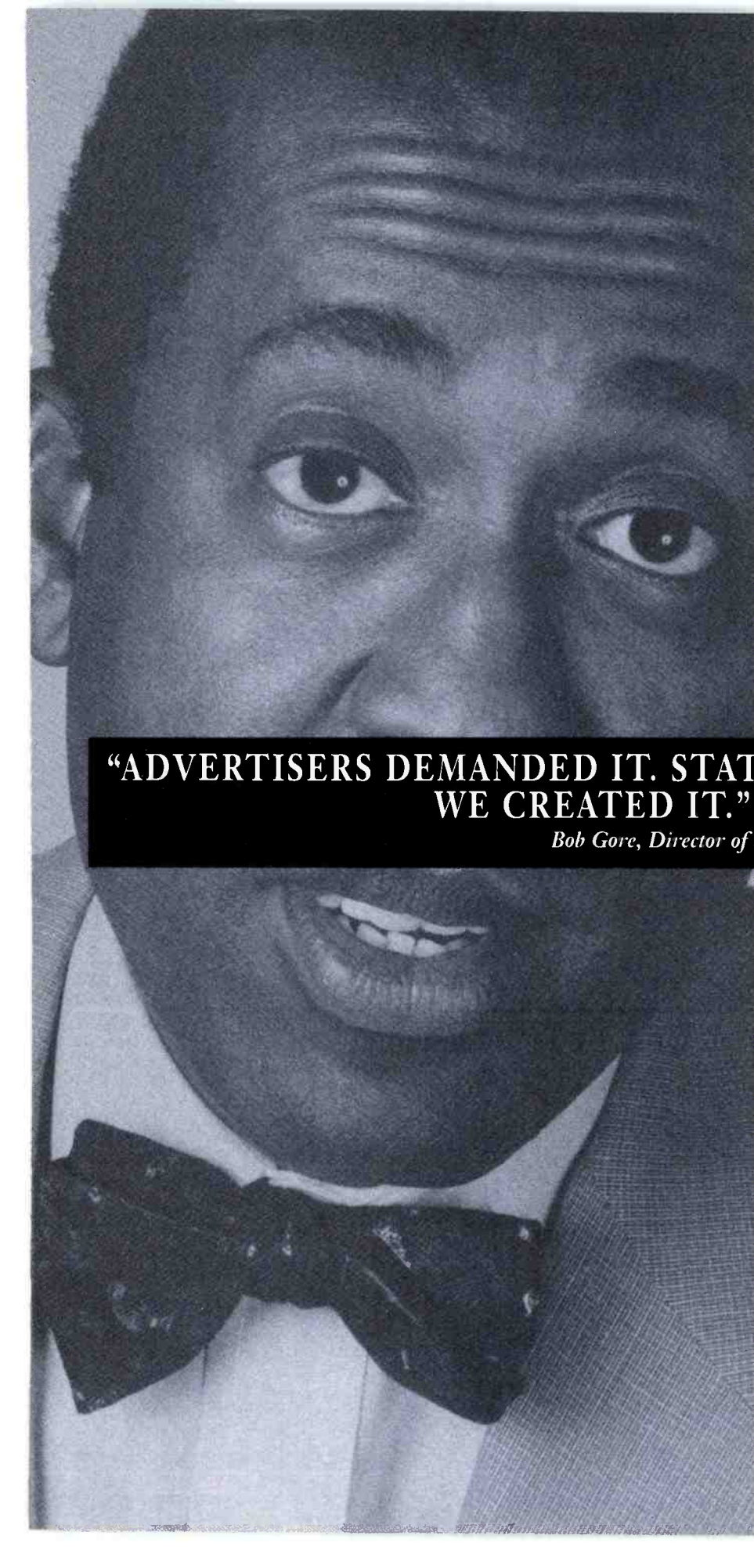
Florida-based Sun Radio Network and its parent company, Kayla Satellite Broadcasting, have quietly been contacting other talk programing distributors for possible merger or sale. SRN General Manager Tom Holter has been replaced by Larry Wyman, president of Kayla, which is backed by Washington-based Liberty Lobby. Holter told BROADCASTING prior to his release that Liberty Lobby "had no programing agenda for Sun" because Wyman "had no programming influence over the network." Reason for possible sale, according to one SRN employe, is that network is operating on negative cash flow basis and that advertising revenue, primarily generated by per-inquiry spots, are falling short of anticipated operating expenditures. Chuck Harder, general manager of network until Kayla took over operations, told BROADCASTING that network has lost more than \$100,000 per month. Harder no longer has any ownership in Sun. Earlier this year, Liberty Lobby solicited contributions and loans from members of its Board of Policy to support network. Lobby Board Chairman Vince Ryan specified need to raise addi-

DEREG DRIVE?

FCC Chairman Alfred Sikes's first year at FCC passed with just one major deregulatory undertaking in broadcasting—rulemaking to reform financial interest and syndication rules. But dearth of deregulatory efforts may give way to plethora in Sikes's second year.

At Sikes's instruction, Office of Plans and Policy and Mass Media Bureau are conducting broad review of broadcasting business and regulations that could lead to rulemakings to repeal or relax some of rules. Review encompasses, among other things, various ownership restrictions, including duopoly rules. Sikes has already promised to take up cable-broadcast cross-ownership rules (see page 28). Sikes told BROADCASTING review is warranted due to increasing competition faced by television and radio stations from other media.

"We need to take a look at the future of broadcasting and take a look at whether our rules are helping or hurting that future," Sikes said. "Everything is going to be examined; it will have to await that examination to determine what's in play."



Time to Care" has successfully attracted advertisers because it has provided them with an opportunity to reach local audiences as well as demonstrate a commitment to their community.

The 90 stations that have participated in this comprehensive station campaign have also enjoyed multiple benefits. They've increased revenues, gained new advertisers and strengthened local identification.

Additionally, "Time to Care" programming, coupled with our promos, vignettes, graphics, community outreach plans, news research and the service of our account executives, has enabled stations to develop news enhancements and spearhead action in their communities.

**"ADVERTISERS DEMANDED IT. STATIONS NEEDED IT.
WE CREATED IT."**

Bob Gore, Director of Sales, Group W Target Marketing

With "Time to Care 1991" now available, stations can provide advertisers and themselves with yet another opportunity to maintain a leadership role in their communities. And new stations can begin to realize the enormous benefits of a topical image campaign. So call me, Bob Gore, at (212) 856-8104 or (212) 856-8100.

**Time
to Care**

**GROUP
W TARGET MARKETING**

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tional revenue, either through donations or loans secured by promissory notes "signed by [Liberty Lobby] founder and treasurer Willis A. Carto" payable at 7½% interest, maturing Dec. 21, 1993.

New York Calculating Infinity

Valuing largest recent radio transaction, outside investment in Infinity Broadcasting by Shearson Lehman (see page 63), is difficult because company is not disclosing many details of transaction and because securities being bought include hard-to-value warrants. But given debt of just under \$500 million, value implied is at least 10 and perhaps over 11 times current cash flow. That multiple, suggests Fred Seegal, who recently was hired away from Shearson Lehman to join Salomon Brothers, speaks well for both company's management and radio industry in general. But because company is only one station shy of ownership limit on FM stations—it currently has 11—look for president, Mel Karmazin, to perhaps take company into other media.

Free agent

Former *House Party* executive producer, Betsy Alexander, who had been expected to join WMAQ-TV Chicago as executive producer ("Closed Circuit," Aug. 6), will not be going to Windy City after all. Alexander indicated she is still considering number of offers within industry.

Landover, Md. Discovery discoveries

The Discovery Channel, based in suburban Washington, has tapped New York-based syndicator Fox Lorber to scour nation's broadcast markets for locally produced shows that fit with cable net-

FIGHTING BACK

Laundry list of problems with cable reregulation legislation (in both House and Senate) by mid-sized cable MSO's, many of whom are members of so-called "entrepreneurs caucus," is long one. Group, which includes United Video Cablevision, Hauser Communications, Sutton Capital Associates, Jones InterCable, Adelphia Communications, Simmons Communications and Star Cablevision Group, has enlisted help of former Carter White House official and Washington lobbyist Stuart Eizenstat (BROADCASTING, May 28). "Our group thinks these are a bad set of bills," Eizenstat said last week. "We are working hard" to correct certain provisions, he said, and until they see what the final product looks like they won't take a position. There are three troubling areas: "bad actors" provision aimed at operators who raise rates "unreasonably," program exclusivity and antitrafficking language. While rest of industry is equally troubled by Senate bill's mandatory access and companion House provision, they have not signaled alarm over bad actors section in House measure or restrictions in House bill limiting sale or transfer of cable systems for 36 months.

work's schedule of informational programing. For past year, Discovery has been repositioning daytime schedule, adding various information series skewed toward women to existing mix of documentaries. Chuck Gingold, senior vice president, programing, for Discovery, and former station program director (WABC-TV New York and others), believes stations nationwide have shelves full of original series and other programs that aired once and now are "gathering dust." Gingold said he's looking for "just about everything" stations produce locally, including shows focusing on wildlife, cooking, travel, science and technology. Fox Lorber has already sold Discovery one locally produced health and medical show, *Pulse*, from KXTV(TV) Sacramento (see story, page 45).

Atlanta Out of running

Turner Program Services has pulled proposed new syndicated show, *Update*, from market, at least temporarily. Turner had hoped to launch show, weekly half-hour that

would revisit major news stories, updating events and characters, as early as this fall (BROADCASTING, Feb. 26). According to show's producer, Ira Miskin, head of Turner's documentary and informational programs unit, program will be re-introduced at NATPE International convention in New Orleans in January for fall 1991. Miskin said Turner's plate of ongoing projects, including *Captain Planet* and Goodwill Games, forced *Update* postponement.

Class action

Viacom's second-quarter results revealed company has sold 86,000 shares of Turner Broadcasting class B and C stock for \$6.9 million, liquidating completely its interest in company. But it is not first company to cash out Turner stock. Of 31 companies that bought into Turner for \$562 million in 1987, Rogers Cablesystems sold its interest several months after initial purchase. Additionally, Taft Broadcasting and Suburban Cable have reassigned their shares to WestMarc (Telecommunications Inc. subsidiary) and Lenfest, respectively.

Maryville Still at it

Multivision case in which rate increases prompted political backlash (BROADCASTING, Feb. 20, 1989) may be closed in Tennessee with its sale to InterMedia partners (see story, page 65), but Senator Al Gore (D-Tenn.) isn't finished with cable industry. Gore held town meeting in Maryville, Tenn., late last week, giving mayors in eastern part of state who are unhappy with conduct of their cable systems—Cooke Cablevision systems is large operator in eastern part of state—information on how electrical utilities can provide competitive cable systems. Most of Cooke's properties are being sold, although those in east Tennessee do not yet have buyer.

Springfield Testing waters

ACTV Domestic will make interactive TV service available to one of Continental's cable systems, most likely 45,000-subscriber Springfield, Mass. system. Company has just completed 300-person test in same system, results of which are being released this week. Expanded test begins in 12 to 18 months, and target is 3,000 sign-ups. While those who participated in 300-person test received service free, service in expanded test will cost \$10 to \$12.

Until new test begins, 150 subscribers on Springfield system will continue to use service, and ACTV will concentrate on honing sports programing being produced by NBC and ABC. *Monday Night Football* on Aug. 27 will be service's first interactive NFL game and Boston Red Sox-Toronto Blue Jays game in September will be its first interactive baseball game.

Charles Tops the "Bill."



Cosby isn't a factor.
Neither is Cheers, Who's
The Boss?, Growing Pains,
Mr. Belvedere, Night Court,
or Family Ties, when it
comes to retaining audiences.



It just proves what
we've been saying all along:
"Stripping 'off-first-run' works."

Let us show you how *Charles
In Charge* and *Out Of This World*
(available as a strip this Fall)
can fill your bill.

	% OF TIME PERIODS MAINTAINED OR IMPROVED 5/90 VS 11/89
CHARLES <i>In Charge</i>	78%
CHEERS	59%
WHO'S THE BOSS?	58%
GROWING PAINS	55%
MR. BELVEDERE	54%
NIGHT COURT	46%
FAMILY TIES	36%
THE COSBY SHOW	31%

Source: NSI as dated.

MCA TV
First in first run

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DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

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 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. 15**—American Women in Radio and Television, Houston chapter, luncheon. Speaker: Neil Frank, KHOU-TV Houston, on "Communicating during an emergency weather alert." Holiday Inn Crowne Plaza, Houston. Information: (713) 840-9500.

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.

ALSO IN AUGUST

■ **Aug. 21**—"Programing picnic," sponsored by New York Women in Cable. HBO Media Center, New York. Information: (212) 916-1040.

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.

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

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

da, 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 15-19, 1991**—Annual public radio conference, sponsored by National Public Radio. Sheraton, New Orleans.

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

■ **June 8-11, 1991**—American Advertising Federation national advertising conference. Opryland, Nashville.

■ **June 16-19, 1991**—Broadcast Promotion and Marketing Executives & Broadcast Designers Association annual conference. Baltimore Convention Center, Baltimore.

■ **June 24-27, 1991**—Cable Television Administration and Marketing Society annual conference. Opryland, Nashville.

On Thursday night,
1,353,376 young adults became
totally unresponsive.*

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—*National Academy of Television Arts and Sciences* community service/PSA awards presentation. Marriott Marquis hotel, New York. Information: Trudy Wilson, (212) 586-8424.

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

SEPTEMBER

■ **Sept. 3-8**—Second annual *CNN World Report* contributors conference. Theme: "The impact of television news on political change." TV journalists "from around the world who have contributed to *CNN World Report*" are invited to participate. CNN Center, Atlanta.

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 programing. 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—*Association for Maximum Service Television* annual HDTV update conference. Westin hotel, Washington. Information: (202) 462-4351.

Sept. 6-7—40th annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics Engineers, Broadcast Technology Society*. Hotel Washington, Washington. Information: (703) 739-3854.

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* 10th 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, (315) 437-5805.

■ **Sept. 14**—*Southern California Cable Association* presentation of SCA Diamond Awards for Excellence in Local Programing. Knott's Berry Farm, Los Angeles. Information: (213) 398-2553.



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Sept. 15—*National Academy of Television Arts and Sciences* Colorado chapter Emmy awards presentation. Paramount theater, Denver. Information: Daria Castiglione, (303) 860-0040.

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: (404) 252-2454.

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, sponsored 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. 21-23**—*Radio Advertising Bureau* Radio Sales University. Marriott, Milwaukee. Information: (800) 232-3131.

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—*Cable Television Administration and Marketing Society* Northeast regional cable management conference. Trop World Casino and Entertainment Resort, Atlantic City, N.J. Information: Daniel Sheehy, (703) 549-4200.

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 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. 26-27—"Communication and Minority Enterprise in the 1990's," conference for minority entrepreneurs sponsored by *FCC* and *National Telecommunications and Information Administration* in cooperation with *Howard University Small Business Development Center*. Stouffer Concourse hotel, Arlington, Va. Information:

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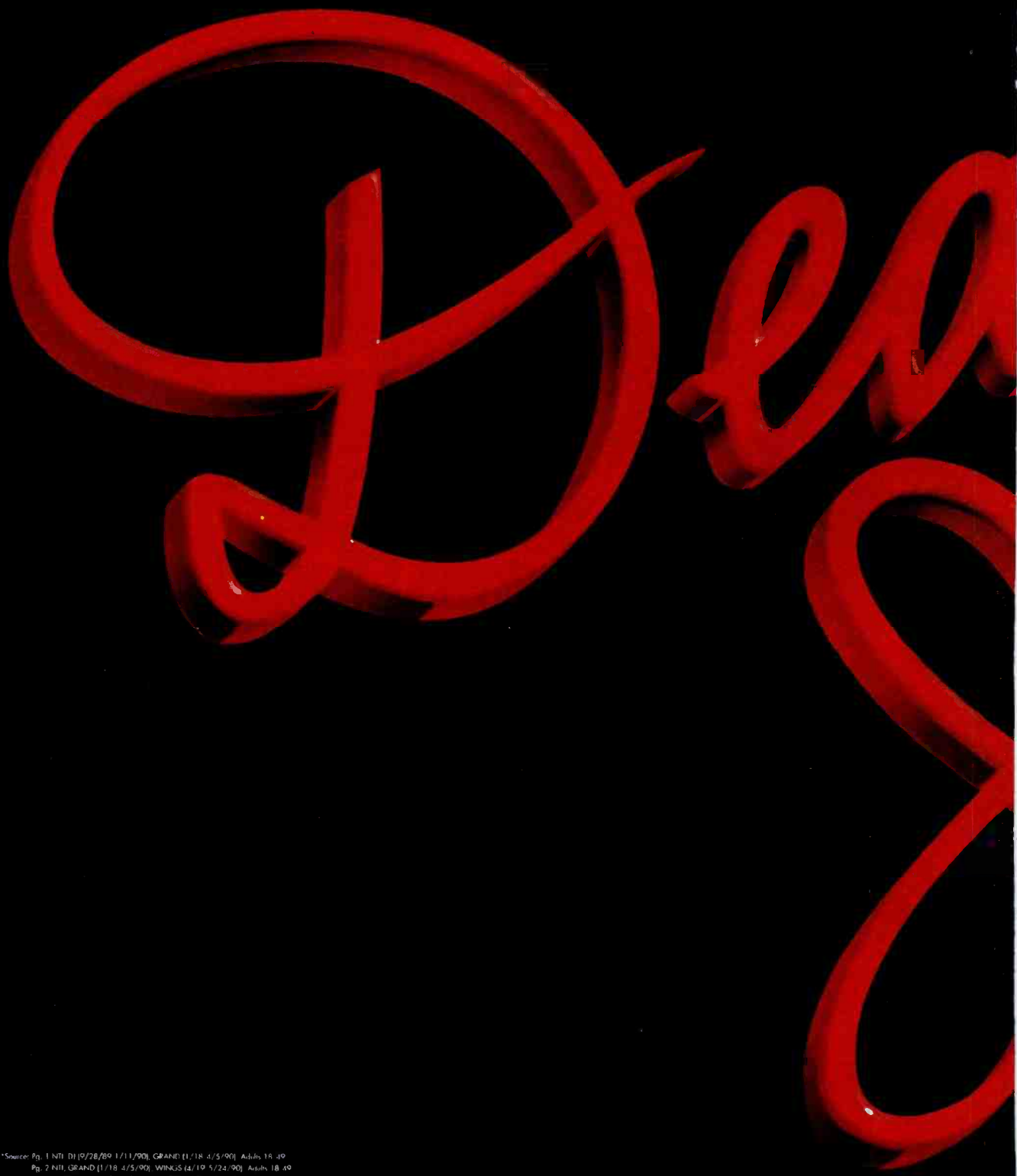
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MEMBER: NASD, SIPC

The key was "Dear John,"
and without it
Thursday nights on NBC
just aren't the same.



*Source: Pg. 1 NII, DJ (9/28/89-1/11/90), GRAND (1/18-4/5/90), Adults 18-49
Pg. 2 NII, GRAND (1/18-4/5/90), WINGS (4/19-5/24/90), Adults 18-49
Pg. 4/5 NII, DJ (9/28/89-1/11/90), WINGS (4/19-5/24/90)

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When NBC moved DEAR JOHN from Thursday to Wednesday night, they lost over 2.8 million viewers 18-49 on Thursday night.* And, despite valiant, but less dramatic efforts to replace this dual audience appeal comedy with "Wings" and "Grand," they have made an enlightening discovery. Shows as good as DEAR JOHN don't come along every night. But now that it is available for syndication in 1992, you can solve your programming problems today. All you need to do is sign up for therapy.



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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.

ERRATA

Information supplied by Unistar Radio Networks that networks' House of Representative correspondent **Karen Chase** had departed company was incorrect (BROADCASTING, July 23). Chase actually has been promoted to news anchor for Unistar's Power Network.

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. Chasen'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. 5—17th annual "CSU Broadcast Day," sponsored by *Colorado State University*. Theme:

"Domestic and Global Concerns: Radio-Television in the Next 10 Years." Featured luncheon speaker: James Dowdle, president and chief executive officer, Tribune Broadcasting Co., Chicago. CSU, Fort Collins, Colo. Information: Robert MacLaughlin, (303) 491-6140.

Oct. 6—*National Academy of Television Arts and Sciences* Chicago chapter Emmy Awards presentation. NBC Tower, Chicago. Information: Nick Aaronson, (312) 836-5507.

Oct. 6—*National Academy of Television Arts and Sciences* Philadelphia chapter Emmy Awards presentation. Hotel Atop the Bellevue, Philadelphia. Information: Grace Stewart, (215) 233-4554.

Oct. 6—"Career Enhancement/Advancement," sponsored by *Associated Press Television-Radio Association of California-Nevada*. Sunnyside Hilton, Sunnyside, Calif. Information: Rachel Ambrose, (213) 746-1200.

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. Syra-

"Datebook" continues on page 77.

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OPEN MIKE

Willing listeners

EDITOR: I have just read Bill Figenshu's July 30 interview with great interest. However, I must take exception to one of his remarks.

Figenshu argues that "If a child has a choice between an AM station for kids and a full-color TV station, you know what he'll choose." Perhaps this is either a reflection of his visceral reaction or wishful thinking. In fact, he is wrong.

The history of children's radio is short, but there is empirical data to contradict Mr. Figenshu's statement. For instance, while KPAL(AM) was on the air in Little Rock, Ark., 60% of the kids listened to the station, 27% of them over two hours per day, with much of the listening occurring while children's television programs were available. More recently, the Imagination Station Network, aired on WPRD(AM) in Orlando, Fl., has received numerous telephone calls and letters from children and their parents telling us that kids are turning off television to listen to the radio station. This fact has been recently confirmed in focus groups conducted by The Research Group. Thus, the evidence would contradict Mr. Figenshu's statement.

This should not be surprising. If you consider the attributes of radio and television, children find interactive radio much more interesting and fun since it stimulates their imagination, rather than the passive experience of television, whether it is in black-or-white or color.—*Matthew L. Lebowitz, chairman, The Imagination Stations Network, Miami.*

Back to the Future

EDITOR: PBS is in the midst of a major programmatic and structural reorganization (as reported in your July 30 issue). In its forward movement, a moment of vision to the past is in order.

As strategies are formulated, PBS must not continue to drift from its original promise and potential in the name of competition. PBS must look back to the future to its purist educational roots and find a confidence not in ratings but in the appetite and appreciation of viewers for a programmatic format which offers education in a very literal sense.

WYCC(TV), a PBS affiliate owned and operated by the City Colleges of Chicago, is a seven-year-old station that is instructional. College credit and adult continuing education programming are not only broadcast in prime time but such acquired instructional programming also reflects the production quality and modes of 20th century television, not the talking head. In other words, instructional television has become a contemporary and entertaining art form and should no longer be buried in pre-dawn airtime slots.

There is no longer any reason for the term "instructional television" to be an embarrassment to programmers or producers. It is from the roots of PBS that viewers find the most satisfying nutrition.—*Elynn Chaplik Aleskow, general manager, WYCC(TV) Chicago.*

'Missing' in Utah

EDITOR: Months ago, through a 5-4 decision, our U.S. Supreme Court ruled that FCC policies designed to bring diversity to our nation's airwaves do not violate the rights of white Americans.

The irony of this affirmation for black Utahns is that racial and ethnic diversity in broadcasting—something the FCC calls "missing voices" on our nation's airwaves—remains invariably so from a black perspective locally. Now with the FCC's minority ownership programs intact, black Utahns can only hope that black entrepreneurs of substance and true black pride will own and program a radio station that will provide the missing voices of Utah's black communities to the airwaves.—*Wayne Thompson, Ogden Utah.*

Lucky break

EDITOR: When the FCC imposed a limited indecency ban, a friend of mine who liked to retire early asked his teenaged son to tape TV programs after midnight for him. If a 24-hour ban is imposed, my friend will find himself fortunate indeed to have cable. He no longer will have to ask his son to tape programs. He, himself, will be able to watch programs of any nature at any time on cable.—*Reuben Lozner, Chevy Chase, Md.*

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MONDAY MEMO

A television journalism commentary from Stanley L. Harrison, School of Communication, University of Miami

Passions and partisanship have cooled sufficiently since the 1988 national elections to permit comment—not concerning the candidates and issues—but on the electronic media. The report card for radio and television is not good. That election exposed serious flaws, and recent local elections disclose these ills still bedevil broadcasters and should provide growing concern.

Conventional wisdom assures us television has come of age. This force is sometimes described as electronic democracy. Radio retains its own significant role, especially with fast news and early reporting. Neither, thankfully, is the process. But as participants in the process, both share a number of mutual problems. Three areas compel broadcasters—reporters, directors, producers and proprietors—to step back and indulge in some introspective analysis about themselves and their industry.

The issues—managing images and managed news, industry's failure to speak out on political issues and negative advertising—are shared by the national networks and cable, as well as local broadcasters in every community across the country. Broadcasters' continued studied indifference to these problems assures a permanent abdication of rights and responsibilities resulting in the viewing/listening public continuing to be short-changed.

The record is clear: broadcasters have lost or are in danger of losing their news franchise. Images, defined by others, have become the news. Events, defined by someone other than what textbooks call the "gatekeepers," are now news. Election news is not only managed; it is defined for the media. Increasingly, campaign managers are products of the television era—sophisticated and knowledgeable. Campaigns are carefully crafted around the TV medium. Inevitably, these effective skills are apparent in the local arena. Ronald Reagan, a consummate manipulator of the electronic media, was an able student. News events were carefully contrived to impart visual messages. News was managed and defined by White House image makers. Images became the issue. Comment was secondary.

If electronic news integrity is to survive, the burden rests with broadcasters



to present tough questions, project hard news and provide perceptive commentary. News people must speak out. Most of the time, in fact, reporters remain mute when they report something that they know is wrong.

Debating hard issues and challenging commentary are not welcome within network or cable executive suites. These programs are not money makers. Moreover, the hard-hitting investigative programs did not attract sufficient ratings.

They still do not.

Documentaries went the way of the dinosaur. Little in-depth investigation can be found in the so-called magazine shows on the tube. But insightful reporting is not noticeable in radio, for that matter.

The problem is more than a national issue, as I have suggested. Every local radio and television station bears some burden of blame. Virtually unreported, except in the most general of terms, are the state-wide races that affect each voter. Similarly, the congressional races get short shrift and no one need remind us that purely local races are barely mentioned.

A good deal of the reason can be laid at the feet of the electronic mediums' manner of reporting these events (emphasizing polls that are often fed by campaign people to the news media) with only superficial coverage, if, indeed, these campaigns are covered at all.

Television and radio benefit from the big bucks flowing from political adver-

tising. Millions of dollars fill the coffers of broadcasters, nationally and locally. Throughout the long campaigns, commercials saturate the airwaves, weaving messages to sway potential voters. This raises another issue that conscientious broadcasters must confront: dirty advertising.

Commercials for products are regulated, to an extent, and advertisers cannot lie, mislead or 'con' the consumer. Political ads face no such restraint. Yes, there is a mechanism to oversee blatant lies and misrepresentation, but the wrist-slapping is often too little, too late, to undo the damage of a vicious ad.

These successful national campaigns have led to a proliferation of local imitators that clutter the airways with more of the same. The political hucksters have a clear goal: to get their candidate elected. No one can object to hard-hitting ads that disclose a change of stance, a poor voting record or even the airing of a well-documented flaw of character.

What we can object to is the increasing resort to assassination by ads. Political scientists call it negative advertising.

Perhaps H. L. Mencken was correct: some problems cannot be solved. Nevertheless, a number of options

are open to the issues raised here. For instance, TV producers can spurn the staged settings provided by the political image-makers; the easy picture is not always the most informative. A continued pandering by the media's gatekeepers for visual bon-bons will destroy news credibility.

Dirty ads can be curbed best by the industry itself. One answer is to create a bipartisan watchdog group to screen questionable advertising. At the very least, political ads must be required to pass the tests of truth and accuracy applied to soap and aspirin. Of course, broadcasters can propose their own legislation to the Congress if the industry cannot police itself. Before well-meaning bureaucrats step in with dubious legislation or restrictive regulation, broadcasters must act to remedy the ills that beset their industry.

"Broadcasters have lost or are in danger of losing their news franchise."

FYI



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(619) 279-3939

NEIL DERROUGH
PRESIDENT AND GENERAL MANAGER

Memo To: Staff of KNSD, San Diego

From: Neil Derrough, General Manager

TOPIC: Murphy Brown

I am pleased to announce that KNSD-TV has acquired the highly-rated sitcom, "Murphy Brown" to begin stripping in Fall '92.

As you know, San Diego has had a long history of adult sitcoms working well on affiliates. Outstanding, ensemble shows with timeless humor like "M*A*S*H" and "Cheers" have performed season after season in our market, and we anticipate that "Murphy Brown," with its award-winning production and writing, will continue this long-standing tradition of success for our station.

In addition, on the network, "Murphy Brown" and the *FYI* crew have consistently turned in a strong rating story in San Diego. The audience that they attract not only makes them an ideal early fringe news lead-in, but also allows us to run them in late-night. This makes it the perfect affiliate show, enabling us to produce a good return on our investment run after run.

Best of all, "Murphy Brown" is the kind of show that we can be proud of presenting five-days-a-week. And the kind of show that gives us the perfect environment for our important advertisers.

Please join me in congratulating all those people at KNSD-TV who participated in this most important acquisition for our station. We can all look forward to Fall '92 and the good fortune that this valuable asset will bring to our station.

GILLETT COMMUNICATIONS OF SAN DIEGO, INC.



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Bugs

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PRODUCTIONS

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Available Fall '92



“For precision studio production, the Sony BVP-270 CCD camera meets our requirements across the board.”

– Rex Greenwell, Director of Engineering, WDSE-TV, Duluth, Minnesota

As WDSE marks a quarter century of distinguished public broadcasting, they are once again at the forefront of broadcast technology. Because they're the first facility nationwide to take delivery of three new CCD studio cameras — from Sony. A company which pioneered worldwide CCD development for ENG/ EFP applications.

“We're a leading public broadcast station. This stems from our commitment to local programming, plus a progressive technical stance. So when the time came to replace our tube cameras, we knew that the equipment had to be high-end, with specifications designed for precision studio work. Including everything from magazine format and call-in shows, to live broadcasts.

The Sony BVP-270 Studio Camera gives us that kind of versatility. With the high picture quality and stable day to day performance we needed to justify going with a CCD camera. Furthermore, it eliminates the need for registration, beam focus and other time consuming adjustments; and unlike tube cameras, the HAD image sensors provide clean images, free from burn-in and streaking caused by bright objects.

As for efficiency, the AUTO SETUP feature can cut normal setup time by two-thirds. When you combine this with the BVP-270's logical sequence of operations, the result is very smooth operating characteristics, all of which enhances the comfort factor and creative options of the camera operator.

When we considered its advanced features, plus the savings on tube replacement costs, the BVP-270 was the best value available in a CCD studio camera. From our perspective, the BVP-270 represents the future of studio cameras. Even more, it's backed by Sony's outstanding reputation for technical support and service”

... Rex Greenwell

For more information on 3-chip BVP-370/270 Studio Cameras, including Camera Control and Master Setup Systems, call 1-800-635-SONY.

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BROADCAST PRODUCTS

TOP OF THE WEEK



THE READY REGULATOR

You folks take an oath to regulate, not deregulate," Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) drawled during the communications subcommittee hearing a year ago called to consider the nominations of Alfred Sikes as chairman of the FCC and Sherrie Marshall and Andrew Barrett as commissioners. "I can't get that through your heads."

Hollings was giving himself too little credit. His message and like ones from other senators that day apparently got through to Sikes, if not to Marshall and Barrett as well.

During his first year in office, Sikes, who as chairman sets the tone and the agenda at the FCC, has shown himself to be a ready regulator, at least in comparison to the Reagan-appointed chairmen who preceded Sikes, Mark Fowler (1981-87) and Dennis Patrick (1987-89).

Although Sikes has not promulgated any major new regulations, he has cut short deregulatory initiatives of Patrick without advancing many of his own and has shown a much greater willingness to enforce existing regulations than either Patrick or Fowler.

And gone is the ideological zeal that powered the Fowler and Patrick deregulatory

agendas. In its place: pragmatism. Sikes's decisions are based more on how they would impact regulated industries and their markets than they are on how far they would advance some philosophy.

Sikes eschews the label of regulator for that of "adaptive regulator"—a term he coined upon taking office a year ago last week. As Sikes defines it, the adaptive regulator keeps a close eye on markets and imposes regulation only in the absence of thriving competition.

"You could theoretically end up with more regulation," Sikes says. "But, as a practical matter, the fortunate thing in the communications area is that markets tend to be opening, competition tends to be flourishing. As a consequence, that puts pressure on reducing regulation, not on increasing regulation. It would only be where you have markets that are consolidating, concentrating, closing where you would have pressure to increase regulation."

According to Sikes, the cable report the FCC adopted last month is an example of adaptive regulation, proposing regulatory and deregulatory measures—all aimed at opening the cable market and obviating the need for any long term

regulation. On the one hand, the report calls for the municipal deregulation of cable so that overbuilders could move into markets and compete with established cable systems. On the other, it recommends requiring cable programmers to deal with overbuilders and other competitive media on a nondiscriminatory basis.

Sikes's deregulatory side may yet reveal itself. In March, the FCC launched a rulemaking to review and rewrite the 20-year-old financial interest and syndication rules, which limits the broadcast networks' participation in the program production and syndication businesses. Sikes acknowledges that the process will probably end in relaxation of the restrictions, but few feel they will be repealed in their entirety.

Also on the mass media front, Sikes promises to revisit the bans against the broadcast networks owning cable systems and television stations owning systems in the same market. "We need to reexamine some of the policies which were developed back when broadcasting was much more concentrated, when it did not face clear competition from out-

continues on page 29

SOUND BITES FROM CHAIRMAN SIKES

On his upcoming agenda:

I believe we need to look at various commercial restrictions in broadcasting that deal with, for example, broadcast and cable crossownership—local and network—because the nature of the business is changing. We need to reexamine some of the policies which were developed back when broadcasting was much more concentrated, when it did not face clear competition from outside broadcasting as it does today from cable and, to a lesser degree, from wireless cable, and perhaps it will with direct broadcast satellite.

If one of those cable bills passes we've got an extraordinary amount of work to do. There are a lot of short deadlines on the studies [mandated by the bills]. Fortunately, in the cable area, we've done a lot of work recently and so we've got a running start on anything we're asked to do by Congress, but we've also got some real resource limitations in that area.

On fin-syn:

I think that there is a likelihood that there would be some relaxation, but we've just reached the point now where the comment cycle has been concluded and I personally have not had a chance to review the comments. I've said before that I think marketing conditions have changed rather significantly, and consequently it's something that we should take a hard look at.

We've got to take up the matter of [whether Fox should be exempt from the fin-syn rules] in this broader rulemaking. I stated when we provided the Fox waiver the first time that we needed to work through the issues and not be active in this area on waivers or waiver requests.

On the prime time access rule:

It generally serves a good purpose. I don't want to prejudice what the examination might reveal, but generally speaking I think it served a good purpose. [The FCC has received a petition to repeal the rule.]

On the FCC's cable report:

I think the competition part, the municipal franchise part, was the key provision. We recommended the legislature preclude the municipalities from unreasonably refusing to grant a second license. I think a complementary piece,



Chairman Sikes

and of similar importance, is the program access piece, where vertically integrated cable companies are forced to deal on a nondiscriminatory basis with [competitive multichannel media].

On pending cable legislation:

Neither as aggressive as they should be in opening up the local monopoly. That would be my principal objection and one I hope might be corrected before a bill is passed. To the extent there is rate regulation, it should be at the local level, not at the federal level, although there needs to be federal standards. The bills, to the extent they heap rate regulatory responsibility on the FCC, are wrong.

On spectrum fees:

I have always been supportive of cost-of-regulation fees, believing we are going to have to generate a lot of revenue ourselves to pay the cost of the work we do at the FCC. But when it comes to across-the-board spectrum fees, I am much less positive. First of all, there is a misunderstanding that people have gotten the spectrum without cost. In broadcasting, the great bulk of licenses are held by people who bought those licenses and paid full value for them. We also have a number of stations that don't do well, UHF stations and AM stations particularly. So a 4% gross fee, for example, might be terminal for some of those properties. To an extent there is going to be a spectrum fee, it is going to have to be very carefully crafted so it does not have that sort of blanket effect.

On the compulsory license:

I think in the long term it is not defensible to have Time Warner, the world's largest communications company, acquiring part of its programming under some artificial government regime, when the smallest TV station is having to go buy all its programming in an open market. That's number one. Number two, I believe it is important for the long term health of the broadcast industry that it has the opportunity to sell its product to retransmitters. That would be an important source of long-term revenue. You'll recall there was an if carry/must pay and then some turned it into a must carry/must pay, I certainly wouldn't favor anything like that. What the cable report reflected in this area is that right now since there isn't retransmission competition in most markets maybe on a transitional basis must carry makes some sense.

On the FCC's indecency report:

[Arguing that a complete ban is 'narrowly tailored' government restriction] makes sense if you look at this in the larger frame of reference. Indecent communications are widely available—theaters, adult book stores, video cassette stores, cable in some markets. It's widely available. If you look at this as a communications question, then you find that the restriction in broadcasting is simply a 'narrowly tailored' restriction, a subset of the overall communications system.

On the FCC's enforcement 'audits':

You will see a continuation of what we have done in the [alternative operator service], AM standards and political broadcasting areas. We will be publishing those results, and I think the information will be quite helpful. [What's next?] I'm not going to get into that.

On digital audio broadcasting:

It's an important development. I think that I learned through being a broadcaster for 10 years, that if you don't keep up with quality you will ultimately become weak. And I think it's important from a listener standpoint that we migrate to improved quality. It's absolutely essential from a broadcaster's standpoint. I don't propose to restrict competitive technologies, but I certainly believe strongly that broadcasters have to have the opportunity to move up as well, if that's possible.

SIKES

continued from page 27

side...as it does today from cable...and perhaps it will from DBS."

Sikes' willingness to stick with the program laid out by Congress has won him the respect and trust of those committee and subcommittee chairmen with FCC oversight. When Congress demanded a crackdown on broadcast indecency and a tightening up of character standards for broadcast licensees, the FCC responded promptly. And last month, on the eve of this fall's congressional campaign season, he sent FCC agents into 30 TV and radio stations in five markets to check on compliance with the equal time rule and the requirement that broadcasters charge politicians their lowest rate for campaign spots.

The good relations stand in marked contrast with those during the Patrick years, when they got so bad that Congress felt compelled on a number of occasions to enact preemptive legislation aimed at blocking actual or suspected FCC deregulatory moves.

Indicative of Congress's confidence in the FCC under Sikes are the two cable bills moving toward law in the House and Senate. Both would give the FCC broad new regulatory responsibilities in cable. Ironically, it is not responsibilities that Sikes covets. Indeed, he is a critic of the cable bills, feeling they are too regulatory and would place too heavy a burden on his financially strapped agency. "The bills, to the extent they heap rate regulatory responsibility on the FCC, are wrong," he says.

If Sikes has political problems, they are on the eighth floor of the FCC, which he shares with independent-minded commissioners: Marshall, Duggan, Andrew Barrett and James Quello.

None is beholden to Sikes for his or her seat. Quello preceded Sikes on the commission by 15 years and the others won appointments over the past year without the sponsorship of Sikes.

Marshall and Barrett appear likely to give Sikes the most trouble in the years ahead. The former battled Sikes for the chairmanship last year and may be feel-

ing somewhat frustrated at having come in second. The latter demonstrated he is willing to go to the mat to make his voice heard in FCC policymaking during the intramural battle over the cable report last month.

That battle over the report may speak volumes about what Sikes is up against. To make sure their more moderate ideas about cable were not overlooked, Marshall, Barrett and Duggan formed an ad hoc three-vote majority that forced Sikes to reshape the report. Had the three not softened their demands at the 11th hour, Sikes says he would have dissented.

Aside from fin-syn, review of the broadcast-cable crossownership rules and, possibly, implementation of cable legislation. Sikes sees the big challenge of the second year of his mass media agenda as following through with proceedings to improve AM radio and bringing "innovative" services, HDTV and digital audio broadcasting, to the public. "We've set a good framework," he says. "We've initiated a number of things, but there's still a lot of work that needs to be done." —MAJ

THE SIKES ADMINISTRATION'S BROADCASTING AND CABLE ACTIONS

1989

Oct. 26—Clears backlog of pending indecency complaints, dismissing 87, but taking action against eight others.

Nov. 1—Establishes Office of International Communications to coordinate and thereby strengthen agency's efforts in the international arena.

Nov. 26—Holds en banc hearing on AM radio and ways of improving broadcast medium.

Dec. 29—Launches inquiry to review cable marketplace since passage of deregulatory Cable Communications Policy Act of 1984 and make any necessary legislative recommendations.

1990

Jan. 11—Launches rulemaking to review and possibly rewrite

"effective competition" standard, which determines which cable systems should be subject to municipal rate regulation.

Feb. 8—Proposes rules and inquiry aimed at improving competitive potential of wireless cable, which beams multiple channels of cable programming via MMDS, ITFS and OFS microwave channels.

Feb. 12—Holds first of three public hearings on cable in Los Angeles. It is first FCC meeting outside of Washington in more than 20 years. Subsequent hearings were held in Orlando, Fla. (March 2) and St. Louis (March 15).

March 14—Launches rulemaking aimed at reforming financial interest and syndications, but puts off acceptance of initial round of comments until June 14 to give broadcast networks and Hollywood producers last

chance to reach compromise on new rules.

March 21—Makes major cut in establishing high-definition television standard, saying it would select simulcast system capable with existing 6 mhz television channel allocations.

April 12—Proposes reserving expanded AM band (1605-1705 khz) for station causing most interference in existing band, with eye toward improving AM radio overall and making it more competitive.

May 10—Toughens character policy statement, expanding types of misconduct that could lead to loss of broadcast license. Proposes rules changes to streamline comparative hearing process.

June 14—Proposes amending reporting requirements to require

licensees to report promptly loss of federal benefits as result of drug convictions, implementing Anti-Drug Abuse Act of 1988.

July 12—Adopts report undergirding statute banning broadcast indecency 24 hours a day.

July 16-17—Sends FCC field agents into 30 radio and television stations in five markets to check for compliance with FCC's equal time and lowest unit charge requirements.

July 26—Adopts cable report with legislation recommendations calling for mix of regulatory and deregulation actions, all aimed at promoting competition to cable.

Aug. 1—Launches inquiry to explore development of digital audio broadcasting in U.S., potentially competitive medium with AM and FM.

TV NETWORKS' REVENUE UP ONLY 3% IN 2ND QUARTER

Ratings problems in the television networks' first quarter carried over into their second-quarter financial results. According to data provided to BROADCASTING last week by the Broadcast Cable Financial Management Association (BCFM), the three-network revenue increase of 3%, to \$1.9 billion, was down significantly from the 8.8% first-quarter rise. Although the reported decline in PUT figures (people using television) occurred mostly in the first quarter (BROADCASTING, Aug. 6), the networks were still providing makegoods in the second quarter which deprived them of inventory that otherwise might have boosted revenue.

The BCFM data is based on unaudited network submissions to Ernst & Young.

The makegood problem had the greatest absolute effect in prime time where the second-quarter revenue increase of 1.9%, to \$1.03 billion, was compared to a first-quarter increase of 6.4%. Other special factors included the change (since the second quarter of last year) of inventory from prime time to news for *Prime Time Live* on ABC. Conversely, additional hours were returned to news with the cancellation last year of *West 57th*, replaced with fewer hours of *Face to Face with Connie Chung* on CBS.

Some evening inventory that had been in sports last year because of ABC's baseball telecasts was returned to prime time this year. NBC likewise carried more baseball games in the second quarter last year than CBS did in the second quarter of this year. However, the latter had six additional post-season NBA telecasts. Sports revenue, which had increased 22% in the first quarter, was up 3% in the second quarter, to \$237.5 million.

Late-night comparisons were off in the second quarter with revenue falling 10.7%, to \$91.7 million, largely due to the absence of the now-canceled *Pat Sajak Show* on CBS, but also reflecting some ratings slippage elsewhere. Early morning revenue increases continued strong, while daytime revenue improvement grew slightly to 5.6%. News revenue was up 9.3%, to \$200 million, over the same period last year and children's revenue was up 11%, to \$34.4 million.

For the first half of 1990, three-network net revenue is up 5.8% to \$3.8 billion. The fastest percentage growth is taking place in the early morning children's and sports dayparts. □

2nd quarter TV network revenue: '90 vs. '89

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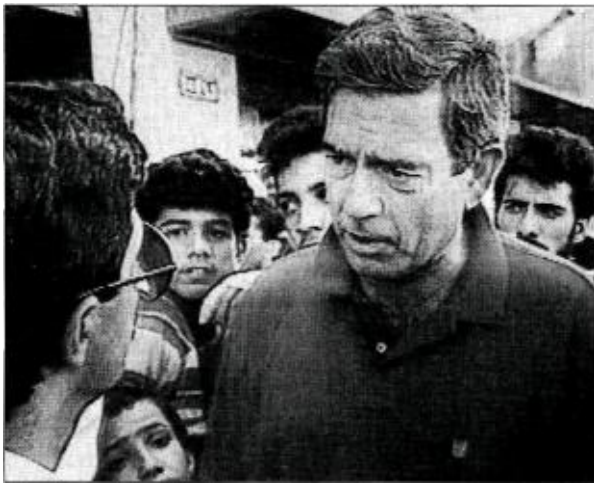
	Prime Time	Late-Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programming								
Second quarter '89	\$5,832	\$0	\$0	\$0	\$0	\$9,235	\$0	\$15,067
Second quarter '90	9,499	0	0	475	182	1,645	0	11,808
% change	62.88	NA	NA	NA	NA	-82.19	NA	-21.68
All other gross revenue from time sales								
Second quarter '89	1,180,182	120,757	66,384	299,047	36,438	261,305	215,269	2,139,382*
Second quarter '90	1,199,496	107,849	74,219	272,985	40,300	277,506	235,233	2,207,588*
% change	1.64	-10.69	11.80	5.38	10.60	6.20	9.27	3.19
Total gross revenue from time sales								
Second quarter '89	1,186,014	120,757	66,384	299,047	36,438	270,540	215,269	2,154,449
Second quarter '90	1,208,995	107,849	74,219	273,460	40,481	279,151	235,233	2,219,388
% change	1.94	-10.69	11.80	5.56	11.10	3.18	9.27	3.01
Less advertising agency commissions								
Second quarter '89	177,902	18,113	9,958	38,857	5,466	40,092	32,291	322,679
Second quarter '90	181,345	16,178	11,134	40,948	6,073	41,686	35,284	332,648
% change	1.94	-10.68	11.81	5.38	11.11	3.98	9.27	3.09
Total net revenue from time sales								
Second quarter '89	1,008,112	102,644	56,426	220,190	30,972	230,448	182,978	1,831,770
Second quarter '90	1,027,650	91,671	63,085	232,512	34,408	237,465	199,949	1,886,740**
% change	1.94	-10.69	11.80	5.60	11.09	3.04	9.27	3.00

Year to date TV network revenue: '90 vs. '89

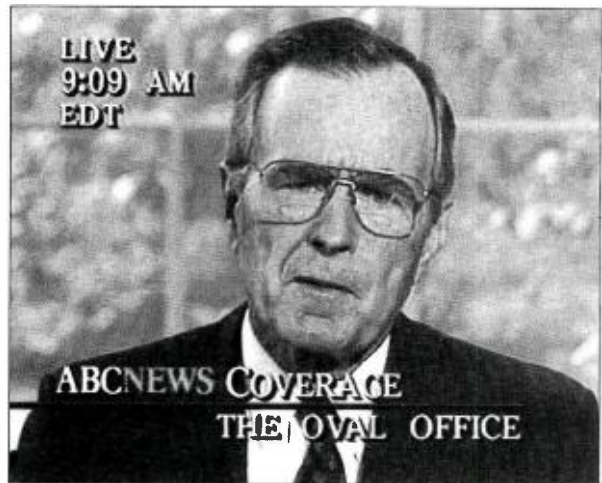
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	Prime Time	Late-Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programming								
Second quarter '89	\$15,265	\$0	\$0	\$500	\$0	\$12,887	\$0	\$28,652
Second quarter '90	16,201	0	0	475	181	2,263	0	19,120
% change	6.13	NA	NA	-5.00	NA	-82.44	NA	-33.27
All other gross revenue from time sales								
Second quarter '89	2,280,545	214,064	120,433	496,722	60,099	617,557	400,988	4,190,408*
Second quarter '90	2,373,080	196,541	135,714	520,111	68,274	716,157	436,693	4,446,570*
% change	4.06	-8.19	12.69	4.71	13.60	15.97	8.90	6.11
Total gross revenue from time sales								
Second quarter '89	2,295,810	214,064	120,433	497,222	60,099	630,444	400,988	4,219,060
Second quarter '90	2,389,281	196,541	135,714	520,586	68,455	718,420	436,693	4,466,690
% change	4.07	-8.19	12.69	4.70	13.90	13.95	8.90	5.85
Less advertising agency commissions								
Second quarter '89	344,371	32,109	18,065	74,519	9,015	93,744	60,150	631,973
Second quarter '90	358,388	29,482	20,358	78,017	10,269	107,497	65,504	669,515
% change	4.07	-8.18	12.69	4.69	13.91	14.67	8.90	5.94
Total net revenue from time sales								
Second quarter '89	1,951,439	181,955	102,368	422,703	51,084	536,700	340,838	3,587,087
Second quarter '90	2,030,893	167,059	115,356	442,569	58,186	610,923	371,189	3,796,175**
% change	4.07	-8.19	12.69	4.70	13.90	13.83	8.90	5.83

*Does not include color insertion revenue. **Includes no political parties/candidates revenue for 1990.



CBS's Rather in Jordan



ABC's coverage of Bush updates from Washington

NETWORKS STRUGGLE TO COVER IRAQ CRISIS

Lack of access to key Middle East locations restricts coverage

Television news usually depends on video to tell the story. But last week's coverage of the Iraqi invasion of Kuwait offered no photo opportunities from either country, with the exception of a small amount of "aftermath" footage from Kuwaiti television. According to some network news executives, the situation forced the networks to be more aggressive than normal in digging for news, for lack of pictures to fill newscasts.

"We're a visual medium and we miss the pictures," said Lane Vernardos, director of special events, CBS News. As a result, he said, "we've gone back to the basics of reporting and using skills not utilized in this business as much as they ought to be. It's nice to be back to real reporting for a while."

NBC News officials agreed the lack of compelling footage, and perhaps more importantly, the lack of direct access to sources in Iraq, Kuwait and Saudi Arabia, made covering the story more difficult. "We feel a great deal of frustration, not knowing what is really going on," through direct access in those countries, said Don Browne, executive news director, NBC News.

Coverage, said Browne, becomes increasingly difficult and complex when reporters have to rely on sources in Washington for information on events unfolding half a world away. "The Middle East is one of those areas where rumor and misinformation is almost an art form," said Browne.

Both CBS and NBC were stung by rumor and misinformation at points in their coverage. At a presidential press conference last Wednesday (Aug. 8), CBS's Leslie Stahl asked President Bush about rumors that Iraq leader Saddam Hussein was dead, rumors that proved to be unfounded.

NBC's Fred Francis reported Tuesday (Aug. 7) afternoon that U.S. talks with the Saudis were "going badly" concerning efforts to get U.S. troops into Saudi Arabia. A short time later, CBS's David Martin reported that U.S. troops were on the way to Saudi Arabia, which NBC followed up on, crediting CBS.

But all four major news organizations also claimed scoops advancing the story. CBS's Dan Rather, called back from a vacation in France, made his way to Jordan, where he had an extensive interview with that country's King Hussein that aired on *60 Minutes* Aug. 5. CNN, devoting about 85% of its air time to the story, according to the network's executive vice president, Ed Turner, got an exclusive interview with Saudi Arabia's King Fahd. ABC anchor Peter Jennings nailed an exclusive with the Emir of Kuwait.

With the help of its Houston affiliate, KPRC(TV), NBC told the dramatic story of one American who successfully fled Kuwait to Saudi Arabia. ABC also made maximum use of an interview by Diane Sawyer with Saddam Hussein before the invasion. Re-edited segments and previously unaired footage was used for both

episodes of *Prime Time Live*, following the invasion.

News executives say the latest Middle East crisis story, and all of its global implications, is perhaps the costliest story of the year. Exact figures are not available, but news officials said the costs to the networks, combined, could climb into the millions.

Turner of CNN said the network had already spent hundreds of thousands of dollars covering the story. "And this story is just beginning," he said. "It's going to go on for a long time," with coverage spread all over the world. "It's something you've got to do," said Turner.

Other news executives agreed the Iraq invasion story was one of the costliest. Asked how much ABC News is spending on the story, Bob Murphy, vice president, TV news coverage, responded, "I shudder to think."

When it came to deploying name anchors to the scene, or anyone for that matter, all the networks were out of luck. Iraq shut its borders, as well as those of Kuwait, to Western journalists. Through Thursday of last week, Saudi Arabia, known as a closed society, also refused to let Western journalists enter to cover the story.

As a result, the networks had no chance of getting pictures of Iraq's swift and successful invasion of Kuwait on Aug. 1, or of the arrival of U.S. troops on Saudi soil Aug. 8.

But news officials countered that the

real story, unfolding after the initial three-hour invasion, was one of world reaction, diplomacy meetings and repercussions for the national and world economies.

The military operation, after the initial invasion, said Murphy of ABC, "has been a very small part of the story up to this point. The story is one of politics and international debate. And that has nothing to do with access or lack of access to pictures, but access to people."

Nevertheless, all four networks acknowledge their continuing efforts to

get people into Kuwait and Iraq, a clear indication that they feel a significant portion of the story is going unreported.

But the story is much bigger than that, said CNN's Turner. "The story has so many other locations and implications," he said. "Even without pictures, this is not a difficult story to tell. It's so widespread, with so many angles, such as the cost of gas, airline travel, the necessity to explore the turn of the Arab mind, the growing hostage concern and so forth."

CBS's Rather was the first of the net-

work news stars to arrive on the scene in the Middle East. Late last week, ABC and NBC also decided to send anchors to cover the Arab summit convening in Cairo Friday (Aug. 10)—Ted Koppel for the former and Garrick Utley for the latter.

Meanwhile, CNN is in charge of network coverage for the Pentagon newspool that would be activated if the U.S. forces in Saudi Arabia become involved in a conflict with Iraqi troops. According to Turner, the network is on "alert status" should the pool be activated. -SM

TVX ADVISED TO TURN DOWN PARAMOUNT OFFER

Board of directors committee says \$7.50 per share is 'inadequate'

TVX Broadcast Group has been told by the special committee of its board of directors to reject the offer by Paramount Communications Inc. to buy the 17% of common stock not already held by the entertainment and publishing company for \$7.50 a share.

The committee, made up of the three independent directors of TVX, retained the investment banking firm First Boston Corp. as its financial adviser to evaluate Paramount's proposal and concluded that the Paramount offer is "inadequate from a financial point of view." The TVX board is made up of six Paramount executives, two TVX executives and the three non-Paramount, non-TVX members.

What will happen next is unknown, because the Paramount bid is not a tender offer but, rather, a proposal. Therefore, no vote by the TVX board is required. That leaves the three independent members who have already expressed their dissatisfaction with the offer.

Just what is an acceptable offer to TVX is not known. One member of the special committee told BROADCASTING that the committee "specifically" declined to discuss what an acceptable offer would be.

Paramount paid \$110 million in cash and \$30 million in notes last year to Salomon Brothers to buy a 79% block of TVX at a per-share price of about \$5. The entertainment company then increased its stake last month to 83% by purchasing all the outstanding shares of TVX Class B common stock at \$7.50 per share from CitiCorp Venture Capital Ltd. and First Capital Corp. of Chicago. There were between 6.5 million and 7 million class B shares involved, making

the additional purchase somewhere between \$48 million and \$52 million.

Officials for Paramount declined to comment on TVX's decision and it is not yet known whether the company will file a tender offer with the Securities and Exchange Commission, increase its current proposal or withdraw the offer entirely. TVX, according to some sources, is willing to listen. Also declining comment was Paramount's investment banking adviser, Lazard Freres & Co.

When Paramount bought the 4%, TVX shares went up \$2 to \$7.25. Prior to last week's announcement the stock was trading at 8¼, but closed Aug. 9 after the rejection announcement at 7%.

TVX and its advisers feel that the publicly held group owner of six independent stations is worth more than \$7.50 a share. A report on TVX by

Furman Selz analyst Robert Wiley in February said TVX could have a private market value of \$11 a share in 1991. The company, reportedly close to bankruptcy just a few years ago, turned cash positive in 1989.

Wiley anticipated Paramount's offer and said that TVX is capable of generating broadcast cash flow of \$35 million in 1990, making the company worth \$7.74 per share. The group is useful to Paramount, Wiley said, because it gives the company broadcasting experience with little risk. The group also lets Paramount's first-run and off-network syndication efforts be anchored in the TVX markets of Philadelphia, Washington, Houston, Fort Worth and Raleigh, N.C., giving them almost 9% coverage of the U.S. before they sell anywhere else. -JF

NBC WINS 10TH SWEEPS IN ROW

All three networks show drop in viewers from year ago

NBC won its sixth consecutive July sweeps, and its 10th consecutive sweeps victory, but it—as well as ABC and CBS—continued to suffer losses in viewership.

Nielsen numbers for prime time during July 12-Aug. 8 show NBC with a 9.6 rating/19 share, ABC in second place with an 8.8/17 and CBS with an 8.5/17. These numbers reflect the three networks' positions during the regular 1989-90 season. NBC's win was its 21st of the last 22 sweeps, dating back to May 1985.

Compared to the July 1989 sweeps

(July 6-Aug. 2), NBC was down 12%, ABC was down 2% and CBS was down 4%. (NBC broadcast the All-Star Game during the period last year, and if its numbers are not included, the network's percentage drop is 10%.)

HUT (homes using television) levels for the three networks were also down, to 51.4 from 1989's 52.1. The three-network rating was down 7%, from 28.8 to 26.9, and shares were down to 53 from 55.

David Poltrack, CBS senior vice president, planning and research, said that network shares are becoming "anachro-

nistic," due primarily to the growth of Fox. "It's now a four-way game," he said.

The top regularly scheduled program during July sweeps was NBC's *Cheers*, with a 15.2/28, number one for the first time in a sweeps period. ABC's *Roseanne* was second, posting a 13.7/24. NBC's *Cosby Show* came in third with a 13.2/27. According to Poltrack, the top 10 shows for the July sweeps had an average rating 17% lower than the top 10 in 1989. He attributed drop to "the increasing choice given the viewer and the fact that repeats don't draw."

NBC won four nights (Tuesday, Wednesday, Thursday and Saturday), was second on Monday and Friday and third on Sunday. CBS won Monday and Sunday, was second on Tuesday (tied with ABC) and third on Wednesday, Thursday, Friday and Saturday. ABC won Friday, was second on Tuesday, Wednesday, Thursday, Saturday and Sunday, and third on Monday.

The number-one entertainment special for the sweeps period was CBS's *Miss Teen USA*, scoring a 12.8/22. The top mini-series was NBC's two-part *Love and Hate: A Marriage Made in Hell*, which got a 15.2/27. Of the "new for summer" programs, NBC's *Real Life with Jane Pauley* claimed victory, with an 11.8/21. Number two was CBS's *Face to Face with Connie Chung*, with a 10.6/19.

Poltrack pointed out that once again differences exist between national peplemeter figures and the 17-city local metered market average. In a comparison of 1990 versus 1989 percentages, peplemeters show the three-network average down 7% compared to the 17-city figure of 4%; CBS down 2% (17 cities) versus 3% (peplemeters); NBC down 8% versus 13%, and ABC down 1% versus 2%.

In the early evening news race for the past four weeks, ABC has a 9.0, CBS has an 8.0, and NBC has a 7.7, but the three-network rating is down 5% from 1989. All three networks have shown percentage increases this week, due to the breaking Iraq-Kuwait story, Poltrack said. CBS won in weekday daytime (10 a.m.-4 p.m.), while the three-network rating is down 8% from 1989 figures.

In prime time, among the key demographic of women 18-49, NBC scored a 5.9, ABC a 5.8 and CBS a 5.1. For women 25-54, NBC also won, with its 6.4 beating ABC's 6.1 and CBS' 5.7. Among adults 18-49, NBC and ABC posted a 5.1, while CBS had a 4.5. For adults 25-54, NBC's 5.5 bested ABC's 5.3 and CBS's 5.0. —RC

WGBH-TV DRAWS FCC COMPLAINTS

FCC receives letters about Mapplethorpe news piece

The FCC has received two written complaints without videotape and expects to receive one complaint with videotape alleging WGBH-TV Boston violated indecency or obscenity rules in airing a July 31 news broadcast featuring the controversial photographs of Robert Mapplethorpe.

The station, which stands by the broadcast in question, devoted most of its regular 30-minute *Ten O'Clock News* (10-10:30 p.m.) that night to four stories on controversial art, including a tour of the Mapplethorpe exhibit at Boston's Institute of Contemporary Art (ICA), said WGBH-TV spokeswoman Julie Eggleston.

One complainant to the FCC, Gerald Benitz, an electrical engineer and resident of Lynn, Mass., told BROADCASTING that, apprised by WEEI(AM) Boston broadcasts that WGBH-TV would air the Mapplethorpe photos, tuned in prepared to take notes on the program. Benitz's complaint charged WGBH-TV with airing video of "obscene photographs" and described six Mapplethorpe photos. He complained that the broadcast also included "color photographs and paintings with full frontal nudity from another exhibit," focusing especially on a work called "Ejaculate in Trajectory."

The photos and paintings, he said, were "quite disgusting—some things I just thought you couldn't put on television." In part, concern for what children might see motivated Benitz, who is not a parent. Benitz said he apprised the Catholic League for Religious and Civil Rights in Boston that he had taped the program but assumed the FCC would get a copy from some other source.

Indicating that he had never filed any complaint with the FCC before, Benitz said that David Liroff, WGBH-TV station manager, responded to a copy of his letter to the commission with a letter to Benitz. Liroff "sort of defended the broadcast," noting the intelligence of WGBH-TV viewers and their option of tuning away from the piece, said Benitz, who argued, however, that the broadcast fits a trend in which "people want to push things as far as they can."

According to Alan Foster, executive producer of WGBH-TV news, the station taped all the photos full frame, having ruled out the use of any detail or pan shots beforehand. The entire Mapplethorpe exhibit was taped, he said, and neither the reporter nor editors were allowed to screen any works out. Two

verbal warnings preceded the footage, he said, as did a few seconds of black screen, allowing time for viewers to retune or shut off their sets.

Advice received when the station first "expressed interest in covering the story explicitly," said Foster, was that "we were well within our rights covering the controversy in our regular 10 o'clock news show, in terms of the First Amendment and, as added strength to our position, was the hour," falling within the 8 p.m. to 6 a.m. safe harbor during which the FCC is not currently required to enforce indecency rules.

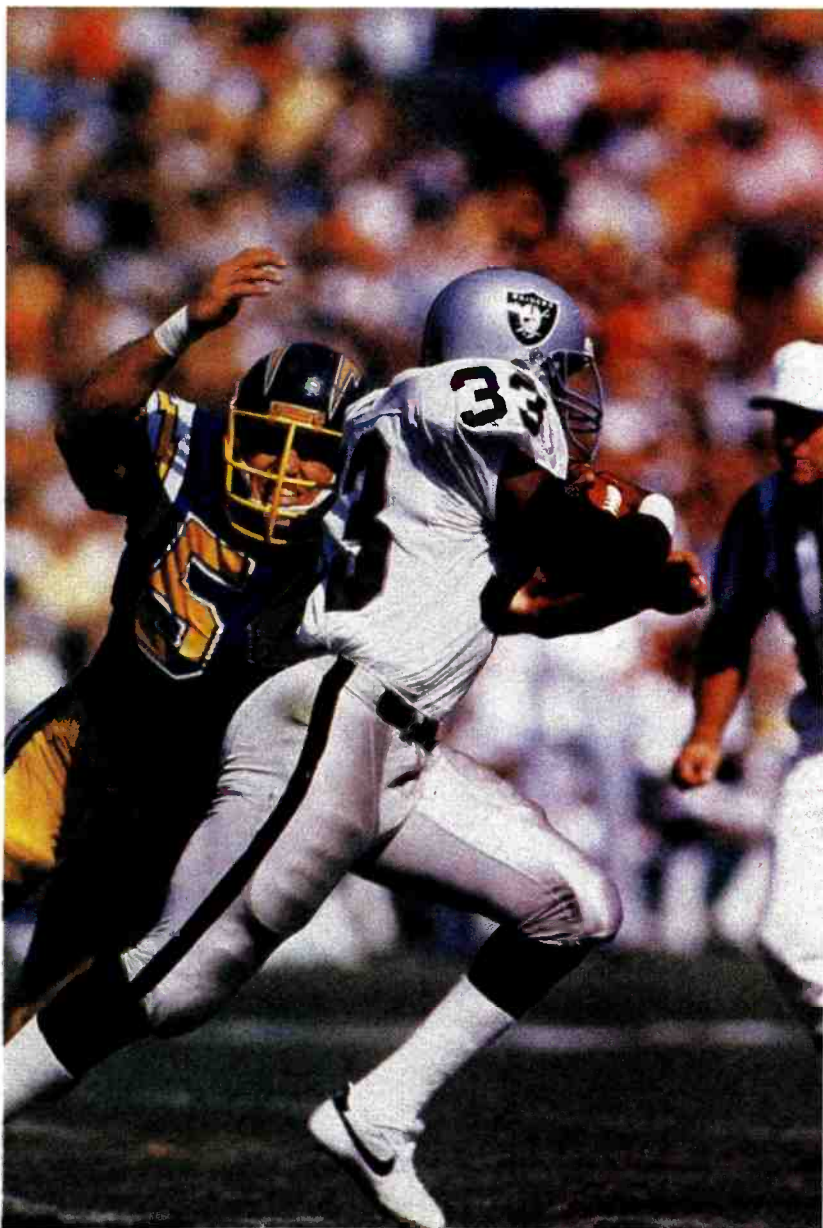
WGBH-TV received 100 "positive calls congratulating" the station on the stories and 23 negative calls, she said. Although *The Ten O'Clock News* earned a 3.6/6 rating/share for the broadcast, twice its average, Foster said that the stories were "not done for sensational or callous gains" but were, rather, the result of the station's standard search for alternative approaches to the news. Saying, "We won't be naive; we know we were pushing the envelope," Foster argued that other broadcast and press media have mistakenly "made us the story [and have] raised it to the level of titillation, unable to look the controversy in the eye themselves," he said. "The question is not, 'Why did we show the photos?' but 'Why didn't others?'"

A second written complaint made by Mr. and Mrs. Robert Dombrowski of Buffalo, N.Y., alleged indecency and was apparently based on a "misapprehension" that their complaint "would be actionable" because the FCC was now enforcing a 24-hour indecency ban, when, in fact, the constitutionality of the 8 p.m. to 6 a.m. safe harbor rule is still pending in court, said FCC Enforcement Division attorney Roger Holberg. A telephone number for the Dombrowskis could not be obtained, and WGBH said that, to its knowledge, its signal is not carried in Buffalo.

If the Dombrowski or Benitz complaint were to prove not actionable, the complaint that the FCC was told is forthcoming with videotape documentation could prove formidable. If the complainant, which the FCC declined to identify, is aware that the commission does not currently enforce indecency rules between 8 p.m. and 6 a.m., said Holberg, he, she or they could force analysis of charges that the broadcast was obscene, regardless of the time it was aired. —PDL

SPECIAL REPORT

FOOTBALL '90: MORE PLAYERS CARRY \$1 BILLION BALL



As TNT joins \$900 million NFL team, and regional cable channels multiply, world league and conference flux promise to create more football product.

Television's investment in football shows no signs of leveling off in the 1990's. In fact, that investment is already certain to increase this year: 65% to 75% rights fee increases in agreements reached last March will make professional football on TV more than a \$900 million business this year. Already drawing perhaps \$100 million in TV revenue, college conferences in every region are examining expansion and/or mergers, looking to create larger TV audiences and additional events. And a new, international spring football league will debut next March.

Since the beginning of the year, the price tags on the top two national football packages—the National Football League and College Football Association (CFA)—have increased by more than \$400 million per season. Beginning next fall, ABC, CBS, NBC, ESPN and TNT are together expected to invest more than \$910 million each season in the NFL through 1993-94—1.73 times the per-season fee under multi-year contracts ending last season, which averaged \$510 million a year. One network described the NFL ad sales market as “difficult,” while others declined comment.

On the college side, for rights to the CFA, 1991-95, ABC and ESPN agreed to pay \$67 million per season—1.49 times the \$45 million CBS and ESPN will pay this season.

But perhaps most indicative of the game's increasing television value was NBC's surprise 1991-95 agreement to pay \$6 million a year for rights to the home games of only one school, Notre Dame University—an annual fee on par with current rights to whole conference schedules. Although that deal was valued at \$30 million over five years, the CFA was forced to reduce rights to its ABC-ESPN deals by \$50 million after Notre Dame's defection.

And a new professional league promises to take football beyond the fourth quarter and beyond U.S. borders. Agreements reached last winter and spring with ABC and USA Network will bring the World League of American Football approximately \$10 million in annual rights beginning next March. -PDL

NFL: MORE GAMES, CABLE, REVENUE

Expanded regular and post seasons, addition of TNT equal 60% rights increase and spot surplus

Beginning this season, total national television rights to the NFL will rise from an average \$531 million per season in the last set of ABC, CBS, NBC and ESPN contracts, to nearly \$910 million per season under the 1990-91 through 1993-94 agreements reached last March between the NFL and ABC, CBS, NBC, ESPN and Turner Broadcasting System. Although the addition of Turner's TNT accounts for more than \$100 million of the \$388 million increase in the annual average, each of the returning rights holders will pay at least 60% more per season than it did before for parts of a slightly expanded league schedule.

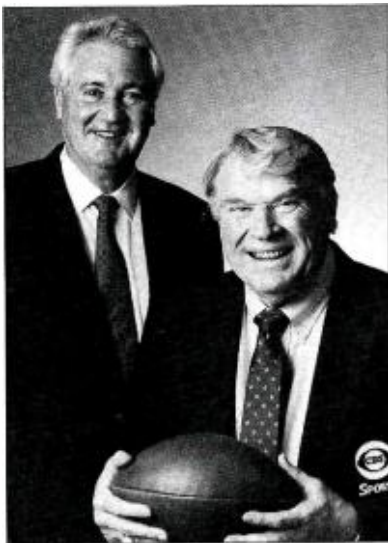
In an environment of increased pressure to make those rights fees back, ABC deferred to network policy, declining comment, even in the most general terms, on how well its NFL ad sales were proceeding. Although CBS described the ad sales market as "strong," it also declined to quantify that claim.

But Kenneth Schanzer, executive vice president for NBC Sports, conceded, "It's a difficult marketplace. The NFL now costs so much that one has to look at it in a critical way," he said, attributing the current uphill preselling battle to expansion in advertising inventory due to the addition of the TNT schedule, as well as of additional regular season and playoff games. "The question before us," he said, "is whether demand will catch up with supply." Although he did not say NBC—with the lowest per-game rights costs among the networks—will lose money this season, Schanzer said of the network, "We would hope that during the term of the agreement, we would catch up with rights fees."

Networks: Slight gains at high cost

Together, the three broadcast networks will pay \$2.737 billion to the NFL over the next four seasons, or an average \$664 million per season, to air preseason, regular season and playoff games, as well as three Super Bowls.

To retain rights to the National Football Conference of the NFL, CBS agreed to pay \$1.06 billion over the four years, or about \$265 million per season, a 77% increase over the \$150 million it paid



Pat Summerall and John Madden

last season. This year, CBS's regular season Sundays will expand from 16 to 17 and to 18 in 1992-93. In addition to airing Super Bowl XXVI from Minneapolis in 1992, CBS will carry four NFC playoffs following each regular season.

Thanks to the NFC's average season ratings consistency over the past three seasons—13.8 each year, compared with 11.2, 11.0 and 11.6 for the AFC on NBC—sales for the 1990-91 NFC season are "very strong," said CBS spokeswoman Susan Kerr. CBS has scheduled two Saturday, prime time preseason games (Aug. 11 and Sept. 1), and one Sunday 1 p.m. ET game (Aug. 26) before it opens the season with four regional telecasts on Sept. 9. The regular season will include nine doubleheaders. Beginning with a Jan. 6 wild card game, CBS will air four NFC playoff games, including the NFC championship.

This fall, announcers John Madden and Pat Summerall celebrate their 10th year together on CBS. But with the departure of Brent Musburger last spring, the lineup on CBS's *NFL Today* show will sport new faces: anchors Greg Gumbel, Pat O'Brien and Leslie Visser, and analyst Terry Bradshaw.

Signing a 1990-93/94 contract valued at \$752 million, NBC retains its Sunday package of AFC games and the 1993 Super Bowl from Phoenix at a cost of

about \$188 million per season, 1.57 times its 1989-90 fee of \$120 million. NBC began its preseason schedule Aug. 5 with the Raiders vs. Saints from Wembley Stadium, London, and Aug. 11 with the Chiefs vs. Rams from Olympic Stadium, Berlin—the first NFL play on German soil, according to NBC spokesman Vince Wladika. NBC will rap up the preseason in prime time Aug. 24 with the Raiders at the Bears.

NBC will present eight doubleheaders in the regular season and four AFC play-offs, including the Jan. 20 AFC Championship. The faces will change this season for NBC's *NFL Live*, with analysts O.J. Simpson and Wil McDonough joining host Bob Costas.

On the strength of 18.6, 19.9 and 18.1 ratings and 29-plus shares the past three seasons, the NFL asked for and received an increase in rights fees for *Monday Night Football* from ABC, which agreed to a \$925 million, 1990-93/94 package. At \$231 million a year, or 1.58 times its previous annual fee, ABC gets one additional regular season game this season and another in 1992. And, in addition to winning rights to Super Bowl XXV (next January 27 from Tampa), ABC will for the first time also televise playoff games each of the four seasons—two wild card games the NFL will add, beginning next Jan. 5. ABC launched its four-game preseason with coverage of the Aug. 4 Hall of Fame game.

The broadcast team for *Monday Night Football*, which moved up from 16th highest rated prime time series in 1988-89 to 10th highest in 1989-90, will remain unchanged, with Al Michaels, Dan Dierdorf and Frank Gifford in the booth.

So far, rights to the 1994 Super Bowl remain unassigned. —PDL

Cable NFL: full season presence

For the first time ever, the cable industry will have NFL football every week of the season, with TNT joining ESPN in landing concurrent four-year packages valued at \$445 million each.

TNT will carry three preseason games as well as nine regular season games, the first nine weeks of the season. The regu-

lar season games will be Sunday night, except for a Thursday, Oct. 18, game between New England and Miami. Turner is in the first year of a four-year, 47-game deal.

ESPN will carry three preseason games, and Sunday night games on the last eight weeks of the season, as well as the Pro Bowl, in the first year of a new four-year deal.

Both networks have sought to pass along some of the rights fees to cable operators, which initially caused a certain amount of grumbling. ESPN's is a straight 14 cents per subscriber per month surcharge, while Turner's is included in a new rate for TNT.

ESPN began marketing the NFL soon after it received the package in early March and said it has resigned the 99% of the MSO's that signed up for its first package three years ago, which carried a nine cents per subscriber surcharge.

TNT's new rate begins at 32 cents per subscriber for 1990, reflecting a 12 cent increase for the NFL. To date, TCI, Comcast, Cox and Sammons have renewed contracts with Turner, but all TNT operators will receive the NFL, regardless of the state of contract extension negotiations.

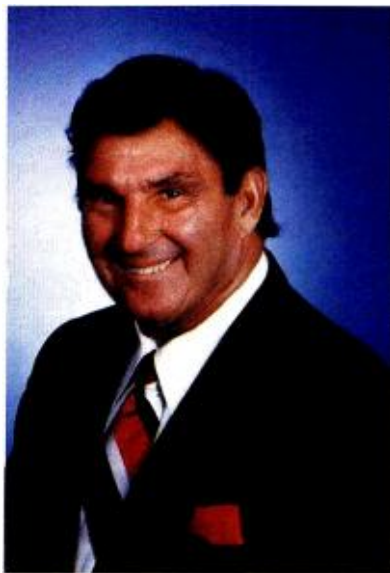
On the advertising front: Locally, cable salespeople appear to be selling ESPN and TNT as one package. Larry Zipin, Warner Cable vice president, ad sales, said "the reaction is very positive." The real question will be how much of the business will be incremental, as opposed to migration from other cable budgets. Zipin said Warner wouldn't know until the latter part of the season how much revenue was actually new business.

Connie Pettit, vice president of Dimension Media Services, the sales arm of Times Mirror, said the NFL is 50% to 60% sold out. She agreed with Zipin that how many new dollars were received won't be known until later in the season. She said many repeat advertisers are back with bigger budgets, with the increased number of games. In larger systems, such as Phoenix, the NFL is sold in a package that also included the Goodwill Games and will include the NBA.

And although the local cable sports advertising market is glutted, it brings an upside, said Pettit. MLB and the Goodwill Games have provided better ratings than previous product and for the many advertisers that want to reach men, she said, sports remains one of the best vehicles. —MS

CBS RADIO AND MUTUAL CARRY NFL

CBS keeps exclusive league, post-season schedules; Mutual to offer 17 doubleheaders



Hank Stram

CBS Radio Sports will kick off the first year of a five-year exclusive NFL contract Sept. 10, with play-by-play coverage of the San Francisco 49ers-New Orleans Saints game at the Superdome in New Orleans. The Mutual Broadcasting System, armed with rights agreements with individual teams, will air its first of 17 NFL doubleheaders a day earlier, distributing them to markets where no local team games exist.

The new CBS contract includes an expanded broadcast package of 33 regular season games, 10 post-season playoff games, the Super Bowl and the AFC-NFC Pro Bowl game. The regular season schedule offers 16 Monday night games, eight Sunday night games, a Thanksgiving double-header, two Saturday double-headers and one Saturday triple-header.

CBS Radio Networks vice president and general manager, Robert Kipperman, says the value of NFL football is that "it gives us an opportunity to provide exclusive sports programming to our affiliate stations. NFL football complements the other 'Tiffany' sports we carry, including Major League Baseball, the NCAA Final Four, the Masters golf tournament, and U.S. Open tennis. We have positioned ourselves as the sports

network, and with NFL football, we are the 'only game in town.' "

Returning this year to provide play-by-play and color commentary are veteran CBS sportscasters Jack Buck and Hank Stram, who will serve as the network's primary announcing team. Additional CBS Radio Sports NFL play-by-play and color announcers include Jim Nantz, Pat Haden, Brad Sham, Howard David, Brad Nessler, Mark Champion, John Dockery and Bill Wilkerson.

Additionally, CBS's football coverage includes *NFL '90*, a 10-part, pre-season series hosted by former player/sportscaster Merlin Olsen, that begins Aug. 27 and concludes Sept. 7; *NFL Preview*, a 15-minute weekly series hosted by CBS sportscaster Greg Gumbel and NFL commentator John Madden, and *The Road to the Super Bowl*, a 20-part series scheduled to air during the January pre-Super Bowl hype period. The anchors for *Road to the Super Bowl* have not yet been announced.

Mutual has scheduled the Los Angeles Rams at Green Bay (1 p.m. ET) and Pittsburgh at Cleveland (4 p.m. ET) for the opening week. Having scheduled the first seven Sundays in the season, Mutual will select additional games as divisional races start to heat up. "We try to get the best games possible each week, while fitting in as many teams as possible during the season," said Mutual director of sports, Larry Michaels. Stations can pick up one or both of the Sunday games, Michaels said.

For Mutual's two Sunday broadcasts, play-by-play announcers include Tony Roberts, Harry Kalas and Bill Rosinski; color commentary is provided by Jack Ham and Jack Snow.

Michaels said Mutual "would love to have the Super Bowl package" and did bid on the rights, but the NFL was looking for more money than Mutual thought the lineup was worth.

Although Michaels said the double-header schedule works well for Mutual's stations and advertisers, he conceded the network does run into logistical challenges when local radio stations carry home team broadcasts. "If a local station broadcasts any NFL football game, whether it's the one we're carrying or not, we're blacked out in that market," Michaels said. —REB

Which is the
only daytime
talk show that
grew this year?

LOCAL RADIO NFL COVERAGE

AFC East

Buffalo Bills WBEN(AM) Buffalo

Regional network of 16 stations; 4 preseason, 16 regular; station holds rights in first year of five-year contract.

Indianapolis Colts WIBC(AM) Indianapolis

Reg. net. of 26 stations; 4 preseason, 16 regular; station holds rights.

Miami Dolphins WIOD(AM) Miami WQBA(AM) Miami

Reg. net. of 27 stations; 4 preseason, 16 regular; third year of three-year pact; WQBA has Spanish rights, 4 preseason, 16 regular; second year of three-year pact.

New York Jets WCBS(AM) New York

4 preseason, 16 regular; station holds rights in third year of five-year deal.

New England Patriots WHDH(AM) Boston

Reg. net. of 50 stations; 4 preseason, 16 regular; station holds rights in final year of four-year contract.

AFC Central

Cincinnati Bengals WKRC(AM) Cincinnati

Reg. net. of 50 stations; 4 preseason, 16 regular; station holds rights in final year of three-year contract.

Cleveland Browns WWWE(AM) Cleveland

Reg. net. of 43 stations; 5 preseason, 16 regular; station holds rights.

Houston Oilers KTRH(AM)-KLOL(FM) Houston (co-owned stations)

Reg. net. of 35 stations; 4 preseason, 16 regular; 1st year of 5-year pact; co-owned stations hold rights in contract.

Pittsburgh Steelers WTAE(AM)-WHTX(FM)

Pittsburgh
Reg. net. of 35 stations; 4 preseason, 16 regular; station holds rights in first year of three-year pact.

AFC West

Denver Broncos KOA(AM) Denver

Reg. net. of 55 stations; 5 preseason, 16 regular; station holds rights.

Kansas City Chiefs KCFX(AM) Kansas City

Reg. net. of 53 stations; 4 preseason, 16 regular; station holds rights in first year of two-year pact, option on third year.

Los Angeles Raiders KFI(AM) Los Angeles

Reg. net. of 33 stations; 4 preseason, 16 regular; station holds rights in third year of four-year pact. Bob Speck Productions holds rights in third year of four-year pact.

San Diego Chargers XETRA(AM) Tijuana

Reg. net. of five stations; 4 preseason, 16 regular; station holds rights in fourth year of five-year contract.

Seattle Seahawks KIRO(AM) Seattle

Reg. net. of 55 stations; 4 preseason, 16 regular; station holds rights in second year of five-year contract.

NFC East

Dallas Cowboys KRLD(AM) Dallas

Reg. net. of 22, plus 13 Spanish-language stations; 4 preseason, 16 regular; station holds rights in final year of five-year deal.

New York Giants WNEW(AM) New York

Reg. net. of 22 stations; 4 preseason, 16 regular; station holds rights in second year of multiyear pact.

Philadelphia Eagles WIP(AM) Philadelphia

Reg. net. of 30 stations; 4 preseason, 16 regular; station holds rights in second year of three-year contract.

Phoenix Cardinals KTAR(AM) Phoenix

Reg. net. of 21 stations; 4 preseason, 16 regular; station holds rights in second year of five-year deal.

Washington Redskins WMAL(AM) Washington

Reg. net. of 94 stations; 4 preseason, 16 regular; station holds rights in second year of three-year contract.

NFC Central

Chicago Bears WGN(AM) Chicago

Reg. net. of 62 stations; 5 preseason, 16 regular; station holds rights in third year of three-year pact.

Detroit Lions WWJ(AM) Detroit

Reg. net. of 33 stations; 4 preseason, 16 regular; station holds rights in second year of three-year contract.

Green Bay Packers WTMJ(AM) Milwaukee

Reg. net. of 53 stations; 4 preseason, 16 regular; station holds rights.

Minnesota Vikings WCCO(AM) Minneapolis

Reg. net. of 50 stations; 4 preseason, 16 regular; station holds rights in third year of three-year contract.

Tampa Bay Buccaneers WRBQ-FM Tampa Bay

Reg. net. of 30 stations; 4 preseason, 16 regular; first year of two-year option, fourth year overall in contract; station holds rights.

NFC West

Atlanta Falcons WSB(AM) Atlanta

Reg. net. of 65 stations; 4 preseason, 16 regular; station holds rights in second year of three-year pact.

Los Angeles Rams KMPC(AM), KLIT(FM) XPRS(AM)

Reg. net. of 24 stations; XPRS provides Spanish broadcasts; KMPC and XPRS will air 4 pre-season and 16 regular season games; KLIT will air 16 regular season games. KMPC retains rights in first year of five-year contract.

New Orleans Saints WWL(AM) New Orleans

Reg. net. of 40 stations; 5 preseason, 16 regular; station holds rights in second year of three-year pact.

San Francisco 49ers KGO(AM) San Francisco

Reg. net. of 40 stations (25 in Calif.); 4 preseason, 16 regular; station holds rights in first year of three-year pact (agreement in principle as of last week).

Hint:





WORLD FOOTBALL RACES TOWARD SPRING KICKOFF

On strength of ABC, USA rights, WLAF moves forward

As of last week, the World League of American Football had selected 11 of 12 franchises for its North American and European teams: Orlando, Birmingham, San Antonio, Sacramento, New York, Mexico City, Montreal, Barcelona, Frankfurt, London and Milan. The 12th city, in the U.S., is to be announced. To complete site selection, the league said it must finalize stadium leases and be assured of strong local ownership interest and fan support.

Although the league is backed financially by a group of National Football League owners, revenue arrangements will differ from the NFL, with the league itself taking in all TV and national network radio revenues and corporate sponsorships, while paying players, officials and picking up team travel costs. Team owner income will come from gate receipts, local radio rights, concessions and local sponsorship.

The league has concluded all-important U.S. TV rights in deals completed this past winter and spring with ABC-TV and cable channel USA Network. European TV and radio rights deals are currently under negotiation, led by WLAF's TV consultant Jim Spence, a former senior ABC executive.

ABC's two-year deal, estimated at between \$10 million and \$12 million per

year, calls for airing live Sunday afternoon games and playoffs.

The USA Network, in a deal reportedly valued at \$18 million for four years, will telecast games in prime time on Saturday and Monday, plus six European team specials on Saturday afternoons. Some USA Network playoff games will also be shown nationally, along with 14 additional prime time games cablecast regionally.

The WLAF schedule includes 10 regular season games in a three-division round robin, and semi-finals leading up to the league championship next June 9. One intercontinental game is scheduled each week of the season.

Radio coverage of the WLAF is being handled by New York-based Dick Brescia Associates, which is currently developing the World League of American Football Radio Network. Present plans call for a network of six flagship stations, one in each of the six U.S. league markets. Once these flagship stations are determined, Brescia said: "We're going to go out and round up the usual suspects. We'll go to the sports-oriented stations and the stations that will be part of the regional radio networks and build on that."

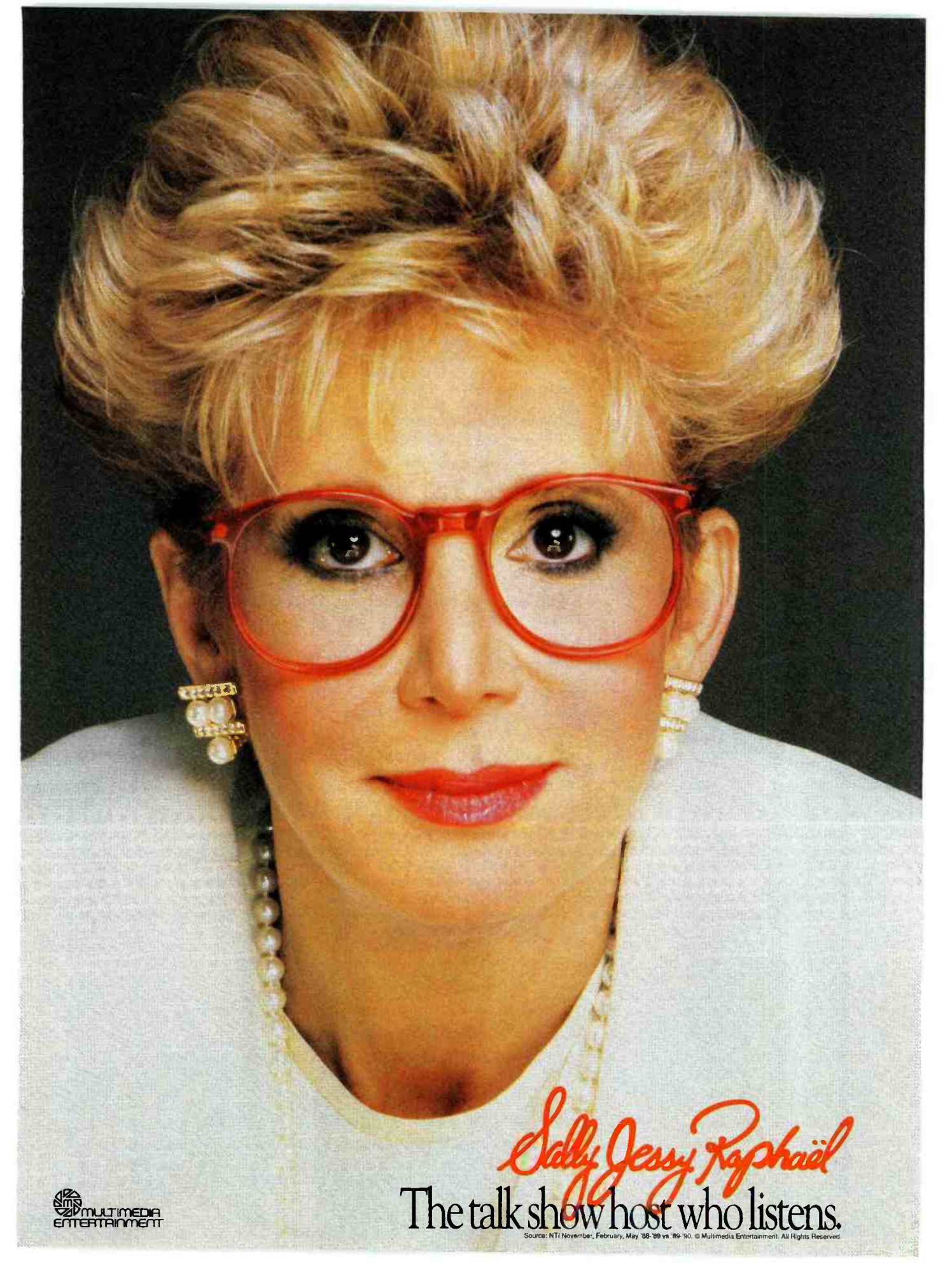
Brescia, who is a veteran of CBS Radio football coverage, said radio announcers have yet to be determined, but

should be in place by early fall. Additionally, several advertisers are looking at preliminary proposals, but games have yet to be actively sold.

International radio rights are being negotiated separately from the U.S. rights, largely because of a lack of understanding of American football. Brescia noted that some European broadcasters are uncomfortable with relinquishing their air to 3-½ hours of American football; at least one even asked if games could be shortened. "We have to educate the fans and the broadcasters in the game of football. It's going to be a whole new ballgame, but we anticipate everything being in place by opening day."

Taking advantage of the league's startup nature, WLAF has also promised to introduce a number of innovations in play, including electronic radios in players' helmets to eliminate team huddles, as well as in-stadium radio broadcasters and a TV instant replay booth.

Run by former Dallas Cowboy manager Tex Schramm, along with a number of former Cowboy and other NFL executives, the league expects to tap players from among NFL free agents and contracted NFL players, as well as Canadian Football League players, former college players and other players from Europe, Canada and Mexico. —AAG, REB



Sally Jessy Raphael

The talk show host who listens.

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COLLEGE FOOTBALL: CHANGES AFOOT ON UNCERTAIN TURF

NBC/Notre Dame deal, cable regionals, conference expansion upend ground rules

The college football rights plot thickens. In 1990, new regional cable channels have created another layer of conference rights across the nation (see chart, below). And as CBS enters the last year of its rights to the College Football Association package, other changes are afoot for 1991 and beyond. ABC will consolidate CFA, Big Ten and Pac-10 rights in 1991. NBC will become the Notre Dame network. And conferences in every region are poised to expand and/or merge, a trend

that sources say is motivated primarily by the potential for more TV money and exposure for member schools.

As they have through most of the past decade, ABC, CBS and ESPN will dominate national carriage of the college football regular season in 1990, with the exception of a dozen Southeast Conference games to be carried nationally on superstation WTBS(TV) Atlanta.

In more limited fashion, syndicators, including Jefferson-Pilot Telecommunications (with rights to the Atlantic Coast

Conference and a package of independent school games), Raycom Sports and Entertainment (with rights to the Southwest Conference and to two preseason special events) and the Blue and White Sports Network (with rights to Air Force and Brigham Young University) will distribute games to a mix of broadcast stations, regional cable services and cable systems across the nation.

CBS will launch a 17-broadcast 1990 CFA schedule Sept. 15 with Pittsburgh at Oklahoma on Saturday afternoon, fol-

Cable covers college ball, region by region

Cable regional sports networks will provide viewers with hundreds of college football games this fall, with many networks carrying tripleheaders. SportsChannel and Prime Network have secured rights to various conferences for their affiliates. SportsChannel has rights to Notre Dame, Florida, Miami, Syracuse, Big 10 and Big West games. Prime Network has rights to Pac 10, Southwest Conference, Big 8 and Atlantic Coast Conference contests. Most games on regional networks will be on a taped-delayed basis, although many will be live.

Network	Sub count	Games	Live
Prime Ticket	4.1 million	Pac 10 (10), USC (13), UCLA (13) SWC (13), Big 8 (11), ACC (5), Hawaii (8), BYU and Air Force (10), Son Diego State (3), Grambling (4), Colorado (1), Great American Independent	33
MSG	4.1 million	Pac 10 (10), SWC (13)	13
Sunshine	2.9 million	Pac (10), ACC (12), Big 8 (11), SWC (12), GAI (11), Florida State (1 live, 4 PPV plus others on taped delay)	25
HSE	2.3 million	SWC (30), ACC, SWAC, WAC, Big 8, SEC, Pac 10, Southland, Florida St. Pitt.	21
HTS	1.85 million	Syracuse (11), West Virginia (8), Notre Dame (3), Pac 10 (10), WAC (7), ACC, SWC, GAI	24
SportSouth	1.5 million	SEC, Pac 10, WAC, SWAC, ACC, Big 8, GAI	30
SC Chicago	1.7 million	MAC (12), Notre Dame (11), Florida (11), Big West (8), Big 10, Miami (5)	8
KBL	1.4 million	Prime Network games, Indiana U. of Pa.	N/A
SC New York (pay)	1.3 million	Notre Dame (11), Syracuse (11), Metro College (11), Florida (10), Army (3), Rutgers (5), Big West, Hofstra	14
Prime Sports NW	1.2 million	Washington St. (11), Oregon St. (11) Big Sky (12)	0
SC New England	(B)975,000 (P)225,000	Florida (11), Notre Dame (11), MAC (6), Metro College (7), Big West (7), Miami (5), Army (4), Rutgers (3) Holy Cross (3).	10
SC Philadelphia	1.2 million	Notre Dame (11), Florida (11), Miami (7)	3
Pacific Sports Network	1 million	Pac 10, California, Stanford	N/A
SC Florida	975,000	Florida (11), Notre Dame (11) Syracuse (11), MAC (8), Miami (5), West Virginia (4), Rutgers (3)	11
Prime Sports Network	700,000	Big 8 (11), Colorado St. (5), SWC	5
PASS	650,000	Mid-American, Big 8, SWC, Colorado St.	N/A
SC Ohio	600,000	MAC (11), Notre Dame (11), Ohio State (11), Big West (8), West Virginia (8) Wisconsin (7), Miami (5)	13
NESN (pay)	362,000	Pac 10, SWC, Big 8, BYU and Air Force ACC, GAI, Boston College	*20
ASPEN	300,000	Pac 10 (10), USC (13), UCLA (13) SWC (13), Big 8 (11), ACC (5), Hawaii (8), BYU and Air Force (10), MAC (10), Syracuse (11), West Virginia,	33
Midwest SportsChannel	200,000	Notre Dame (11), Air Force (6) BYU (5)	14
SC Los Angeles (pay)	150,000	Notre Dame (11), MAC (10), Big West (8), Florida (10), Ohio State (6), Miami (5), Syracuse (5), West Virginia (5)	18
SC Cincinnati	90,000	Notre Dame (11), MAC (11), Big 10 (9) SEC, West Virginia (6), Miami (3)	13

() number of games in package

*Estimate.

SportSouth to launch Aug. 29.

lowed by Michigan at Notre Dame in prime time, the first of four doubleheaders. Other highlights of the schedule, which closes Dec. 8 with Army vs. Navy, include Florida State at Miami Oct. 6, Miami at Notre Dame, Oct. 20, and Nebraska at Oklahoma, Nov. 23.

CBS's post season lineup will include the John Hancock Bowl on Dec. 31 and the Cotton Bowl Jan. 1. All told, CBS has been investing about \$16 million per season in college football.

In the third year of concurrent nine-year agreements with the Big Ten and Pacific 10 conferences (running through the 1996-97 season), ABC will air games every Saturday afternoon from Sept. 8-Nov. 24, usually in the 3:30 p.m. ET window, overlapping CBS's usual 2 p.m. to 6 p.m. or 3:30 p.m. to 7 p.m. ET window. Although regionalized feeds of two concurrent games appears to be the norm in the ABC schedule, some national telecasts, such as UCLA (Pac 10) at Michigan (Big Ten) at noon, Sept. 22, followed by Notre Dame at Michigan State at 3:30 p.m. ET also appear. Penn State at USC, Sept. 15, and USC at Ohio State, Sept. 29, were the other Big-Pac-10 matchups scheduled as of last week. Those conferences get about \$6.5 million each from ABC each season.

In the post season, ABC will air the Kelly Tire Blue-Gray All-Star Classic and Eagle Aloha Bowl (Dec. 25); the Peach Bowl (Dec. 29), and, on Jan. 1, 1991, the Florida Citrus Bowl, Rose Bowl and USF&G Sugar Bowl.

ESPN will televise at least 48 college games in 1990, with the CFA accounting for 28 matchups at a cost to ESPN of about \$17 million. Five Big 10 games and two Pac-10 games are also in the schedule. In the first year of a six-year contract, ESPN and Los Angeles-based regional cable channel Prime Ticket will together pay the Pac 10 between \$5 million and \$6 million per season for rights to football and other sports, not including basketball. Prime Ticket will carry 10 of the 12 football games.

ESPN will air the Liberty Bowl, All American Bowl and Sea World Holiday Bowl on Dec. 27, 28 and 29, respectively, and the Mazda Gator Bowl Jan. 1. Three all-star games—the Mycal Japan Bowl (Jan. 12); the Senior Bowl (Jan. 19), and the East-West Shrine Game (Jan. 26)—will round out the schedule.

CFA vs. 'Super Conferences'

No one was more surprised than CFA Executive Director Chuck Nienas when Notre Dame announced a \$30 million

agreement giving NBC rights to Notre Dame home games, 1991-95. Rights to half a dozen Notre Dame games had been essentially promised to ABC when, several weeks earlier, the CFA and ABC reached a 1991-95 deal valued at \$210 million. But Notre Dame, one of 64 schools that had entrusted the CFA to negotiate its national TV deals, objected to ABC's plan to break with CBS's tradition of airing 17 games nationally and

to instead air only half a dozen games nationally while regionalizing up to five games each Saturday and 55 games per season.

After the Notre Dame announcement, the CFA was forced to renegotiate its agreements with ABC and ESPN, reducing the total value (\$350 million) of the deals by \$20 million in rights and another \$30 million due to the loss of "an obviously attractive member of our

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package," said Nienas. ABC's five-year investment—in large part predicated on winning network exclusivity in college football—dropped from \$210 million (\$42 million a year) to \$180 million (\$36 million a year). At the same time, the CFA extended its \$116 million, four-year deal with ESPN (which was to average \$29 million per year) to five years, through 1994-95, at \$180 million (\$24 million per year).

The maverick move by Notre Dame apparently portended a trend. In June, Pennsylvania State University traded its independent status for membership in the Big Ten conference, which holds long term rights agreements with ABC and ESPN. And in late July, the University of Arkansas announced it will leave the Southwest Conference—delivered to 26 markets regionally by Raycom—and join the Southeast Conference whose long term deal with Turner Broadcasting System will bring the school exposure regionally via SportSouth and nationally via WTBS(TV) Atlanta.

Other moves are possible. Last week, SWC and Big Eight members discussed merging. The University of Miami, ranked number one in the Unit-



ed States at the end of last season, has answered survey inquiries from the SEC and the Metro Conference. And according to Jimmy Rayburn, execu-

tive producer of Jefferson-Pilot Telecommunications, new contracts call for renegotiation options for either party, given expansion.

"The thing people say is driving expansion," said Rayburn, "is television money."

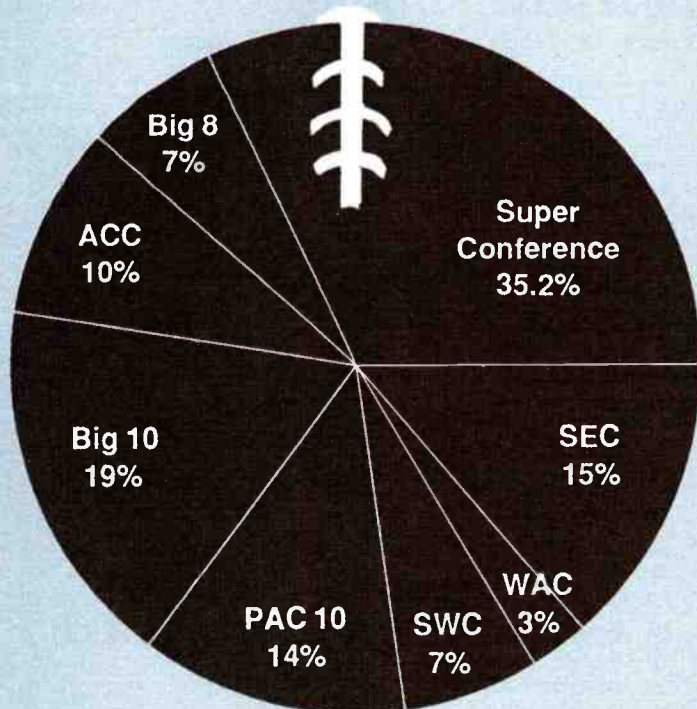
That appears to be a central motivator behind "Developing the Super Conference," a proposal issued in July by Raycom that calls for creation of a 16-team football conference "encompassing over 35% to 43% of the nation's television households...the largest collegiate football conference in America," said Raycom executive vice president, Ken Haines, in the proposal's introduction.

Both the football conference and a 12-team, two-division basketball conference would start with the eight Metro teams (Florida State, South Carolina, Cincinnati, Louisville, Southern Mississippi, Tulane, Virginia Tech and Memphis State), which now command only 9% of TV homes, and add other schools from Boston College to Pittsburgh to Miami. Those and other institutions have agreed to vote on the proposal by mid-October.

The dissolution of Video West Network's Western Athletic Conference package last year may be symptomatic of pressure to go national. The Blue and White Sports Network, based out of KBYU-TV Provo, Utah, took over the package. Concluding that, at least in the Rocky Mountains, "there is not enough audience base to support regional syndication," said Mikel Minor, executive producer, B&W this year will "go for the national appeal" of Brigham Young University and the Air Force Academy and distribute a 10-game schedule to 75% of the nation.

Wider audiences, creation of new events and higher TV revenue appear to be the carrot dangling before colleges and universities. In addition to gaining more television homes, said Haines, the Super Conference would "allow for a lucrative 12th game to determine a conference champion" and "facilitate the movement toward a national football playoff system"; allow member schools to "retain 90% of their major athletic-related income," and afford "the opportunity to negotiate a network television contract should the College Football Association television plan cease to exist" after 1995. Several sources noted widespread concern that the Federal Trade Commission will find that CFA negotiating power violates antitrust law, as the courts found NCAA power in 1984. —PDI

Percent of U.S. Television Households Football



Source: Raycom Inc.

PROGRAMMING

LOCAL PROGRAMS ARE GOING NATIONAL

TV stations report that selling their local shows into syndication is lucrative

KXTV(TV) Sacramento, the CBS affiliate there, has joined the growing ranks of stations around the country tapping into the syndication market, not as buyers, but as sellers of locally produced product.

The station has sold the rights to two locally produced magazines, one focusing on health and medical issues and the other on issues of interest to teens, to two different syndicators.

Fox/Lorber, based in New York, has acquired the rights to the medical show, a weekly magazine entitled *Pulse*. The company, which has rights to the first two seasons and is negotiating for a third season, has sold the program to the Discovery Channel.

Muller Media, also based in New York, has acquired the rights to KXTV's weekly teen magazine, *Scratch* (a reference to a musical sound associated with rap music), and plans to distribute it in national syndication. Muller Media President Robert Muller confirmed the company would bring *Scratch* to the NATPE International convention in New Orleans next January.

According to Matt Chan, creative services director, KXTV, who developed both shows and serves as executive producer of both programs, they were initially conceived as vehicles for boosting the station's local advertising sales.

"The idea was generated out of the sales department," said Chan. "They call it creative localism; in other words, how to squeeze more dollars out of the local market."

The shows were both launched in 1989 and, according to Chan, generate almost two-thirds more revenue than they cost to produce. The two shows combined add approximately \$700,000 to the station's revenues per season, he said, while each of the 52 original episodes (26 episodes of each program per season) cost around \$5,000, or \$260,000 total, to produce.

"As a CBS affiliate, it's kind of tough to talk to kids," Chan said, referring to the network's older-skewing audience. "The independents tend to have that au-



COOKING WITH KERR

The "king" in Graham Kerr's new cooking series is KING-TV Seattle, which opened its studio recently for production of MTM Television Distribution's daytime syndicated cooking show, *Graham Kerr*. Kerr, and his wife Treena, who are Seattle natives, arranged with MTM for 43 episodes to be taped at KING-TV, with production of 44 additional episodes scheduled for October. The half-hour show, complete with two-minute cooking vignettes, has been set for a September 17 debut on 100-plus stations nationally.

dience sewn up in this market," he said. *Scratch* started out as a five-episode test in the spring of 1989. The test went well and a full season of the program rolled out the following fall.

KXTV airs *Scratch* at 7:30 p.m. Saturday evenings and repeats the program the following Friday night at 12:30 a.m. after *Arsenio Hall*. The original broadcast is typically second among teens, behind *Star Trek: The Next Generation*, Chan said.

Pulse, the medical show, is a joint venture with USC Davis Medical Center, the program's main sponsor. The program is hosted by the station's health and medical reporter, Gail Westrup. The show, said Chan, "always has a people

angle" and is directed primarily at women and women-related health topics.

In addition to sponsoring the program, doctors and other health care personnel, as well the facilities of the USC Davis Medical Center, are featured on the program.

A Discovery Channel spokeswoman confirmed the show has been scheduled to debut on the cable network's daytime schedule starting in the fourth quarter.

Local stations around the country are becoming more involved in producing shows of various forms outside of news. KCRA-TV Sacramento is distributing a magazine called *The West*, to stations outside its market. A magazine show, with a harder edge, called *Inside Report*,

was produced by WSVN-TV Miami and subsequently picked up by MCA for national distribution for one season.

Station groups, including Fox and NBC, have had varying degrees of success in developing local shows that have found a wider market. Fox's biggest success in that respect is *A Current Affair*. NBC found a wider market for such home grown shows as *Fight Back*, a consumer affairs show produced out of KNBC-TV Los

Angeles, and *George Michaels Sports Machine*, produced at the group's Washington station, WRC-TV.

Stations are not limited to the production of local magazines either. Chan, who spent five years producing for Group W's *PM Magazine*, at KPIX-TV San Francisco, and then as director of national production for the show, said KXTV is also planning a locally produced game show. The game show will com-

bine the challenge of *College Bowl*-type competition, said Chan, with the "irreverence" of MTV's *Remote Control*. "This is what being a television station is about, not writing checks to the King brothers," said Chan.

The game show is targeted for launch by January, said Chan. "It's a format that anyone can do, if the station is committed to producing locally," he said. -SM

NBC ANNOUNCES EARLY DEBUTS

Network will "double pump" premieres of some new series

NBC has announced additional dates and times for a number of its new fall series that will debut prior to the traditional premiere week. The strategy, called the double pump, has the network airing the pilot episodes of six of their new series twice before the season officially begins on Sept. 17. The six series to get early looks—beginning Aug. 20—are *Hull High*, *Parenthood*, *Lifestories*, *Working It Out*, *Ferris Bueller* and *Law & Order*.

The network also announced that *Guys Next Door*, its new Saturday morning live-action series, will get two previews—one in prime time—before its scheduled debut Sept. 8.

On Monday, Aug. 20, NBC will air

the one-hour pilots of *Hull High* at 8-9 p.m., *Parenthood* at 9-10 and *Lifestories* at 10-11. In addition, stars from the three series will host the evening by giving previews of shows scheduled to air later that week, as well as introducing 60- and 90-second "sneak peeks" of scenes from other new series. Ed Begley Jr. star of *Parenthood*, Charlie Schlatter star of *Ferris Bueller* and Nancy Valen star of *Hull High* will participate.

On Wednesday, Aug. 22, *Working It Out* starring Jane Curtin will air at 9-9:30. Also on that evening, an original episode of *Unsolved Mysteries* will air at 8-9 p.m., and *Hunter* will move into its fall lineup time slot at 10-11 p.m.

The following night, Thursday, Aug.

23, a special outtakes episode of *The Cosby Show* will be followed by the debut of *Ferris Bueller* at 8:30-9. On that night and on the two following Thursday nights, *The Cosby Show* will feature a one-minute preview of highlights of the upcoming season.

On Thursday, Sept. 6, the pilot episode of *Parenthood* will be rerun at 10-11 p.m.

On Friday, Sept. 7, *Quantum Leap* (8-9 p.m.), *Night Court* (9-9:30 p.m.), *Wings* (9:30-10) and *Midnight Caller* (10-11 p.m.), move into their new fall time slots.

On Saturday, Sept. 8, NBC leads off the night with the first part of a two-part episode of *The Golden Girls* at 8-8:30. From 8:30-9, the network reruns the pilot episode of *Working It Out*, followed by the second part of *The Golden Girls* two-parter from 9-9:30. From 9:30-10, the pilot episode of *The Finelli Boys* airs, followed by the Miss America pageant at 10-11.

On Monday, Sept. 10, *Fresh Prince of Bel-Air* debuts in its regular fall time slot at 8-8:30, to be followed by the repeat pilot of *Ferris Bueller*, in its regular fall time slot.

On Wednesday, Sept. 21, *The Fanelli Boys* moves into its regular fall time slot at 9-9:30, with an original episode. The pilot episode of *Lifestories* will be rerun at 10-11 on that night.

On Thursday, Sept. 13, the pilot of *Law & Order* will air at 10-11 p.m.

Hull High's pilot episode will be rerun on Saturday, Sept. 15, at 8 p.m.

American Dreamer, starring Robert Ulrich, will be previewed on Sept. 20, at 9:30-10 following *Cheers*.

On Sept. 27, *Law & Order*'s pilot will be rerun at 11:30 p.m.-12:30 a.m. The late-night scheduling of that show comes four years to the day after NBC's late-night rerun of the *L.A. Law* pilot, which

'CUTTING EDGE' CUTS TEETH

Cutting Edge with Maria Shriver, described by NBC News as an "occasional" series of specials, will premiere tomorrow night (Aug. 14) at 10-11 p.m. This is Shriver's first television assignment since April, when she left her posts as co-anchor of *Sunday Today* and Saturday anchor of *NBC Nightly News*.

A spokesperson told BROADCASTING that *Edge* is not being viewed within NBC News as a possible series contender, unlike *Real Life with Jane Pauley*, which is slated to move from its summer berth to a regular slot on the network's schedule.



Shriver

Sid Feders, *Edge*'s executive producer, told BROADCASTING that the program is being targeted at a younger audience who today understands how television is made. *Edge* is "underproduced, raw, almost un-television," he said. "We've thrown away the tripods, hairdresser, make-up, etc." Shriver

will conduct her interviews on the run, as her subjects pursue their various activities. The initial *Edge* will feature former football player Lyle Alzado, singer Sinead O'Connor, British entrepreneur Richard Branson and *Cheers* star Kirstie Alley.

was the network's first use of the double preview strategy.

Guys Next Door, a music and comedy show featuring five young musicians, will debut on Monday, Aug. 27 in a special prime time airing at 8:30-9 p.m. The episode will be repeated on Saturday, Sept. 1 in its regular fall schedule time slot of 11:30 a.m. to noon, before premiering with the new Saturday morning schedule on Saturday, Sept. 8.

To coincide with the show's debut, a single made by the five musicians will be released on Aug. 6, followed by the release of the groups' album on Sept. 4. Finally, incorporating all dayparts in the promotion of the kid's show, a music video of the single will premiere on the network's *Friday Night Videos* on Aug. 10.

-MF

PARTNER SEARCH

NATPE International said last week it was seeking one or more outside investors for its computer-based electronic mail system, NATPE*Net. The announcement was made three weeks after publication of details of a letter by a former NATPE financial consultant suggesting that costs associated with NATPE*Net were putting the organization in financial jeopardy (*BROADCASTING*, July 16). But NATPE chairperson Vicky Gregorian said last week NATPE had been considering the idea of NATPE*Net partners for some time. "We'd always thought about it," she said. Now that the basic system is in place, with close

to 800 stations on board, the company needs investors to share operational costs and to expand the system to meet requirements suggested by the system's users, said Gregorian. Syndicators Paramount and King World have signed on to use NATPE*Net to distribute program cues and timing sheets to stations clearing their first-run shows. Gregorian said that NATPE president Phil Corvo and attorney Richard Barovick were meeting with investment counselors in New York last week about bringing investors into the service. Gregorian said NATPE hopes to have one or more partners on board within three months.

ROBERTSON SEES WHOLE LOT OF SHAKIN' IN SYNDICATION

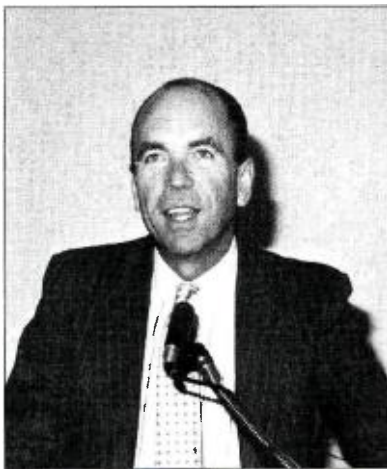
Warner executive surveys programing landscape

The future of free, over-the-air syndicated television is "very bright," according to Dick Robertson, president, Warner Bros. Domestic Television Distribution, but big changes are occurring in the four major areas of the business: off-network, first-run, children's television and feature film packaging.

Syndication experienced tremendous growth during the 1980s, and the barter business "really took off," due to the proliferation of independent television stations, said Robertson at a luncheon sponsored by the New York Television Academy. He pointed to two "fundamental" changes affecting syndication as the '90s begin, both of which have positive and negative effects: the growth of cable and its effect on the ratings of commercial television, and the "astounding" growth of Fox, which he called "the greatest success story since I've been in this business."

Cable's main negative effect has been to reduce stations' average ratings, Robertson said. Most cable systems program 52 channels, and "stations who used to do nine's now do sixes." The advent of cable has also helped companies like Warner Bros. to better understand and develop new marketing and distribution techniques.

Off-network syndication has changed because there is now too much product, said Robertson. Shows are sold earlier than they used to be "in the old days, 3-5 years ago," and the growth in product has necessitated finding more creative ways of selling shows, he said. Warner



Robertson

Bros. will have four off-network sitcoms in syndication this year: *Alf*, *Perfect Strangers*, *Head of the Class*, and *The Hogan Family*.

Warner Bros. is looking at the "possibility of creating some advertising vehicles in future [off-network] shows," Robertson said, as well as the possibility of shorter licenses, and perhaps five, not eight, runs. WB is also looking at the possibility of going direct to cable with off-net sitcoms.

In first-run syndication, the money to be made outweighs the investment if you can produce a hit, Robertson said. As a result, Warner Bros. has a "whole new attitude" toward first-run, and larger de-

velopment and budget dollars. "The competition in access is so tough, budgets go up and up," he said, noting that the *Trump Card* pilot cost \$750,000.

Warner Bros. will bring two new first-run shows, and possibly a third, to NATPE, Robertson said. The company is spending "10 times what we used to on development," with budgets that are comparable to network prices.

Robertson said he felt tiering "could ruin this business," and that producers and distributors who take out shows in poor time periods are doing a "disservice," because there is no chance for these shows to do well. Tiering is "okay," he said, if you can clear 7 p.m., but clearances at 6 a.m. and in the middle of the night are a "joke...we will never go forward again with a show like this." If good time periods are not available, Robertson said, syndicators should "fold our tents and try again next year."

On the children's television front, Warner Bros. is "deeply involved in thinking about what to do in 1992," said Robertson, as Disney and Fox have station contracts "locked up" in that area. "We have decided to see if we can make an arrangement with Fox," he said.

"It's only a matter of time before Disney and Fox program mornings, in my opinion," Robertson said, "and Fox has the potential to be an enormous success, even to dominate Saturday mornings." Syndicators interested in kids' TV must deal with this situation, or they will be "squeezed out of the kids business."

-RG

SYNDICATION MARKETPLACE

Ventura Entertainment Group and The Washington Post Co. have entered into joint co-production venture on series of hour-long specials, *Inside The White House*, using material from presidential libraries to give viewers inside look at administrations starting with that of Franklin D. Roosevelt and continuing through Ronald Reagan. Special will be produced by Ventura's chairman of the board, Harvey Bibicoff and president, Irwin Meyer, in addition to *The Washington Post's* political analyst, Walter Pincus.

Dramatizations using historical dialogue will be culled from written correspondences and other material from various presidential libraries. Diana Daniels, vice president, Washington Post Co., says it is first time that venerable Capitol Hill newspaper "will use its resources and expertise" to assist an on-going TV program. Production on initial eight episodes is scheduled to begin in first quarter of 1991 at Ventura Media Center in Orem, Utah. Ventura spokeswoman said *White House* is being shopped to broadcast networks, although syndication may also be possibility for fall 1991. If show goes syndication route, Ventura Group would seek another syndication company to handle distribution.

Republic Pictures Domestic Television has licensed cable TV rights of off-network comedy, *Get Smart*, to Nickelodeon's Nick At Nite programing service. Republic spokeswoman said Republic finalized cash-only deal with MTV Networks division (owned by parent company, Viacom International), where Nickelodeon will strip series for yet-to-be determined time slot. *Get Smart*, which ran on NBC and CBS from 1965 to 1970, was put into syndication earlier this season, but Republic says those stations will not be eligible for syndicated exclusivity from cablecasts in their markets.

Buena Vista Television has signed deal with *Newsweek* in which magazine will serve as "outside verifying source" for news and current affairs questions posed on BVT's *The Challengers* syndicated game show strip for 1990-91 season. BVT says *Newsweek* will assign members of its editorial staff to facilitate review of questions, and will supply news photography from magazine and photo library for inclusion in Dick Clark-hosted quiz show. Terms of deal were unavailable, but BVT statement claims it is first association of its kind between news magazine and television program. *Challengers*, which has been cleared in 80% of country, is set to premiere September 3.

Production staff for second season of *The Byron Allen Show* has been firmed up with Patty Bourgeois joining as executive in charge of talent after booking talent for the recently canceled *After Hours* magazine (from **Worldvision**). Evan Hosie has also been named segment producer/talent executive, and Scott Satin, who most recently served as comedy writer with Dick Clark Productions, has joined *Byron* as segment producer. Weekly late fringe talk show is set for September 7 season premiere on more than 170 stations, covering 96% of country. *The Byron Allen Show* is BYCA Production in association with Allbritton Television Productions and is distributed by Genesis Entertainment.

Berl Rotfeld Productions has cleared *Greatest Sports Moments of the 20th Century* (parts I & II) in 85% of U.S., including 19 of top 20 markets, according to sports syndicator. Specials are set to air on 127 stations during current-

September 3 broadcast window. *Greatest Sports Moments* is being offered on barter basis (6 minutes national, 6½ minutes local).

Blair Entertainment reports that its first-run weekly series, *Dracula: The Series*, is set for debut week of September 24 in 115 markets, representing over 85% national coverage. Geordie Johnson is set to star. Robert Halmi of R.H. International is executive producer of half-hour series, *Dracula*, which will produce 26 original episodes, is being offered by Blair on barter basis.

Memories...Then and Now. **NBC News Productions and LBS Communications** joint venture for first-run weekly syndication, has cleared in 110 markets, representing 80% of U.S. *Memories*, which premieres this September, is being hosted by Chuck Scarborough and Kathryn Kinley. LBS has also announced that *Medal of Honor: True Stories of America's Greatest War Heroes*, series of specials chronicling the exploits of war veterans, has cleared 112 stations, representing 80% of country. Six-part series is being geared by LBS for play on Labor Day, Veteran's Day, Pearl Harbor Day, Memorial Day and Independence Day, and is available to stations on unspecified barter basis.

G. Gordon Liddy, Patrick Macnee, Larry B. Scott and Lisa Niemi have joined star Ken Olandt in **Viacom Enterprises'** new half-hour, first-run adventure, *Super Force*. Series, which is currently in production at Universal Studios in Orlando, will launch in mid-September with two-hour premiere movie. To date, the series has been cleared in 122 markets, representing 90% of the country.

MCA TV has renewed production on first-run weekly *My Secret Identity* for third season in 1990-91. Teen super comedy has resumed production and will make season premiere October 1. *Secret Identity* is cleared in over 100 markets, representing 80%-plus of country. Show is produced by Sunrise Films Unlimited in association with Scholastic Productions and CTV Television Network, and with participation of Telefilm Canada. MCA TV handles domestic distribution and barter sales, for which program is available on barter basis.

ITC Domestic Television has cleared *Volume IX*, its world premiere movie package, in all top 20 markets, bringing total station count to 55 markets representing 65% national coverage. Latest additions are in the country's top three markets—WPXI-TV New York, KCOP-TV Los Angeles and WPWR-TV Chicago. Titles include Academy Award-winning "The Trip to Bountiful" (best actress for Geraldine Page), "Better off Dead," "Dead or Alive," "Jacknife," "Blood Money," "Without a Clue" and "Grandview, USA." "Trip to Bountiful" kicks off cash-plus-barter window this November. Bell Media Group, newly formed barter sales subsidiary of ITC, will be handling all national advertising sales.

Warner Bros. Domestic Television Distribution's *Trump Card* has begun production at Donald Trump's Castle Hotel and Casino in Atlantic City, N.J. Hosted by Jimmy Cefalo, half-hour game show is set to debut in first-run syndication September 10. "Trump Card" is Cretel Ltd. and Fiedler Berlin Production in association with Telepictures Productions.

RATINGS ROUNDUP

N BC won the week of July 30-Aug. 5 for the 12th week in a row, while the three-network share dropped to a record low (50) for a non-disrupted week. Two weeks ago, the networks had fallen to a 51 share total, a record until last

week. Network coverage of the Democratic and Republican conventions in 1988 contributed the lowest share totals ever, with a 48 share average the week of the Democratic convention, and a 47 the week of the Republican convention.

Week 45

July 30-Aug. 4

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 ▲ 14.7/27 N Cheers	30 ▼ 10.2/19 C Face To Face w C. Chung	58 6.7/15 C Primetime Pets
2 ▲ 13.3/28 C 60 Minutes	31 ▼ 9.9/17 N Heat of The Night	60 6.6/15 N Amen
3 ▲ 13.0/24 A Amer. Funniest Videos	31 ▲ 9.9/17 N Movie:Parker Kane	60 ▲ 6.6/13 N Sister Kate
3 ▲ 13.0/26 N Empty Nest	33 9.8/19 A Macgyver	60 ▲ 6.6/15 A Super Jeopardy!
3 ▲ 13.0/22 F Married...With Children	34 ▼ 9.7/21 A Family Matters	63 6.5/13 N Bret Maverick Spec.
3 ▼ 13.0/22 A Roseanne	34 ▲ 9.7/20 C Major Dad	63 ▼ 6.5/13 N Midnight Caller
3 ▲ 13.0/26 N Unsolved Mysteries	36 ▼ 9.6/18 A Movie:Project Tin Man	65 ▼ 6.4/13 A Movie:B.L. Stryker
8 ▲ 12.9/22 C Designing Women	36 ▲ 9.6/19 N L.A. Law	66 ▼ 6.3/13 F Cops
9 ▲ 12.8/23 F Simpsons	38 ▼ 9.5/20 A Perfect Strangers	67 ▼ 6.2/12 A China Beach
10 ▲ 12.7/22 C Murder Ordained, Pt.2	39 ▼ 9.4/17 N Dear John	67 ▲ 6.2/11 C Eddie Capra Mysteries
11 ▼ 12.6/26 N Cosby	39 ▲ 9.8/14 C Nothern Exposure	69 ▼ 6.1/12 C 48 Hours
12 ▼ 12.5/25 N A Different World	41 ▼ 9.3/17 A Doogie Howser, M.D.	70 ▼ 6.0/11 F Booker
13 ▼ 12.2/26 N Golden Girls	41 9.3/17 A High Life	71 5.7/12 C Lola
14 ▲ 11.6/20 A Movie:Twin Peaks	43 ▼ 9.2/17 C Jake and The Fatman	71 5.7/11 C Shangri-La-Plaza
14 ▲ 11.6/21 C Murder, She Wrote	44 ▼ 9.0/18 N Quantum Leap	73 ▼ 5.6/13 C Paradise
16 ▲ 11.5/20 C Murphy Brown	45 8.9/16 N Sex, Buys & Advertising	74 ▼ 5.4/12 N Bret Maverick
16 ▲ 11.5/22 C Top Cops	46 ▼ 8.6/15 C Movie:Leap Of Faith	74 ▼ 5.4/11 A Life Goes On
18 ▼ 11.4/21 N Grand	46 ▼ 8.6/18 A Growing Pains	74 ▼ 5.4/12 A Monopoly
18 ▼ 11.4/24 A 20/20	46 ▼ 8.6/17 A Head Of The Class	77 5.1/11 N Ann Jillian
20 ▲ 11.3/19 F In Living Color	49 ▲ 8.2/17 A Father Dowling	77 ■ 5.1/10 C His & Hers
21 ▼ 11.1/20 A Wonder Years	50 ▲ 8.0/15 N Working Girl	77 ▼ 5.1/11 C Tour Of Duty
22 ▼ 10.9/19 A Coach	51 ▲ 7.8/15 F Amer. Most Wanted	80 4.9/10 N A Family For Joe
22 ▲ 10.9/25 A Full House	51 ▼ 7.8/14 N Movie:Flying Blind	80 ▼ 4.9/10 C Newhart
22 ▲ 10.9/20 C Rescue: 911	53 7.6/14 A thirtysomething	82 4.6/8 N Disney:Brand New Life
25 ▲ 10.8/19 A Tim Conway	54 7.5/17 N 13 East	83 ▼ 4.5/9 F 21 Jump Street
26 ▼ 10.7/20 A Who's the Boss?	55 ▼ 7.4/14 A Primetime Live	84 ▼ 4.3/9 C Room For Romance
27 ▲ 10.6/22 N Hunter	56 7.3/13 A Young Riders	85 4.2/9 C Beauty & The Beast
28 ▼ 10.5/19 N Night Court	57 ▼ 7.0/13 A Anything But Love	86 ▲ 3.9/8 F Outsiders
29 ▲ 10.4/19 N Matlock	58 6.7/15 C Candid Camera Spec.	87 3.7/8 F Comic Strip Primetime

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg.	10	Week ended July 30
1	Wheel of Fortune, syn. (King World)	11.6	233	99	11	5.3 190 98
2	Jeopardy! (King World)	10.8	221	99	12	4.7 177 89
3	Oprah Winfrey (King World)	8.3	217	99	12	4.6 178 96
4	Star Trek: Next Generation (Paramount)	8.2	235	98	12	4.6 138 91
5	Current Affair (20th Century Fox TV)	7.6	195	97	15	4.6 175 94
6	Cosby Show (Viacom)	7.4	201	97		4.4 175 97
7	Entertainment Tonight (Paramount)	7.1	181	96		
7	Wheel of Fortune, wknd. (King World)	7.1	211	93		
9	Donahue (Multimedia)	6.0	230	99		

The following shows were rated, but not ranked

Wrestling Network	6.8	172	94
World Wrestling Federation (WWF)	7.8	251	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO



Joe Montana and the San Francisco 49'ers

STATIONS TACKLE FEE HIKES IN PLAY-BY-PLAY SCRIMMAGE

Rising costs, market differences dictate station policies on broadcasts of NFL, collegiate and high school football games

Football on radio is becoming big business. Two weeks ago KRLD(AM) Dallas gave up its 19-year stranglehold on the Cowboys when Infinity's KVIL-FM Highland Park-Dallas paid in excess of \$17.5 million for a five-year exclusive contract with the club—eclipsing the \$10 million KRLD paid five years ago for the same five-year package. In San Francisco, KGO(AM)—whose contract with the 49ers expires this year—is keeping a lid on what the station has offered the team; meanwhile, cross-town competitor KCBS(AM) is diligently working to strike a deal with the Los Angeles Raiders, should that team's widely expected move back to the Bay Area happen.

The scenario is being played out elsewhere across the country as other NFL flagship stations are watching radio rights fees skyrocket in the face of slug-

gish market growth and advertiser resistance to hyped rates. In numerous markets across the country, on all tiers of football—professional, collegiate and high school—stations are asking themselves “what price football?”

In many markets, the price is worth much more than the cost of admission. KRLD Vice President and general manager Michael Ewing said he wasn't pleased with the idea of giving up the Dallas Cowboys, but couldn't justify the price tag the team's new owners placed on the radio rights. “They're trying to finance a \$120 million purchase, so when they saw the TV rights fees doubling, they thought they could do the same in radio,” he said.

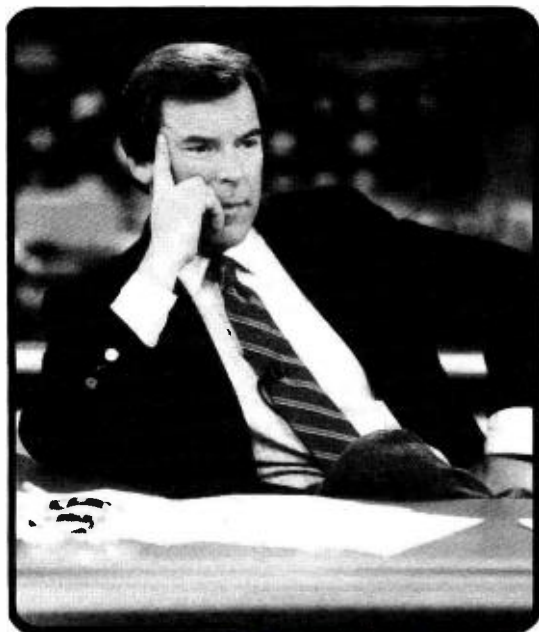
Ewing said the 19-year relationship KRLD had with the Cowboys convinced them that the estimated \$3.5 million annual rights costs could not be recouped.

“We have no sour grapes at all,” he said. “We made a very aggressive bid. When you're the rights holder, you pretty much know where the marketplace is and where it's going. You know your profit, and whether you can take a loss leader. But in this case we didn't want to lose money on the deal.” Ewing explained that the station's top priority is its news product, “and we didn't want to get off the track.”

Ewing said that the entire structure of NFL advertising has changed over the last 20 years. “Back then the typical sports advertiser would buy a \$100,000 sponsorship and would get a few tickets, an autographed ball and maybe a cocktail party,” he recalled. “This year we're going to have 40 advertisers on the station with 40 different combinations. One advertiser might be trying to force distribution, so they want tickets to

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abc ABC RADIO NETWORKS

FRANCO HARRIS: PLAYER PLAYBOOK

Former Pittsburgh Steeler Franco Harris was inducted into the Pro Football Hall of Fame Aug. 4, honored in part for his setting—or tying—31 NFL records over 13 years in the game. During his career he became the first rookie ever to rush for over 1,000 yards in a season, and he rushed for a total of 12,120 yards with the Steelers and the Seattle Seahawks.

Today Harris serves as host of Sheridan Broadcasting Networks' *NFL Playbook*, a daily five-minute feature focusing on each team by providing individual player interviews, post-game analysis and weekly NFL reviews.

Harris says that being a former player offers a valuable programming perspective on what happens both on the field and in the locker room. "When you're a part of something you definitely get the feel of things that other people would never know," he says. "You understand just a little bit more of what's happening on the inside. If you've been in a certain situation before, you probably know what the players are thinking—and how they're approaching that situation." Harris says that this inside knowledge is important for any broadcast, whether it



comes from a play-by-play broadcaster, color analyst or a program host. "Basically, you try to reach back to your own experience to grasp that immediate knowledge and try to give a bit more insight into the game."

Sportscasters have to be part of the game they're covering, not just career booth announcers, says Harris. He points to the growing trend on both

radio and TV to hire former players and coaches to provide color analysis in sportcasts: "These guys have to know the game inside and out. If somebody didn't play the game, he'd definitely have to be close to it."

As host of *NFL Playbook*, Harris can indulge a "Monday morning quarterback" syndrome to which virtually all players, sportscasters and fans fall victim. "On Monday morning we all like to second guess what happened the day before, especially if you're a player," he says. "I probably do it even more now that I'm not in the game. You wonder why some of the calls were made; it's kind of natural for us to second-guess these things. This show gives me the opportunity to do just that."

While most radio broadcasters concede that a majority of fans watch football on TV, Harris says he likes to listen to games on radio once in a while "just to get a fresh perspective." He says the announcers "are much more descriptive than they are on TV, because they have no pictures and can give you more insight." Harris explains that radio often can help give the audience "some insight into the players and provide a profile of the player on and off the field." -REB

the suites, parties at the game with some of their vendors. Some want to do internal sweepstakes for their best clients or salespeople, while others are looking at consumer-oriented promotions."

Will the loss of the Cowboys cause KRLD to forfeit its stronghold on sports in the Dallas metro area? "Not at all," Ewing said. "We'll still have a strong sports image. We'll continue to carry Monday night football on CBS, plus the playoffs and the Super Bowl. It's not going to replace the Dallas Cowboys, but it will help maintain our image. We're going to refocus and redirect our efforts in our bread and butter—our news product."

KVIL-FM General Manager Jerry Bobo said he went into negotiations with the Cowboys to make money, and is confident that he will. "We're happy to write whatever check it takes to get the job done, and we're very optimistic that we can make a profit," he told BROADCASTING. "We plan to reach listeners who may not necessarily listen to football and to make it exciting to those people who want to listen. What we brought to the table is not only our ability to broadcast in stereo, but our ability to promote foot-

ball in general and, in a different way, to promote KVIL's AC format. We plan more coverage than has been done in the past, while at the same time not making a circus out of the game of football."

In the San Francisco market, "Football offers fantastic promotional and programming opportunities," said KGO operations director Bruce Kamen. "I love having the 49ers at KGO. California is a mellow state, but we're not just the white-wine-sipping quiche-eaters everyone thinks we are. When it comes to the Bay Area the 49ers are a hot property. They've got a great following, and we're glad to be the station that carries them. It gives us a big advantage. It brings us a big sports cume which, like other stations that carry major league franchises, we try to convert into our standard cume."

Kamen said audience conversion is a key element in the station's programming philosophy. "We can't just have the 49ers and expect to do well in the ratings," he said. "We have to offer enough things that are interesting, informative and entertaining enough that our 49ers listeners will stay with us as part of their regular listening habit."

In keeping with this conversion plan, the station regularly schedules a full range of pre-game, post-game, and pre-season programming. "We wanted to get a head start on it this year so when they started their training camp up in Rockland [Calif.], I sent up a talk show host to do a two-hour *Return of the Champions* special," Kamen said. "We're doing another talk show this Sunday, talking to the players, what they've been doing in the off season, little insights, more than just the stats."

The station also develops a wide range of marketing and sales programs to help sell the 49ers to local advertisers, but KGO General Sales Manager Bill Bacigalupi declined to elaborate on what they were. "We're going to have a very large competitor in the Oakland Raiders next year and our closest competitor probably is going to carry them," he said. "It doesn't make much sense for us to give away our trade secrets."

As with many sports, football easily crosses the language barrier in heavily Hispanic markets such as Miami, where WQBA(AM) has been broadcasting Dolphins games in Spanish for 10 years. "Half of the market population is His-

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MAYOR HONORS TALK RADIO'S 30TH

At a live remote broadcast from Ed Debevic's restaurant in Beverly Hills, Los Angeles Mayor Tom Bradley presented a proclamation to KABC(AM) Los Angeles morning personalities Ken Minyard and Bob Arthur, and president-general manager, George Green, declar-

ing "KABC Week" in honor of the station's "extensive contributions to the Los Angeles community and its numerous accomplishments in broadcasting." KABC(AM) broadcast from the eatery in celebration of its 30th anniversary of talk programming.

panic, and Hispanics are great followers of sports," said station manager Julio Mendez. While he concedes that the Dolphins neither boost the station's audience level nor make much money, the image value is worth the \$350,000-a-year expense. Mendez said: "It's much easier to sell it to national advertisers, but generally sales are good and we're happy with our ratings."

WQBA broadcasts every Dolphins game, as well as a pre-game previews and post-game wrap-ups. Said Mendez: "The only difference between what we do and [English-language] WIOD(AM) Miami is that when we go down to the field or to the locker room to interview the players before and after the games, we have to translate everything." This language barrier reminds Mendez of the first year the station provided play-by-play and found that many listeners had little or no knowledge of the game. "In order to help them we ran a lot of promotions with the TV stations that were broadcasting the game," he remembered. "We advised our audience to tune into the TV so they could see what they game was all about—and listen to our narration in Spanish."

While most national attention tends to be focused on NFL broadcasts, football is alive and kicking on the local front, as

well. In LaCrosse, Wis., a mix of local, collegiate and NFL football play-by-play is what maintains the sports image at WKTY(AM). "It's difficult to broadcast local high school football on its own, so we carry the Green Bay Packers and the University of Wisconsin at LaCrosse as well," explained general manager Steven Stach. "Interestingly, there's more interest in the high school games than there is the college." Currently WKTY broadcasts two local games a week, one each on Friday and Saturday night. "We're probably the only station in town that does this, and we've been doing it for 42 years," Stach said.

He credits the sports programming for the health of the station. "We have all kinds of advertisers, from the Mom and Pop retailers who buy a \$45 schedule of mentions, to the financial institutions and local grocer chain who buys into it. As long as we keep the rates affordable we'll see a lot of interest." This interest, Stach observed, is reflected in the spring Arbitron book, in which the AM station tied with the local CHR outlet for first place in adults 12-plus, with an 18.2 share—and is ranked number one in adults 18-plus.

In the Arizona community of Cooldge, located roughly halfway between Phoenix and Tucson, KCKY(AM) President Jack Finlayson this year has aban-

doned his station's play-by-play coverage of high school football. "It just wasn't profitable for us," he said. "We're really a suburban Phoenix station and we try to have things that are of interest to the Phoenix-Tucson metro area. We covered high school football for some five years, but we just were unable to sell it." Finlayson said that in markets such as his, there's more interest in professional and collegiate sports.

Finlayson said high school football is a difficult sell in most markets "unless you're in an isolated area where the high school sports program is a big part of their social life. Because we're so close to Phoenix, there's a tendency to follow the market." Instead, KCKY(AM) offers NFL coverage of the Chicago Bears, Denver Broncos, and Los Angeles Raiders and Rams—but not the Phoenix Cardinals. Collegiate play-by-play includes Notre Dame, the University of Arizona and University of Nebraska. "We cover about 500 sporting events a year," Finlayson said. "The audience is larger than we got for the high school games and it's allowed us to get into the Phoenix rating book."

University of Arizona games draw the greatest local advertiser support, "and the other collegiate and NFL games sell primarily out of the Phoenix market," Finlayson said. "National advertising comes from the network, but we sell our advertising on a regional basis."

Full service sports is the tradition at country-formatted WDXN(AM) Clarksville, Tenn. Owner and general manager Jack Mayer said the station has an established reputation for providing high school and state college football as part of its daily mix. "We've been doing this for many years, long before the AM-FM battle began," Mayer said. "We've been in the market 35 years; we've developed a good foothold. We're a contemporary country station, but we don't use that as glue for our audience. We carry a full University of Tennessee schedule, we pick up the Atlanta Falcons games and broadcast the play-by-play of several high school games."

Mayer said that local retailers are more interested to buy into the high school coverage than the Atlanta Falcons. "They've got an affinity toward the local schools, the cost is less than it is for sponsoring Tennessee and the Falcons are just a pro team far away," he said, noting that interest in collegiate sports would be greater if the rights fees didn't make ad rates prohibitive to many advertisers. "As long as we can maintain high school football on a cost-efficient basis—and that's the point—we can make it pay for itself." —REB

BPME TAPS RADIO EXECUTIVE

Former Unistar vice president, Gary Taylor, named executive director

Filling a post vacant since last April, the Broadcast Promotion and Marketing Executives association has signed Gary Taylor, a former senior vice president of Unistar Radio Network, as the promotion and design organization's executive director. Taylor, who left Unistar in April, and enlisted the services of Robert A. Stone and Associates, an executive search firm, will assume the post today (Aug. 13). He will be responsible for the day-to-day and long-range operation of the association, which includes the annual BPME & BDA (Broadcast Designers Association) Conference and the monthly *BPME Image* magazine, in addition to the monthly *VideoMagazine*, satellite-fed to member stations around the country.

BPME has been without an executive director since the resignation of Lynn Grasz April 16.

When asked if Taylor was chosen primarily for his radio background, Gould said it was "one consideration, but the bottom line is that Gary has been through the competitive wars in marketing and selling radio and we feel that his experience will translate to other areas. In the short-term, the key thing for Gary is to evaluate our status in promotion, and within the industry in general. In the long-term, it is key for us to help our members develop with the new technologies—digital and high definition television, cable, direct broadcast satellite (DBS) services, satellite-fed radio services, AM stereo radio and emerging international broadcast services in Europe."

A Washington state native, Taylor still commutes on weekends to Seattle, but says he will be shopping for a house in Los Angeles, where BPME has its headquarters. He said his first priority in



Gary Taylor

taking over at BPME is to "develop a learning curve on the inner workings of the organization, and to follow the mission statement to improve the marketing and promotion strategies in selling BPME to new members." But Taylor said that BPME President Bert Gould and the executive search committee have requested him not to get any more specific about his administrative goals until he is "firmly in place" and familiar with the day-to-day administrative duties.

Currently, Gould estimates that BPME's membership rolls count 1,600 promotion and marketing executives in the U.S. and abroad, with the organization maintaining an approximate budget of \$2 million for 1990. Most revenues are generated from membership dues, conference registration fees, exhibition fees and ad sales from *Image* magazine. Gould says the nonprofit organization remains "viable and solvent," but he acknowledged that Taylor will have to work on developing membership activities for more than just the video medium. During last June's BPME & BDA Conference in Las Vegas, a number of

radio executives complained that too many seminars and workshops concentrated on television promotion, while some radio seminars were overshadowed by the dazzle and blaring volume from TV promo spots in adjacent meeting rooms.

Taylor joined Transtar in 1986. He oversaw the management of eight network radio formats for the Los Angeles-based operation. Prior to Unistar, Taylor served as general manager at KRPM-AM-FM Seattle and KZZU-AM-FM Spokane (1985-86), in addition to a five-year tenure as general manager (1980-85) of KREM-FM and KLTE-AM, both Spokane, and a brief stint as vice president and managing editor of the nationally syndicated radio program, *The Gavin Report*. Taylor, who holds BA and masters degrees in communications from Western Washington University, began his broadcast career as program director of KJRB-AM Spokane in 1965. **-MF**

NUMBERS UP

Cincinnati-based Jacor Communications reported \$24.08 million in broadcast revenue for the three months ended June 30, 1990, a 6.9% increase over the \$22.5 million posted during the same period last year. Broadcast cash flow also increased from \$4.78 million in the second quarter of 1989 to \$6.004 million, a 26% gain.

For the six-month period ended June 30, 1990, the company had broadcast revenue of \$43.2 million, a 5.7% increase from the \$40.8 million figure for the same period in 1989. Broadcast cash flow improved 19% for the first six months in 1990, at \$7.9 million, up from \$6.67 million for the same period in 1989.

"Sales in June set a new record with a 500% increase over last June."



Dan Patrick
President/GM
KSEV-AM,
Houston

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TOPS IN LOS ANGELES

Auto dealers in Los Angeles were the top advertisers in the radio market, according to numbers compiled by Radio Market X-Ray, a quarterly report of consolidated gross radio advertising revenue, prepared by Miller, Kaplan, Arase & Co., certified public accountants, in conjunction with the Southern California Broadcasters Association.

The top five radio advertisers in the market by industry classification are: auto dealers, dealer groups, manufacturers and rental, \$8.25 million; financial services, \$5.4 million; television, \$4.6 million; grocery stores, \$3.84 million, and restaurants, \$3.6 million.

By individual advertiser, the top five spenders were: California State Lottery, \$1.15 million; Luckys, \$1.04 million; Southern California Chevrolet Dealers, \$850,131; Nissan Motors, \$781,383, and KABC-TV \$760,631.

BMI, DCR SIGN PACT

Digital Cable Radio and its parent company General Instrument Corp. have reached a three-year music licensing agreement with Broadcast Music International, following three months of negotiations. The agreement between DCR and BMI covers some 1.5 million copyrighted songs and is based on a percentage of the digital cable company's revenue. DCR expects to transmit music over 28 channels, including such formats as The Rock Channel, Urban Contemporary, Hit List, Big Band Jazz, Country and Golden Oldies.

RCS PROGRAM SUPPLY, DEMAND

Radio Computing Services has introduced a new advertising/sales software package for radio stations. The new Pro-Rate system is designed to help stations implement a "mega-rates" pricing program, allowing stations to price their commercial inventory on a supply and demand basis. The "mega-rates" theory is derived from a 1986 study conducted by the National Association of Broadcasters which concluded that, when stations successfully implement a supply-demand pricing philosophy, they can significantly improve revenues and profits.

The NAB study showed that broadcasters can achieve higher rates by constantly testing demand ceiling and adjusting prices upward as demand builds and inventory supply decreases. The ProRate system is structured to take this elementary theory into account, allowing broadcasters to set their rates based on three factors: revenue goals, inventory and demand.

TV STAR

Emmis Broadcasting's morning air personality on KPWR(FM) Los Angeles, Jay Thomas, has been nominated for an Emmy Award for his guest appearance on CBS Television's *Murphy Brown*. Thomas played the role of controversial talk show host Jerry Gold. The nomination is Thomas' first.

Thomas will also be seen in a starring role this Fall season on ABC Television's sitcom, *Married People*.

MIDDLE MAN

Westwood One Radio Networks syndicated program host Casey Kasem was a guest on the *MacNeill/Lehrer NewsHour* Aug. 7, questioning U.S. priorities in the Middle East. Kasem, who is widely recognized for being vocal (and critical) of U.S.-Arab affairs, said that he condemns the actions of Iraqi President Saddam Hussein, but is troubled that the U.S. has "less concern for human life and more concern for oil." He said that "if Lebanon had oil... I'm wondering if the United States wouldn't react differently to the human rights violations that are happening there."

Kasem cited the reported deaths of 20,000 Lebanese stemming from the Israeli invasion of that country in 1982 as an example of America's "double standard." Kasem expressed similar views during an interview on the Financial News Network Aug. 8.

TRIVIAL PURSUIT

New York City police paid a visit to the studios of WNEW(AM) after a diligent detective recognized the voice of a station contest winner as that belonging to a prolific crank caller that the city's finest have been trying to track down for some months. Seems the caller, a winner of a station call-in trivia contest, allegedly called New York's 911 emergency number on numerous occasions and even has claimed to be the notorious Zodiac killer. A WNEW programmer told BROADCASTING that the police are "99% sure" that the contest winner—whose name has not been released—is the crank caller they have been pursuing.

DRIVE-IN REVS UP

Beginning Aug. 27, New York based MediaAmerica Inc. will expand the airing of *Joe Bob's Drive-In Review Show* from three to five days a week. The 90-second nationally syndicated show hosted by media personality Joe Bob Briggs features commentary and movie reviews. (Briggs, a comedian, author and syndicated columnist, also hosts *Joe Bob's Drive-In Theatre* on The Movie Channel. *Joe Bob Briggs* is currently airing on 53 radio stations.

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DIGITAL DOINGS IN BOSTON

NAB radio convention Sept. 12-15 to be bracketed by new technology

Digital Audio Broadcasting will open and close the agenda of the National Association of Broadcasters' Radio 1990 convention in Boston. NAB's Lynn Christian, senior vice president of radio, announced the addition of the session at an NAB press conference in New York last week.

The session, "DAB: Friend Or Foe?" will be moderated by NAB Radio Board Chairman David L. Hicks. The primary emphasis of the panel, said Christian, will be to report to broadcasters the political and technical issues that need resolution before the implementation of a DAB system in the U.S. is possible. Topics will range from a comparison of technical capabilities of DAB versus AM and FM, to frequency allocation, to a system of standard selection, to the "potential threat of direct nationwide DAB broadcasts from satellites." The NAB is in favor of a terrestrial system that retains market localism.

By scheduling the session on Wednes-

day, Sept. 12, before the opening reception, Christian said he hoped "to create a buzz" for the convention. By the time the session is repeated on Saturday, Sept. 15, Christian hopes broadcasters will have thought about, discussed and formulated questions about DAB. In addition to Hicks, the panel will feature Alan Box, NAB's DAB task force chairman, EZ Communications; John Abel, NAB executive vice president, operations, and Michael Rau, NAB vice president, science and technology.

The radio management luncheon keynote speaker will be H. Ross Perot. In his first appearance at a broadcast convention, Perot's topic will be "Made in the U.S.A." Bob Hyland, senior vice president, KMOX(AM) St. Louis, will be awarded the National Radio Award in recognition of "significant contributions and a lifetime of service to the radio industry."

As of Aug. 3, registration for the convention was running 30% ahead of last year, with at least 200 registrants from

foreign countries. Exhibit floor space, upped this year from 39,000 to 45,000 square feet, is completely booked.

The second annual Marconi Radio Awards Show will showcase current radio stars. Grammy Award-winning jazz pianist and songwriter, Harry Connick Jr., will perform, as will Lyle Lovett, the Grammy Award-winning country music entertainer, and comedians Mack & Jamie. Presenters of the awards include Ross Britain, WHTZ(FM) New York; Ron Chapman, KVIL-AM-FM Dallas; Don Imus, WFAN(AM) New York; Scott Shannon, KQLZ(FM) Los Angeles, and Shadoc Stevens, American Top 40, ABC Radio Networks. The show will be hosted by radio personalities Larry King and Gary Owens. One hundred and fifteen stations have been nominated as finalists in 23 categories, including personalities of the year, by market size; stations of the year, by market size; stations of the year, by format, and legendary station of the year.

—KC

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CABLE

DBS FORCING CABLE TO STUDY ALTERNATE SERVICES

Operators are looking at the feasibility of new options to differentiate and reposition cable with consumers

Local news...regional sports...interactivity...point to point...voice and data communications. All these business opportunities have been on cable operators' agenda at one time or another. Some, such as regional sports, are flourishing. Others, such as local news, remain largely untapped.

But with the advent of DBS competition by the mid '90s, or earlier, and the realization that cable programming won't solely appear on cable, leading MSO executives are taking a hard look at what services they can offer that a national DBS service can't. And these discussions are taking place against a backdrop of an industry whose easy gains are over, requiring new revenue streams to fuel future growth.

Trygve Myhren, president of Myhren Media, who put together a futuristic look at the industry at the Cable Television Administration & Marketing Society convention last month, said the threat of DBS "is beginning to crystallize some of the thinking with local and regional programming." Some operators were already moving in that direction, but Myhren said "it is beginning to move more quickly than before" as operators look "to strengthen regional news, sports and issues programming." But also influencing operators' long-term strategic thinking is the slowing of the base businesses and the push in Washington for program access for competitors. One top-10 MSO executive said it was "not Sky Cable per se that got the cable industry looking at this stuff. What really did it was Congress pushing for program access by other

competitors."

The strategy is not limited to regional news and sports. Tele-Communications Inc., whose moves are often a bellwether for the industry, two weeks ago made a \$5 million stake in Video Jukebox Network, an interactive music video service whose original partners included Communications Equity Associates and Newhouse Broadcasting.

Some MSO's are investigating point-to-point data and voice communications for business customers. Cable first became exposed to those possibilities when I-Nets (institutional networks) and wiring downtown business districts were part of the franchising days. Now most urban areas are wired, some with high capacity fiber. There is a potential business for point-to-point voice, and maybe more importantly, data communications. Businesses with a high volume of phone traffic (credit card companies, car rental firms, for instance) may find it cheaper to utilize point-to-point communication rather than using traditional telephone lines.

What's causing cable to look at data transmission services is the deployment of fiber, and what additional returns can be gained by its use.

Cable has a leg up on telcos in that cable's fiber deployment will be largely paid for through improved maintenance, reliability and channel capacity, the executive said, adding that cable's gains are therefore incremental.

"It's a really tiny business that requires its own business attention.... Every one of these is a different business," this executive said, and requires differ-

ent cable people. "We don't have internally the kind of people to sell those businesses. You have to pay for expertise," he said.

Bill Schleyer, executive vice president at Continental, said there are not too many viable interactive-type products today, but that "it is something we ought to foster as new applications develop. We shouldn't be opposed to testing them."

Continental has been a testing ground for both GTE Main Street's home shopping service and ACTV's interactivity technology. Schleyer said there have been more discussions in the past few years on these topics as operators "look at the business a little more strategically [to see] what are our competitive advantages."

Cable could string fiber to the end business user, said Schleyer, and provide cheaper service than existing telephone operations. "All that's required is some fiber connected to a pair of modems," he said. One idea is the ring concept, where a cable company would lay fiber around metro areas, connecting industrial parks, manufacturing sites and the like. The risk there is high initial costs without knowing fully if customers will come on board. A more cautious approach would be to build only after long-term contracts are signed, with the danger that other competitors may reach that customer first. "The business is up for grabs," he said.

One of the problems cable has when looking at these new businesses is the rate of return. "We're a little bit spoiled by these giant margins," said one cable executive. "As things get more competitive, we're going to have to change our thinking from penetration to market share," he said. "That means total dollars and cash flow versus margin and cash flow." That will take some reeducation on the part of Wall Street, but as this executive said, "you can't send the percentage [margin] to the bank. Total dollars amortize debt, not margins." Cable's new businesses may be financially, he said, but in a different way than

MORE CABLE IN BROADCASTING

- FCC Chairman Alfred Sikes, who wants to bring more competition to cable, reflects on his first year in office (see "Top of the Week").
- There is more football on cable than ever before, as detailed in a "Special Report" on professional and college football on page 34.
- InterMedia Partners buys U.S. Cable systems in Tennessee (see page 65).
- TCI publicly discloses programming and cable system properties in its spinoff company, Liberty Media (see page 66).

past businesses. "It will be a hurdle for all of us," he said.

Some companies have made tentative moves toward interactivity, with TCI being the latest example. VJN President Andrew Orgel said TCI "shares our vision of facilitating greater viewer control over both the content and scheduling of programming. Their support for our viewer interactive programming dovetails nicely with their strategy of becoming more involved with localized television programming."

Other MSO's view interactivity with promise, but at a future date. "We're almost a generation away from all that," said one MSO executive. When the computer literate children of today become the adults of tomorrow, he said, they will expect more from television than even 54 channels of cable. "That's

what's going to start driving interactivity," he said, "when there is a market demand. There is no need yet, but the need will eventually come."

Greater local programming on cable has been largely in the experimental stage. There are the independent TV station lookalike channels by ATC in Rochester, N.Y., with WGRC, and Buckeye Cablevision's ToledoVision in Toledo, Ohio. Many cable operators have explored producing local news with local broadcasters, but only the more low-key approaches—five minutes in *Headline News* or repeating the latest news shows from a particular station—have gained widespread play.

Full-scale local or regional news services cost more money than can be covered by the revenue they could generate. But for the long-term, many cable oper-

ators, as Viacom Cable President John Goddard noted at CTAM, believe that the WGRC concept will spread to many other cable systems.

And program syndication forces may help that trend. One program observer noted that as Fox solidifies as a network, there will be fewer independent stations for the syndicated product that is produced. Additionally, the Fox network programming will be added to the syndication market. All that product should cause product to drop in price (and with *Cosby*, the high-water mark may have already been reached) and cable operators will be in a better position to acquire syndicated programming. But operators will have to work together in an ADI to provide the core subscriber base necessary to make a WGRC-type channel work.

—MS

TURNER BOARD TO DETERMINE FATE OF GOODWILL GAMES



Cable operators soak up the basketball action at the Goodwill Games. (At left) Becky Lindauer and husband Jerry Lindauer, senior vice president, Prime Cable. (At right) Stewart Blair, vice chairman and CEO, United Artists, and Turner board member. In the background is Paul Freas, president, TKR Cable.

Turner Broadcasting System Chairman Ted Turner said at a Goodwill Games wrapup press conference that the board will decide in the next six weeks whether the 1994 games in Leningrad will be sponsored by TBS.

Turner was asked if he feared the board would differ from his position that the games should continue. "It's a possibility, I mean, anything is a possibility," he said. "We'll just have to wait and see until we meet. I haven't talked to my directors. Almost all of them were here for the first part of the games," he said. "We'll be getting together with them, and polling them within the next few weeks, or certainly within the next six weeks. We'll have an answer in a timely fashion."

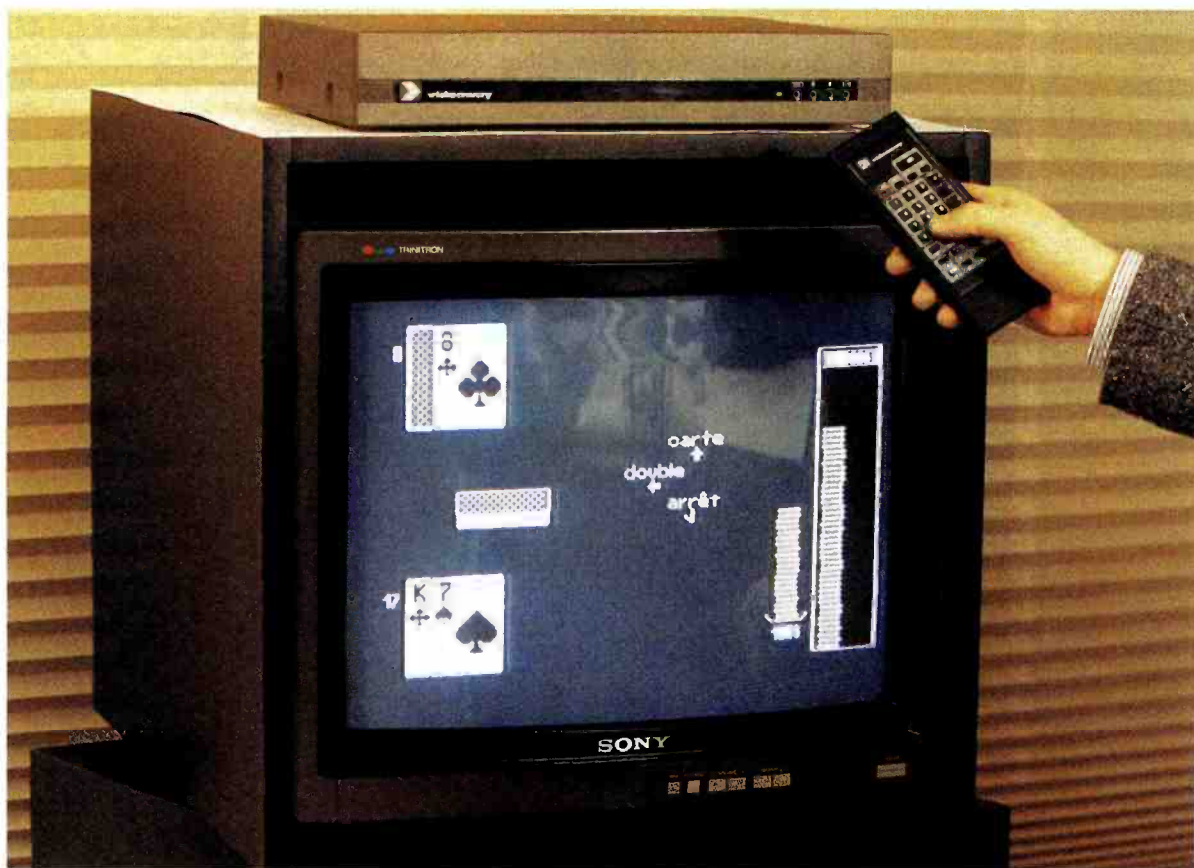
The games need to be judged on more than just ratings or how much money they lost, said Turner. "I think they performed extremely well. Yes, we did lose some money. But in my opinion, it's a reasonable downpayment towards an event that will grow in stature and, at least, at some point in the future, should reach break-even."

Although ratings did not meet expectations, Turner pointed out that neither did the 1988 summer and winter Olym-

pics. "If you add together the encore late-night presentation, which was actually prime time on the West Coast," said Turner, "the rating was 3.2 out of an estimate of approximately 5.0, a little better than 60% of our estimate." He said most of the advertisers had been contacted (and they were provided makegoods for the ratings shortfall) and they "are extremely happy with the games."

And Turner disagreed with an assessment that the '90 games were not as successful as the '86 games. Overall ratings were higher, and more viewers saw the '90 games than the '86 games. "Turner Broadcasting, this time, in gross dollars—even though we sustained a substantial loss—did about five times as much overall dollar volume as we did last time," he said.

"When we talk of the 'losses of the Goodwill Games,' we don't talk about the benefits that accrued to our company from being involved with what we think of as a prestigious event," he said. "So that has to be taken into consideration. We don't want to lose money, and neither do our Soviet partners. Between the two of us, we're going to try and figure out how to at least get this thing to break-even if we can."



Videotron's interactive service gives Montreal Cable subscribers more choice

MONTREAL CABLE OFFERS INTERACTIVE OPTIONS

Videoway technology gives subscribers of Le Groupe Videotron variety of different choices within programming

F1, F2, F3, F4. No, they're not the function keys on a PC keyboard, they're the buttons on a remote control unit that lets Montreal viewers direct their own baseball games and newscasts, send electronic mail and play blackjack against their television sets.

Montreal is making way for Videoway, an interactive technology pioneered by Canada's second-largest MSO, Le Groupe Videotron. Developed by a U.S. company, ACTV, the system works straight through the cable and comprises a wireless remote control and a converter the size of a VCR that takes the place of the traditional cable converter.

Videotron interactive television, known as TV1, is used by 25,000 of its 650,000 subscribers. Available since January, 350,000 of Videotron's subscribers have the rebuilt 52-channel systems required to purchase TV1. Accord-

ing to Jean-Paul Galarneau, director of communications, Videotron hasn't been able to keep its equipment stock up to the demand level, even though so far it has done no marketing of the service.

The first interactive hockey game last winter generated 4,000 phone calls, according to Galarneau. And the response following the first interactive baseball game on July 24 has been several thousand phone calls, said Galarneau. By year-end, 50,000-70,000 Montrealers are expected to have the service, and Videotron projects 250,000 in three years.

Baseball fans were pleased with their first interactive game, although a few problems still need to be wrinkled out, such as the camera angles used, according to a spokesman for RDS, which produced the game. The F1 key showed the main feed of the game, and F2 gave viewers a closeup of the pitcher. They

pressed F3 and got a camera on the hitter, and F4 gave statistics on players.

According to Yves Plouffe, program director for TV1, Videotron has no plans for more baseball games, although according to RDS, it and Videotron are negotiating to produce five more next year.

Videotron also used the technology to produce 13 hockey games last season, and will produce 24 more beginning in September. The four options viewers get by pressing the buttons on their remote controls are the regular feed, cameras following the star players from both teams, and a slow motion/instant replay option.

TV1 is currently available 13 hours a day, and will be on 17 hours a day beginning in September from 8 a.m. to 1 a.m. The service and equipment cost Canadian \$18.95 (\$16 U.S.), but it also includes one free pay channel which

CABLECASTINGS

SHOWTIME-DISNEY SURVIVAL KIT

Showtime and The Disney Channel again plan to jointly sponsor a "Winter Survival Kit" promotion, to run between Dec. 26, 1990, and Jan. 13, 1991. The promotion features a "two for one" offer, along with free installation of both Showtime and The Disney Channel.

Last year's campaign reached more than 17 million homes with direct mail. Additionally, television advertising ran in 28 markets. Systems participating in the campaign last year recorded 3% higher growth than nonparticipating systems.

This year's campaign will again include direct mail, last-chance postcards, CSR incentives and broadcast advertising, DRTV and telen marketing materials. The deadline for participation is Sept. 7.

CROSS PROMOTION

Showtime and American Movie Classics have agreed to jointly promote each other's services.

Showtime is expected to place AMC pieces in its direct mail as well as putting AMC in its DRTV television spots over the next six months. The spots cover 25% of the U.S. households, and run on both network affiliates and independents.

AMC will produce and carry a regular series of interstitial pieces on movies running on both services that are linked by genre. In August, Showtime is carrying "When Harry Met Sally," while AMC is carrying "His Girl Friday" and "Bringing up Baby." Both services are also featuring "Great Directors" this month—Martin Scorsese, Francis Ford Coppola and Woody Allen on Showtime, and Orson Welles, Otto Preminger and Martin Ritt on AMC.

PER YOUR REQUEST

Request TV is carrying "Born on the Fourth of July" in September, which will give cable subscribers their only opportunity to see the movie before it lands on CBS. The film is part of the Universal-CBS package that is bypassing pay

cable and going directly to the network.

Other Request titles for September are "Blaze," "Revenge," "Joe Versus the Volcano," "Lord of the Flies" and "Nuns on the Run."

PPV NAME CHANGE

Graff PPV is changing the name of its adult service, *Rendezvous*, to *Spice*, beginning Oct. 1. With the name change will be an expansion of the program day, from 12 to 24 hours, which is in response to the growing numbers of females purchasing adult product.

Spice will present 30 titles a



month, with more new films as well as those with proved buy rates that haven't been carried for six months, Graff said. The channel will carry four movies, three times a day. New segment programming includes the *Robin Byrd Show*, an interview show with stars of Graff PPV that is seen in Manhattan, *International Spice*, *Chilli Peppers*, (clips from Spice's film library) and *Yesterday's Spice*.

Mark Graff, president of Graff PPV, said "Spice's philosophy and overall appearance is in direct response to, and recognition of, our primary audience—couples—and a growing female viewership," which is now about one-third of the audience. Spice will reach about 2.6 million homes.

Graff's *The Drive-In Cinema*, (its action/adventure/horror/sci-fi-PPV service) will be expanding its programming day from 16 to 24 hours also in October, on its first year anniversary. It is available in 1.2 million homes.

Graff uses the same feed for TVRO subscribers, so they too will see an expansion of both services.

CAL-SPAN STARTS

CAL-SPAN, California's version

of C-SPAN, debuted last Monday for a four-week trial run that will end Aug. 31. The service will carry unedited, gavel to gavel coverage of the California assembly, weekdays from 8:30 a.m. to 4 p.m.

CAL-SPAN is being fed by the Pacific Sports Network, the regional sports service owned by Tele-Communications Inc. and Viacom based in San Francisco. The service is being provided to the state's cable systems at no charge, and is being carried on municipal and educational access channels.

CAL-SPAN organizers hope that the test will be successful and that permanent coverage of both the assembly and senate's floor and committee proceedings will ensue.

PRIME NEWS

Prime Ticket will debut its live daily news program, Prime Ticket Press Box, Oct. 16 at 10 p.m. The show will be hosted by four roving anchor/reporters, and is expected to move to a twice nightly format, at 7 p.m. and 10 p.m., in November.

NOTES FROM ALL OVER

U.S. Cable systems in Waukegan, Ill., and northern Indiana will launch SportsChannel Chicago in combined 91,000 homes Sept. 1. Service said it is now affiliated with all major systems in Chicago area.... Playboy At Night is adding *Playboy Newsfront*, three-to-five-minute news and information segment, this month to PPV service.... QVC has expanded its policy to allow viewers to order product any time during day, as long as item is in stock. Previously, orders had to be given during program in which item appeared.... *Discovery's Assignment* *Discovery* has been approved for accredited Advanced Academic Training by Texas Education Agency.

NOTES FROM ALL OVER

Family Channel has passed 50 million, according to Nielsen, hitting 50,675,000 as of August. ■ NCTA has created "Senior's Programming Guide," providing cable program and network information for senior citizens.

runs about \$14 (Canadian). The most popular interactive show, according to Galarneau, is *Midnight Blackjack*. Other types of interactive shows include game shows, children's shows and a psychology talk show, all of which let the viewer participate in the program by using the special remote control.

An interactive 6 o'clock newscast is also offered. F1 is the regular program, F2 lets the viewer get more in-depth coverage of a story, F3 provides sports news, and F4 begins the newscast again for those who came in late. In the fall, there will be a French version of *Win, Lose or Draw* and two interview programs, one Plouffe describes as a "60

Minutes type show," and the other hosted by a "populist interviewer." Viewers will also be able to choose from a selection of the previous month's shows.

Videotron isn't producing the programs. It owns Tele-Metropole, the largest private broadcaster in Quebec, and has its news, sporting events and game shows at its disposal. While the technology is attracting much interest from U.S. cable companies, Plouffe said they don't have the production resources Videotron has that make a similar venture possible.

Videotron owns the exclusive rights to Videoway everywhere but the United States, where it splits them with ACTV.

The two companies have jointly formed a company called ACTV Domestic to market the technology in the United States.

The system is an information as well as an entertainment system. Press a button on the zapper, and the viewer moves from video mode to TVI's Videotext, which provides 88 services 24 hours a day, seven days a week. Selections include 15 video games, horoscopes, theater listings and weather information. Viewers also get access to the results of Loto-Quebec drawings and Montreal Stock Exchange quotations. The services are generally financed by the information providers. **-SDM**

FOX SENDS OUT CABLE FEELERS

Forms new cable programing division and proposes to program cable channels to serve white areas

Fox Broadcasting Co. is launching a two-pronged exploration into the cable programing business. The company has created a new unit, called Fox Cable Programing, the avowed mission of which is "the development and implementation of satellite-delivered program services for the cable television industry."

That announcement came the same week that Fox senior vice president, Preston Padden, met with a handful of syndicators in Los Angeles to propose a plan for extending the reach of both the Fox network and syndicated barter programing, by wrapping the two in packages to be offered on local cable channels in so-called "white areas" not served by the programing.

Robert Kreek, who has been president of Fox Stations Inc., was named to head up the new cable division. Greg Nathanson, vice president and general manager of Fox's KTTV(TV) Los Angeles, was named to replace Kreek as head of the owned station group, which has stations in New York, Los Angeles, Chicago, Washington, Dallas, Houston and Salt Lake City.

Kreek was on vacation last week and unavailable for comment. A Fox spokesman said of Kreek's new unit, "we are really starting from ground zero here. Obviously there is a business out there we think we ought to be taking a look at."

Meanwhile, Padden's pitch to syndicators stemmed from talks the company



has had with Tele-Communications and other MSO's about creating channels on local cable systems with Fox programing in areas currently not reached by the fourth network.

Padden couldn't be reached for comment, but sources at the meeting said his pitch was that syndicators of barter product could extend their reach in the smallest markets, which they often make little effort to sell, by linking with Fox.

Fox's primary motive is to extend its reach beyond the 91% national distribution it has through 138 over-the-air broadcast affiliates. To go beyond that, it either has to upgrade stations or tap into cable distribution.

Among the syndicators who heard the pitch were Viacom Enterprises, Warner Bros. Domestic Television and Genesis Entertainment. One syndicator source in attendance expressed mixed feelings

about the proposal. "They're really talking about the smallest markets, where the barter time is worth about five cents a day," the source said. "And it would preclude selling the show to a station in the market if an opportunity arose," he said.

The Fox affiliate body also has some concerns about Fox's "white area" strategy. Currently, the Fox strategy is to fill holes where the network isn't available over-the-air, or through local or distant Fox signals picked up by cable systems.

However, some affiliates have plans to extend their cable reach through "repeater" stations they can build to put them within 35 miles of certain cable systems. Those systems could then pick up the signal and avoid the copyright fee. Some cable systems have not picked up a Fox signal because they have to pay a copyright fee on signals imported from more than 35 miles away.

According to Fox affiliate board chairman Michael Fisher, the affiliates want the right to "recapture" white areas programed by Fox in deals with local cable systems, if those areas become "copyright free" through the use of repeater stations. He said that Fox and TCI have agreed in principal to that concept, but that Fox wants affiliates to designate ahead of time areas where they realistically intend to expand their reach. The network is sending out a survey to all affiliates this week, asking them to identify those areas, Fisher said. **-SM**

BUSINESS

Infinity's infinite capacity for recapitalization

Investment banking firm purchases close to half ownership in one of largest radio group owners

Funds managed by Lehman Brothers will become the largest shareholder in Infinity Broadcasting, through a proposed purchase, announced last week, of stock and warrants. The New York-based investment banking firm, which advised Infinity on going private in 1988, will purchase newly issued securities from the radio group owner for \$27 million. In addition, the Lehman funds will purchase stock from Infinity co-chairman, Michael A. Wiener, and Gerald Carrus, reducing their individual equity holdings from above 35% to below 10%. At the same time, president and chief executive officer, Mel Karmazin, will increase his equity ownership in the company to just under 20%, probably through the exercise of options. The transactions are expected to close by Sept. 6.

Combined with stock warrants already owned by Lehman Brothers, the firm and related entities could end up owning a majority equity stake in Infinity, which owns 17 major-market radio stations. But Farid Suleman, Infinity's chief financial officer, said no change-of-control application would be filed with the FCC. He noted that the warrants have no vote until exercised and that the stock and warrants being sold are for Class A shares, which have only one vote, compared to the 10 shares per vote of the Class B shares, whose ownership is essentially limited to the company's three top executives.

Carrus Wiener and other management have already done well by Infinity, having taken out over \$50 million during the 1988 LBO. Suleman said the net proceeds would be used initially to retire part of a revolving bank credit facility. At some point later, the company could either purchase additional stations or possibly repurchase some of its public debt, which recently has been trading at between 50% and 60% of face value.

Infinity, at year end, had \$466 million in long-term debt and net cash interest expense in 1989 of roughly \$40 million. Operating income, with depreciation and

amortization added, totaled roughly \$45.3 million. The 1989 results include only seven months of WLIF-AM-FM Baltimore, purchased in May of that year. Current year results may be better if the company's projected improvements, particularly in Washington and New York, are realized. According to the spring Arbitron ratings, Infinity's stations overall were up slightly in target demographics over the year-ago ratings.

But so far this year, net revenue was up 2% (4% on an equivalent-week basis), while operating expenses increased 8%, narrowing operating cash flow. Nonetheless, in last week's press release, Karmazin said the group owner expected to report higher cash flow for the year.

Beginning a year from now, cash interest expense for the company could increase significantly, when over \$150 million in subordinated debentures, currently accruing at 14¼%, become cash-interest paying. The company also must repay \$28 million in principal in 1991.

Whether or not Infinity runs into liquidity problems at that time depends on a number of factors, including its ability to renegotiate its bank facility and state of the station-sale marketplace (should the company decide to sell stations).

Lehman Brothers may have additional reasons for purchasing securities other than a return on its investment. The New York-based investment banking firm may be seeking to protect securities it already owns, including bonds which it presumably makes a market in, and the warrants. Additionally, the firm would stand to earn fees should Infinity decide to sell, or alternately buy properties. But Jamie Singleton, a senior vice president with the Shearson Lehman's Merchant Banking Portfolio L.P., said the firm values Infinity at a greater amount than when the company went private in 1988: "If there was any question of them making interest payments, we would never have done this deal." The \$1.3 billion Merchant Banking Portfolio also has a non-attributable interest in radio group owner, Evergreen Media. **-GF**

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CHANGING HANDS

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

WUHQ-TV Battle Creek, Mich. (Kalamazoo-Grand Rapids) □ Sold by Channel 41 Inc. to Northstar Television of Grand Rapids (NTG) for approximately \$10 million. Deal is for cash and stock. Station went on air in July 1971. Station will become satellite of WZZM-TV Grand Rapids. **Seller** is headed by John W. Lawrence and William Lawrence Jr., brothers, who will become stockholders in Northstar. **Buyer** is partnership of Osborn Communications, Desai Capital, Price Communications Corp., and Bankers Trust Co. NTG is headed by Richard F. Appleton, and has interest in WZZM-TV Grand Rapids, WAPT(TV) Jackson, Miss.; WSEE-TV Erie, Pa., and WNAC-TV Providence. R.I. Osborn Communications is headed by Frank D. Osborn and has interest in WJSU-TV Anniston, Ala.; WIOI-FM Brunswick, Ga.; WNDR(AM)-WNTQ(FM) Syracuse, N.Y.; WAZO(FM) Tarboro, N.C.; WAZU(FM) Springfield,

PROPOSED STATION TRADES

Station deals last week: 14
Dollar value: \$22,087,271
1990 station deals: 557
1990 value: \$1,491,510,084

Ohio: WTSJ(AM)-WTNV(FM) Jackson, Tenn., and WWVA(AM)-WOVK(FM) Wheeling, W.Va. Desai Capital is shareholder of Price Communications Corp., which is headed by Robert Price and has interest in WPBG(AM)-WIRK-FM West Palm Beach, Fla.; WOWO(AM) Fort Wayne and WOWO-FM Huntington, both Indiana; KSNF(TV) Joplin, Mo.; WWKB(AM) Buffalo and WKSE(FM) Niagara Falls, both New York, and KJAC-TV

Port Arthur and KFDX-TV Wichita Falls, both Texas. WUHQ-TV is ABC affiliate on channel 41 with 2,000 kw vis., 200 kw aur., and antenna 1,076 feet above average terrain.

WTGI(TV) Wilmington, Del. (Philadelphia) □ Sold by Delaware Valley Broadcasters Ltd. to WTGI-TV Inc. for assumption of debts estimated at \$3,548,170. Station went on air in June 1987. **Seller** is headed by Daniel G. Slape and Elmer W. Lindale and has no other broadcast interests. **Buyer** is headed by Daniel G. Slape, Roland E. Goode, Thomas H. Maichak, Robert L. Smith, Noel L. Smith and William E. Rollow and has no other broadcast interests. WTGI(TV) is independent on channel 61 with 3,000 kw vis., 300 kw aur., and antenna 957 feet above average terrain.

WWKX(FM) Woonsocket, R.I. □ Sold by Ocean State Broadcasting Ltd. to Ten Mile Communications Inc. for \$2.4 million. Total is due in cash at closing. Station was acquired as part of deal that included WWON(AM) in February 1986 for \$905,000. **Seller** is headed by Richard C. Barczak, George Y. Wheeler, Bernard Barczak and Greta K. Cerry and recently sold WWON(AM) Woonsocket, R.I. ("Changing Hands," Jan. 1, 1990), for \$600,000. Wheeler has interest in LPTV W42AJ Washington. Cerry has interests in WLBK(AM)-WDEK(FM) De Kalb, Ill. **Buyer** is subsidiary of Attleboro Radio Association, and is headed by Eugene Lombardi, Peter H. Ottmar, James H. Ottmar and Barbara A. Botelho, and is licensee of WARA(AM) Attleboro, Mass. Attleboro Radio Association Inc. owns 48% of Inland Bay Cable TV Associates, operator of cable systems at Attleboro and Rehoboth, both Massachusetts. WWKX(FM) has urban contemporary format on 106.3 mhz with 1.5 kw and antenna 518 feet above average terrain.

WPAP-FM Panama City, Fla. □ Sold by Norman S. Drubner to Southern Broadcasting Co. for \$1.9 million. Price includes \$100,000 deposit and \$1.8 million cash at closing. Station was acquired in May 1986. **Seller** has interest in WVGQ(FM) Richmond, Va.; WJLQ(AM)-WCOA(FM) Pensacola, Fla.; KXYQ(AM)-KZRC(FM) Portland, Ore.; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. It is in process of selling KGRX(FM) Globe, Ariz. ("Changing Hands," April 2) for \$2 million and KRGE(AM) Weslaco and

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BINDING UP THEIR WOUNDS

InterMedia Partners has signed an agreement to purchase the U.S. Cable Television Group properties in Tennessee, closing out a chapter of a saga that helped give the cable industry a black eye in Washington.

InterMedia is buying the U.S. properties—in both Tennessee and Alabama and serving 41,500 subscribers—for an undisclosed price. InterMedia will also take over management of the systems on Sept. 1, before the expected closing date of the sale.

InterMedia has pledged not to increase rates for the next 12 months, to undertake a major engineering project to improve picture quality and to move

immediately to implement the cable industry's customer service standards.

Alan Mutter, partner in InterMedia, said the company "will pick up where [Multivision] left off" in improving the systems. Multivision purchased the systems several years ago and raised prices as much as \$4 and \$5, which touched off a flood of criticism, led by Senator Al Gore (D-Tenn.). Multivision's U.S. Cable subsidiary moved to upgrade the systems and reverse some rate increases. But InterMedia, whose backers include Tele-Communications Inc., has purchased the systems, giving the industry a cleaner slate from which to work.

Brownsville, both Texas ("Changing Hands," July 16) for \$1.1 million. **Buyer** is headed by Paul C. Stone and Charles Giddens. Stone is president and 50% stockholder of Broadcast Investment Associates Inc., licensee of WTSH(AM) Rome and WZOT(AM)-WTSH(FM) Rockmart, both Georgia, and is president and 51% stockholder of Thomasville Radio Inc., licensee of WLOR-AM-FM Thomasville, Ga. WPAP-FM has modern country format on 92.5 mhz with 100 kw and antenna 781 feet above average terrain.

WAPA(AM) San Juan, P.R. □ Sold by The Hearst Corp. to Carlos C. Ventura and Wilfredo G. Blanco for \$1.82 million. Station was acquired in March 1964. Price includes \$182,000 deposit and \$1.638 million cash at closing. **Seller** is subsidiary of The Hearst Corp., is headed by John G. Conomikes and David J. Barrett and has interest in WBAL-AM-TV and WYY(FM) Baltimore; WCVB-TV Boston; WDTN(TV) Dayton, Ohio; KMBC-TV Kansas City, Mo.; WISN-AM-TV and WLTQ(FM) Milwaukee, and WTAE-AM-TV and WFTX(FM) Pittsburgh. **Buyers** have interest in WSAN-FM Viegas and WMTR(AM) Morovis, P.R., respectively. Blanco is permittee of booster station BP870828AD, Arecibo, P.R. WAPA(AM) is fulltimer with Spanish and talk format on 680 khz with 10 kw.

WKVT-AM-FM Brattleboro, Vt. □ Sold by Brattleboro Broadcasters Inc. to Northampton Holdings Inc. for \$1.2 million. Stations were acquired in Aug. 1983. **Seller** is headed by Dave Underhill and has no other broadcast interests. **Buyer** is headed by Robert Sillerman and has interests in WHMP-AM-FM Northampton, Mass. Sillerman has interest in 11 AM's and 8 FM's.

WKVT(AM) is fulltimer with news, MOR and talk format on 1490 khz with 1 kw.

WKVT-FM has adult contemporary format on 91.3 mhz with 850 kw and antenna 610 feet above average terrain. **Broker:** Chapman Associates.

KLIQ(FM) Shingle Springs, Calif. □ Sold by Lobster Communications Corp. to Olympic Broadcasters Inc. for \$400,000. Sale is for 20,400 shares of stock. Price includes \$224,999 for stock, \$130,148 for five-year noncompete covenant and \$44,853 consulting agreement. Station went on air in May 1989. **Seller** is headed by Donna M. Crosson (10,200 shares), W. Richard Green (5,100 shares) and John R. McRae (5,100 shares), and has no other broadcast interests. **Buyer** is headed by Douglas D. Kahle and William E. Boeig Jr., each of whom own 24.5% of Lobster Communications Corp., and has interest in WBRI(AM) Indianapolis and WXIR(FM) Plainfield, both Indiana; WFIA(AM)-WXLN(FM) Louisville, Ky.; WABS(AM) Arlington, Va., and KFIA(AM) Carmichael and KQNC(FM) Quincy, both California. KLIQ(FM) has contemporary Christian format on 102.1 mhz with 9.7 kw and antenna 564 feet above average terrain.

KVWC-AM-FM Vernon, Tex. □ Sold by Joe and Dorothy Garrison to KVWC Inc. for \$322,000. Price includes \$13,000 promissory note payable in five years at 9% and \$309,000 promissory note payable at 9.3% payable in 180 monthly installments. KVWC was acquired June 1961 and KVWC-FM went on air in April 1972. **Sellers** have no other broadcast interests. **Buyer** is headed by Mike Klappenbach, who is currently general manager of KVWC-AM-FM. KVWC(AM) is fulltimer with MOR and farm format on 1490 khz with 1 kw. KVWC-FM has beautiful music format on 102.3 mhz with 3 kw and antenna 138 feet above average terrain.

SOLD!

WPAP-FM, Panama City, Florida has been sold by Norman S. Drubner to Southern Broadcasting, Paul Stone, President for \$1,900,000.

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TVB DOWNSHIFTS AD PROJECTIONS FOR 1990

The Television Bureau of Advertising has knocked almost \$200 million off its 1990 projections for local advertising revenue for television stations. The TVB, which announced the revisions last week, also moderated its growth estimates for cable. The overall picture for TV advertising and total advertising is also bleaker than expected. On the plus side, ad revenue from national spot and national syndication (including Fox) is expected to grow at rates higher than expected.

The bureau lowered its original 1990 estimate for local ad revenue from \$8,145,000,000 to \$7,915,000,000, which is still a 3%-5% gain over 1989. Several group owners, in quarterly reports, said that local revenue growth was generally weak or nonexistent (BROADCASTING, July 30, 1990).

Categories that Joyella said are bringing down local ad revenue include automotive, banks and savings & loans and department stores. Said Joyella: "Those are three major spenders who are not growing as quickly as anticipated and who are suppressing the growth of local in general." Joyella said that he thought declining revenue from those three categories was more representative of the economy in general, not with advertising strength in particular.

According to Arbitron's Broadcast Advertiser Reports (BAR), auto and truck dealers in 1989 spent

\$321,401,900 on local television while clothing stores spent \$143,583,600 and banks and savings and loan associations spent \$197,298,900.

Spot advertising revenue, originally forecast at \$7,795,000,000, a 5%-7% increase over 1989, has been upgraded to \$7,870,000,000, a 6%-8% increase. Ad revenue for national syndication, was originally estimated at \$1,495,000,000, a 15%-17% increase over 1989, has now been upgraded to \$1,560,000,000, which is a 20%-22% increase.

The spot growth, Joyella said, is broad based, with sizable increases in spending coming from the food and food products sector, consumer services, travel and resort advertisers and over-the-counter drugs. Oil and gas spending was also up, but recent events in the Middle East may change that. Last year,

according to BAR, food and food product advertisers spent \$958,455,800 on national and regional spot; consumer services spent \$380,267,800 and gas and oil spent \$163,955,500.

Total television advertising, according to TVB's forecast, will be at \$28,850,000,000, a 6%-8% increase over last year. The estimate, however, is lower than TVB's earlier projection of \$29,030,000,000 for total TV revenue, a 7%-9% increase from the previous year. For total advertising including TV, radio, newspapers, magazines, direct mail and billboards, the TVB dropped its original estimate of \$131,370,000,000 to \$130,500,000,000, a 5.3% increase over total advertising for 1989. "Despite some sobering numbers coming out of competitive media," Joyella said, "television is very solid." **-R**

Tracking 1990 TV Investments

	Original Estimate % change over 1989 (000,000)	Revised Estimate % change over 1989 (000,000)
Local	\$8,145 +6% -8%	\$7,195 +3% -5%
Spot	\$7,795 +5% -7%	\$7,870 +6% -8%
Network	\$9,750 +6% -8%	\$9,750 +6% -8%
*Nat'l Synd.	\$1,495 +15% -17%	\$1,560 +20% -22%
Cable	\$1,845 +20% -22%	\$1,755 +14% -16%
Total TV	\$29,030 +7% -9%	\$28,050? +6% -8%
Total Adv.	\$131,370 +6%	\$130,500 +5.3%
TV's share	22.1%	22.1%
*Includes Fox		
Source: Television Bureau of Advertising		

TCI SPELLS OUT LIBERTY SPIN-OFFS

Tele-Communications Inc. (TCI) identified for the first time last week which of its affiliated entities would be transferred to Liberty Media Corp., the proposed new company that will hold most of TCI's cable and programming investments. TCI President John Malone, addressing shareholders in an August 7 meeting in Denver, said that filings with the Securities and Exchange Commission regarding Liberty Media would be made shortly. The TCI president also voiced his displeasure with the current reregulation bills in both the house and the senate.

TCI investments that will be transferred to Liberty Media are, on the cable side, Lenfest Communications, TKR Cable Co., Intermedia Partners and Kansas City Cable Partners. TCI program investments to be transferred are

The Discovery Channel, American Movie Classics, QVC and The Family Channel, but do not include TCI's interest in Turner Broadcasting System. There may be additional investments transferred to Liberty—Malone said that interest in 12 programming services and 18 cable services would be transferred. Other programming companies in which TCI has interest include QVC Network, Black Entertainment Television, Prime Time Tonight and Think Entertainment. TCI spokesman Bob Thomson would only say that the companies named by Malone may be a "complete list."

The 18 TCI-affiliated cable entities that will eventually be transferred serve about two million subscribers in 28 states under 1,130 franchises. TCI, Malone said, generally has a 50% or less investment interest in the cable and pro-

gramming services spun off to Liberty Media. Some TCI stock will also be transferred to Liberty Media.

The TCI president said that the board of directors had not yet determined "the definitive structure of Liberty because there remain some few tax and valuation issues to be resolved, as well as third-party and regulatory consents." Malone said that most third-party consents have been obtained. Thomson would not say whose consent had not been obtained. Some of the transfer of interests will also require approval from lenders. Also, federal, state and local regulatory approval will be necessary for several of the investments. TCI said the transfer could take several months. Malone said he hoped for completion of the rights distribution by the end of the year, "but in any event by first quarter 1991."

FOCUS ON FINANCE

Media stocks were not immune to Mideast events last week, with leveraged stocks the worst hit. Texas-based group owners, such as Clear Channel Communications and A.H. Belo, held up or improved. Among other stocks improving, TVX Broadcast Group was up 4% following independent director committee's rejection of \$7.50 per-share offer from Paramount Communications. Video Jukebox was up 17% over the prior Wednesday, following news that TCI would purchase one million shares in the cable programmer for \$5 million. Capital Cities/ABC continued its slide, off 6% for the week,

and down over 15% from a month ago. While some investors used the earlier decline as a buying opportunity, Karen Firestone, manager, Fidelity's select leisure fund said, "I don't think that trends that have developed over a long time necessarily reverse themselves in just a couple of weeks. Revenue growth is slowing and it will probably continue to affect the stock." Other publisher-group owner stocks falling last week Gannett, down 10%; Scripps Howard, down 7%, and Tribune, down 6%. Entertainment losers included Orion Pictures, off 16%; King World, off 10%, and All American, off 29%.

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 Wed Aug 8	Closing Wed Aug 1	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
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BROADCASTING

N (CCB) Capital Cities/ABC	508	3/4 540	1/2 -31	3/4 -05.87	17	8,820
N (CBS) CBS	176	180 1/4	- 4 1/4	-02.35	13	4,163
A (CCU) Clear Channel	11	1/2 11 7/8	- 3/8	-03.15	-50	43
O (JCOR) Jacor Commun.	2	5/8 2 15/16	- 5/16	-10.63	-1	26
O (LINB) LIN	58	1/4 65 7/8	- 7 5/8	-11.57	-20	3,004
O (OSBN) Oshorn Commun.	8	3/4 9	- 1/4	-02.77	-54	61
O (OCOMA) Outlet Comm.	18	16 1/2	1 1/2	09.09	29	117
A (PR) Price Commun.	2	3/8 3	- 5/8	-20.83		21
O (SAGB) Sage Best	1	3/4 1 3/4		00.00	-1	6
O (SCRP) Scripps Howard	49	1/2 53	- 3 1/2	-06.60	22	511
O (SUNNC) SunGroup Inc.	3/4	3/4		-00.00	-1	1
O (TLMD) Telemundo	5	1/2 5 3/4	- 1/4	-04.34	-2	125
O (TVXC) TVX Broadcast	8	1/16 7 3/4	5/16	04.03		58
O (UTVD) United Television	30	32	- 2	-06.25	3	325

EQUIPMENT & MANUFACTURING

N (MMM) 3M	84	91	- 7	-07.69	14	18,703
O (AFTI) American Film	8	3/8 10 1/4	- 1 7/8	-18.29	32	818
N (ARV) Arvin Industries	17	5/8 18 1/4	- 5/8	-03.42	32	331
O (CCBL) C-Cor Electronics	7	3/4 7 3/4		00.00	6	33
N (CHY) Chyron	1	5/8 1 1/2	1/8	08.33	-4	18
A (COH) CoHu	10	1/2 10 5/8	- 1/8	-01.17	8	20
N (EK) Eastman Kodak	41	1/8 42 3/8	- 1 1/4	-02.94	25	13,348
N (GRL) Gen. Instrument	43	7/8 44 1/4	- 3/8	-00.84	13	1,210
N (HRS) Harris Corp.	27	30 3/8	- 3 3/8	-11.11	27	1,080
N (IV) Mark IV Indus.	11	3/8 11 1/2	- 1/8	-01.08	2	160
O (MATT) Matthews Equip.	2	1 15/16	1/16	03.22	100	11
O (MCDY) Microdyne	3	1/4 3 1/8	1/8	04.00	46	13
O (MCOM) Midwest Comm.	2	2 5/8	- 5/8	-23.80	5	6
N (MOT) Motorola	76	80 3/8	- 4 3/8	-05.44	19	9,910
A (PPI) Pico Products	1	1		00.00		3
N (SFA) Sci-Atlanta	22	25 5/8	- 3 5/8	-14.14	12	486
N (SNE) Sony Corp.	53	3/4 57 3/4	- 4	-06.92	27	15,189
N (TEK) Tektronix	14	16	- 2	-12.50	-13	407
N (VAR) Varian Assoc.	31	1/2 34 5/8	- 3 1/8	-09.02	24	599
O (VGNR) Wegener	1	1		00.00	-50	7
N (WX) Westinghouse	32	7/8 35 1/4	- 2 3/8	-06.73	10	9,515
N (ZC) Zenith	6	6 5/8	- 5/8	-09.43	-2	160

	Closing Wed Aug 8	Closing Wed Aug 1	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
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PROGRAMING

O (ALLT) All American TV	2	1/2 3 1/2	- 1	-28.57		4
N (CRC) Caroleo Pictures	9	7/8 11 3/8	- 1 1/2	-13.18	22	294
A (CLR) Color Systems	1	7/8 2 1/4	- 3/8	-16.66	-2	11
O (DCPI) dick clark prod.	5	6	- 1	-16.66	21	41
O (FNNI) FNN	7	1/2 8	- 1/2	-06.25	22	135
A (FE) Fries Entertain.	3/4	7/8	- 1/8	-14.28		3
A (HHH) Heritage Ent.	1	5/8 1 7/8	- 1/4	-13.33	-1	12
N (HSN) Home Shop Net.	5	5/8 6 3/4	- 1 1/8	-16.66	-62	504
O (IBTVA) IBS	1	3/8 1 5/8	- 1/4	-15.38	17	4
N (KWP) King World	21	3/4 24 1/8	- 2 3/8	-09.84	7	549
O (KREN) Kings Road Ent.	1/4	7/32 1/32	1/32	14.28		1
N (MCA) MCA	47	50 1/2	- 3 1/2	-06.93	17	3,452
N (MGM) MGM/UA Comm.	12	3/4 13 3/8	- 5/8	-04.67	-19	648
A (NNH) Nelson Holdings	3	3/8 3 1/2	- 1/8	-03.57		14
O (NNET) Nostalgia Net	11/16	3/4 - 1/16	-08.33			3
N (OPC) Orion Pictures	11	1/8 13 1/4	- 2 1/8	-16.03	16	200
N (PCD) Paramount Comm.	36	3/8 39 1/2	- 3 1/8	-07.91	20	4,322
N (PLA) Playboy Ent.	3	7/8 4 5/8	- 3/4	-16.21	-27	36
O (QNTQE) Qintex Ent.	1/8	1/8		-00.00		26
O (QVCN) QVC Network	10	5/8 11 3/4	- 1 1/8	-09.57	-151	182
O (RVCC) Reeves Commun.	6	3/4 6 3/4		-00.00	-6	85
O (RPICA) Republic Pic. 'A'	6	3/8 7	- 5/8	-08.92	25	27
O (RPICB) Republic Pic. 'B'	5	1/2 6 1/2	- 1	-15.38	61	23
O (SP) Spelling Ent.	5	1/8 5 7/8	- 3/4	-12.76	21	169
O (JUKE) Video Jukebox	6	3/4 5 3/4	1	17.39	-35	63
N (DIS) Walt Disney Co.	108	116 3/8	- 8 3/8	-07.19	19	14,601
O (WONE) Westwood One	5	5 3/4	- 3/4	-13.04	-2	73

SERVICE

O (AGRPC) Andrews Group	2	3/8 2 3/8		00.00	-1	21
O (BSIM) Burnup & Sims	8	3/8 9 1/8	- 3/4	-08.21	17	105
N (CQ) Comsat	30	1/2 32 3/4	- 2 1/4	-06.87	8	516
N (DNB) Dun & Bradstreet	42	3/4 44 5/8	- 1 7/8	-04.20	14	7,915
N (FCB) Foote Cone & B.	25	27	- 2	-07.40	13	267
O (GREY) Grey Advertising	181	186	- 5	-02.68	16	204
O (IDBX) IDB Commun.	9	9 5/8	- 5/8	-06.49	30	44
N (IPG) Interpublic Group	32	1/2 35 5/8	- 3 1/8	-08.77	15	1,123
O (OMCM) Omnicom	26	26		00.00	13	676
N (SAA) Saatchi & Saatchi	4	4 1/4	- 1/4	-05.88	-3	633
O (TLMT) Telemation	2	1/4 2 1/4		00.00	4	10
A (UNV) Unitel Video	7	3/4 7 7/8	- 1/8	-01.58	-18	16

	Closing Wed Aug 8	Closing Wed Aug 1	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	35	1/4	34	3/4	1/2	01.43	29	685		
N (AFL) American Family	16	1/4	16	5/8	-	3/8	-02.25	16	1,320	
O (ACCMA) Assoc. Comm	23	27	1/2	-	4	1/2	-16.36	-52	428	
N (CCN) Chris-Craft	27	1/8	29	1/2	-	2	3/8	-08.05	681	
O (DUCO) Durham Corp.	29	31	-	2	-	-06.45	16	245		
N (GCI) Gannett Co.	32	3/4	36	1/4	-	3	1/2	-09.65	13	5,271
N (GE) General Electric	67	7/8	72	-	4	1/8	-05.72	15	60,893	
O (GACC) Great American	4	5/8	5	1/8	-	1/2	-09.75	-1	162	
A (HTG) Heritage Media	4	7/8	5	1/4	-	3/8	-07.14	-6	219	
N (JPI) Jefferson-Pilot	42	1/2	44	1/2	-	2	-04.49	11	1,588	
N (LEE) Lee Enterprises	23	1/8	23	7/8	-	3/4	-03.14	13	556	
N (LC) Liberty	47	1/8	47	1/4	-	1/8	-00.26	10	401	
N (MHP) McGraw-Hill	52	7/8	55	3/4	-	2	7/8	-05.15	77	2,574
A (MEGA) Media General	25	1/8	26	1/2	-	1	3/8	-05.18	57	648
N (MDP) Meredith Corp.	25	1/2	28	1/2	-	3	-	-10.52	15	474
O (MMEDC) Multimedia	61	64	1/2	-	3	1/2	-05.42	18	689	
A (NYTA) New York Times	20	1/8	21	1/2	-	1	3/8	-06.39	6	1,571
N (NWS) News Corp. Ltd.	18	1/2	19	3/4	-	1	1/4	-06.32	11	4,966
O (PARC) Park Commun.	20	1/2	20	3/4	-	1/4	-01.20	22	424	
O (PLTZ) Pulitzer Pub	24	3/4	25	1/2	-	3/4	-02.94	8	259	
O (RTSY) Reuters Ltd.	55	3/4	59	1/4	-	3	1/2	-05.90	26	24,032
O (STAUF) Stauffer Comm.	140	145	-	5	-	-03.50	48	144		
N (TMC) Times Mirror	26	3/4	28	5/8	-	1	7/8	-06.55	12	3,437
O (TMCI) TM Commun	3/16	3/16	-	00.00	-	1	1			
N (TRB) Tribune	38	3/4	41	1/8	-	2	3/8	-05.77	12	2,659

	Closing Wed Aug 8	Closing Wed Aug 1	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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A (TBSA) Turner Bestg. 'A'	41	7/8	45	5/8	-	3	3/4	-08.21	-116	2,076
A (TBSB) Turner Bestg. 'B'	40	1/4	43	3/4	-	3	1/2	-08.00	-111	1,078
N (WPO) Washington Post	232	1/2	244	3/4	-	12	1/4	-05.00	15	2,903

CABLE

A (ATN) Acton Corp.	9	3/4	9	1/2	-	1/4	02.63	36	15	
O (ATCMA) ATC	31	33	1/4	-	2	1/4	-06.76	33	3,379	
O (CTEX) C-Tea Corp.	16	7/8	18	1/2	-	1	5/8	-08.78	281	285
A (CYC) Cablevision Sys. 'A'	21	1/4	23	3/4	-	2	1/2	-10.52	-2	470
A (CTY) Century Commun.	6	5/8	7	1/2	-	7/8	-11.66	-6	432	
O (CMCSA) Comcast	11	3/4	13	1/8	-	1	3/8	-10.47	-8	1,325
A (FAL) Falcon Cable Sys	13	3/4	12	3/4	1	07.84	-13	87		
O (JOIN) Jones Intercable	8	1/4	8	1/4	-	00.00	-4	102		
N (KRI) Knight-Ridder	46	1/8	48	-	1	7/8	-03.90	9	2,372	
T (RCLA) Rogers 'A'	11	1/2	12	-	1/2	-04.20	-17	349		
T (RCLB) Rogers 'B'	8	1/8	8	1/2	-	3/8	-04.40	-12	568	
O (TCAT) TCA Cable TV	13	5/8	13	3/4	-	1/8	-00.90	36	329	
O (TCOMA) Tele-Commun.	12	5/8	13	3/8	-	3/4	-05.60	-16	4,457	
N (TWX) Time Warner	84	3/4	91	3/8	-	6	5/8	-07.25	-10	4,864
O (UAECA) United Art. 'A'	12	1/4	13	1/2	-	1	1/4	-09.25	-12	1,710
O (UAECB) United Art. 'B'	13	1/8	14	5/8	-	1	1/2	-10.25	-13	876
A (VIA) Viacom	21	1/4	24	3/8	-	3	1/8	-12.82	-11	1,134

Standard & Poor's 400

398.96

419.84

-20.88

-5.0

VIACOM POSTS \$20 MILLION LOSS FOR SECOND QUARTER

Viacom reported a net loss of \$20 million for the second quarter of this year, for an improvement over the \$34.7 million loss in the second quarter of 1989. The company had a second quarter increase in both revenue and earnings from operations of 5% over the second quarter of 1989. Revenue was \$383.1 million in second quarter 1990 versus \$363.9 million for the same period last year, and segment earnings were \$66.9 million versus \$63.5 million in second quarter 1989. Viacom was careful to note that the figures reflect the \$18.2 million invested in the start-up and operation of its cable network, HA!, which launched April 1.

MTV Networks revenue for this year's second quarter were up 27%, to \$83.3 million. MTV Networks earnings for the quarter were \$10.3 million, decreasing 42% from \$17.9 million for second quarter 1989, but without including HA!, the networks—MTV, VH-1, Nickelodeon, and Nick at Nite—reported an aggregate 59% increase in earnings from operations over second quarter '89.

Showtime Networks revenues were \$123.9 million, an increase of 4% over same period last year. The premium services reported earnings from operations for the quarter at \$8.9 million, versus a loss of \$1.3 million in second quarter 1989. Subscribers rose to 10.3 million this year from 10.2 million.

Viacom Cable's earnings from operations increased 22% to \$18.2 million, and revenue was \$81.4 million, up 11% over second quarter 1989. Basic subscribers increased 6% and pay households were up 9% over last year's second quarter.

Viacom Entertainment's earnings from operations fell 18% from \$20 million in second quarter 1989, to \$16.4 million, and revenues were down 22%, from \$70.8 million to \$54.9 million. Viacom and Dorlaine McLaughlin, vice president, J.P. Morgan Securities Inc., attribute the decrease to the timing of syndication fee payments to the writer's strike, which inflated second-quarter numbers last year. Six-month figures are a better indicator of how the segment is doing, said to McLaughlin. Six-month

earnings from operations show 1% decrease between first half of this year and 1989. Revenue increased 10%, up to \$147.1 million for first half of 1990 compared to \$133.3 million last year.

The broadcasting segment reported second quarter revenues of \$44.8 million, up 12% from second quarter last year, and earnings from operations of \$13 million, up 9% over last year. The radio division contributed \$20.3 million revenue, up 34% from \$15.1 million last year. Earnings from operations were up 29%, to \$7.6 million last year. Viacom Television had revenues of \$24.5 million, down from \$24.8 million for the same period last year, and earnings from operations were flat, remaining at \$8.1 million, as in second quarter 1989.

McLaughlin anticipated higher earnings losses per share than Viacom reported. She said she had expected a loss of 23 cents per share in second quarter, while Viacom lost 19 cents. McLaughlin said Viacom has "certainly prepared the market" for the effect HA! would have on second-quarter earnings. —JF

WASHINGTON

FCC REFUSES TO REHEAR ANCHOR MEDIA'S SATELLITE BID

Commission says it won't reconsider denial of satellite operation of WAXA-TV Anderson, S.C., because petition was tardy

The FCC has thrown out Anchor Media's petition asking the agency to reconsider its March denial of the group broadcaster's bid to buy WAXA-TV Anderson, S.C. for \$2 million, and operate it as a satellite of WLOS(TV) Greenville-Spartanburg, S.C.-Asheville, N.C., on the grounds that the petition was filed three minutes late.

Anchor Media said it missed the deadline due to a "computer error" at Hogan & Hartson, the law firm that prepared the filing, but the FCC said it was unwilling to waive the 5:30 p.m. close-of-business deadline to accept the filing. "[A] strict policy as to the official close of business avoids confusion, establishes consistency and treats fairly all parties..." it said.

Even if the petition had been filed on time, the FCC made clear it would not have reversed itself. The degree of overlap between WLOS and WAXA-TV "would have substantially exceeded [that]... previously found acceptable," the FCC said in explaining why it would not ask for remand of the case from the U.S. Court of Appeals in Washington, as FCC Commissioner Ervin Duggan had recommended. Unlike its FCC filing, Anchor Media's notice of appeal with the court was on time.

The action in the controversial proceeding was taken July 25, but news of it was not released until last Monday (Aug. 6), five days after the FCC voted unanimously at an open meeting to relaunch long dormant rulemaking aimed at setting tougher standards for authorization of new satellite stations (BROADCASTING, Aug. 6).

The vote to throw out the petition for tardiness, taken on circulation, was unanimous. But Duggan dissented on the substantive question of whether Anchor Media should be able to operate WAXA-TV as a satellite and called on the FCC to review the case on voluntary remand. In an unusually long, six-page dissenting statement, Duggan called the FCC decision not to authorize the satellite a "serious error—an error that richly

deserves to be reversed."

Duggan has, indeed, reversed his position. He voted along with the other commissioners to deny the satellite, although he issued a separate statement expressing reservations.

Satellites are full power stations that rebroadcast the signal of other stations. Since the signals of satellites and their parents usually overlap to one degree or another, authorization of a satellite requires the FCC to grant a waiver of the duopoly rules, which prohibit common ownership of like stations with overlapping signals.

The FCC said its denial of the necessary duopoly waiver for Anchor Media's proposed satellite was in keeping with earlier decisions. "Under prior precedent, the extreme degree of parent/satellite contour overlap proposed by the applicants would not have been authorized," it said.

Also, the FCC said the proposal did not further its longstanding goal of providing service to unserved or underserved areas. Even without WLOS, which went dark two years ago, it said, Anderson is served by five commercial television stations.

In his dissenting statement, Duggan disagreed. "In my view, this case falls comfortably within the range of existing precedent," he said. "The overlap in this case was greater, to be sure, than in previous cases.... But the commission never stated in the past that any specific degree of overlap was 'too large.'"

As Duggan noted, his position is supported by a draft order approving the satellite that had been prepared by Mass Media Bureau and had been inadvertently released by the FCC. That draft found that the proposed satellite was within existing precedent.

According to Duggan, the FCC denial constituted a "basic and fundamental shift" in FCC policy and the appropriate forum for making such a shift is in the rulemaking it relaunched last week, not in a waiver request. "The FCC should have awaited the completion of its rule-

making on satellites rather than leaping hastily to a conclusion."

Duggan argued that authorizing WAXA-TV to operate as a satellite is the only way to save the station, which has sustained \$11 million in losses since 1984 and has failed to attract any buyers willing to operate it as a stand-alone station.

According to Duggan, the FCC has in the past "customarily" granted satellite waivers to stations "threatened with extinction" despite considerable overlap "if it could be shown that there would be increased service to the public and no loss in diversity.... I see no reason to alter that policy in this case, despite the commission's sudden notion that overlap and market size should be our chief concerns."

Duggan also noted that the only opposition to Anchor Media's plans—that of Pegasus Broadcasting's WJBF-TV Augusta, Ga.—has been dropped. Richard Hildreth, an attorney for Pegasus, said the group broadcaster dropped out after an agreement to transfer control to its principal creditor, General Electric Capital Corp. "It makes no sense in pursuing it if it's not going to benefit Pegasus," he said.

In an earlier memo to his fellow commissioners, Duggan acknowledged that many of his concerns stemmed from those on South Carolina's congressional delegation, which includes House Commerce Committee Chairman Ernest Hollings (D-S.C.), and community leaders in the Anderson area.

Those concerns were, in turn, aroused by Anchor Media President Alan Henry, who has conducted a vigorous lobbying campaign to overturn the FCC decision, accusing the FCC of denying the satellite waiver as part of some backroom deal and pointing to the Mass Media Bureau's draft order recommending approval as evidence that not all was above board. The FCC denies any wrongdoing ("Closed Circuit," July 16).

Henry and Anchor Media must now pin their hopes on the court of appeals:

According to William Reyner, Hogan & Hartson, who represents Anchor Media, the group broadcaster will make much the same case in court as Duggan did in

his dissenting statement. The FCC erred in ignoring precedent and changing policy in an adjudicatory proceeding rather than a rulemaking, he said.

And, in this case, precedent dictated approval, he said. The proposed overlap was "no greater" than others approved by the FCC in the past, he said. —HAJ

SPECTRUM FEE FINDS FOES ON CAPITOL HILL

Representatives Lent and Rinaldo urge Bush administration to drop plan in budget package to charge for spectrum

The National Association of Broadcasters is battling a Bush administration proposal to raise roughly \$1.5 billion in spectrum fees, but it is not alone. Help is on its way from House Republicans. An Aug. 3 letter from Representatives Norman Lent of New York, the ranking Republican on the House Energy and Commerce Committee, and Matthew Rinaldo of New Jersey, the senior Republican on the House Telecommunications Subcommittee, to White House Chief of Staff John Sununu, urged the administration to "refrain from including radio spectrum fees as part of any negotiated FY 1991 budget package."

NAB discovered several weeks ago that the fees proposal is one of a number in a package assembled by Office of Management and Budget Director Richard Darman as a subject for negotiations with congressional leaders on a FY '91 budget package to help reduce the federal deficit (BROADCASTING, Aug. 6). The talks are on hold until lawmakers return in September from their August recess.

Lent and Rinaldo listed a number of reasons why the White House should drop the initiative. "First, it is uncertain

whether any fee would actually raise the target revenue figure," said the letter. An arbitrarily calculated fee could harm radio and television broadcasters' ability to provide local news and information to their communities, the congressmen argued.

Moreover, they said the proposal raises some "complex" communications policy questions. Regulation of TV and radio stations are based on a licensee's obligation to serve the public interest, the letter stated. "If payment for spectrum use is not reconciled with the current statutory framework and these important public interest obligations, the result could modify or destroy the public service obligations of broadcasters and others under the law. This could have drastic consequences for the way Americans now receive their news and information over broadcast radio and television," wrote Lent and Rinaldo.

Additionally, the lawmakers expressed their desire to have issues such as spectrum fees and auctions dealt with through the legislative process than in budget negotiations.

Meanwhile, the NAB has launched "the largest grassroots effort" ever to

fight the OMB proposal, according to association president Eddie Fritts. A major legislative alert went out last week to every broadcaster in the country, not just NAB members. The alert instructs broadcasters to contact their congressmen during the August recess and urge them to oppose spectrum fees. NAB intends to contact all 535 members of Congress, especially those who are participating in the budget summit and who sit on the House Ways and Means or Senate Finance Committees and the House and Senate Budget Committees.

"This issue is crucial to the future of every radio and TV station in the country. We need you to help defeat this bad tax which would seriously endanger hundreds of stations from coast to coast," said NAB's legislative alert.

In a position paper circulated with the alert, NAB makes several arguments against the tax. Called "Epitaph for a Killer Tax," it says a spectrum tax will hurt smaller stations, "cause the deterioration of local programming and severely restrict the ability of local public service agencies to reach their audiences through radio and television." No other spectrum user has a public service obligation and, "in exchange for use of part of the spectrum, broadcasters have agreed to provide programming which is in 'the public interest, convenience and necessity,'" argued NAB.

NAB's paper also said that a spectrum fee would "siphon away the money stations now invest in public service programming." The paper maintained that it is a "myth" that a "broadcast license is a license to make money." The reality, according to NAB, is that "more than a third of stations are losing money."

Broadcasters face fragmented audiences because of competition, the paper said. "In 1988, the last year for which figures are available, more than 35% of the country's commercial broadcast stations operated at a pre-tax loss," according to the association. —KM

CLOSED CAPTIONING DECODERS FOR LARGE TV'S

The Senate passed legislation, S. 1974, that would require television sets with screens 13-inches or larger to have built-in closed captioning decoders for the hearing impaired. Proponents of the measure say it will cost from \$3 to \$5 to install the circuitry. The measure passed after it was amended to assuage the concerns of the electronics industry. The Electronics Industries Association originally opposed the measure but came around after the compliance date was extended from Oct. 1, 1992 to July 1, 1993.

Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), a key sponsor of the measure,

said it is beneficial in a number of ways. Inouye said it will "eliminate the need to purchase cumbersome separate decoder units; significantly reduce the cost to consumers to receive closed captioning; make closed captioning more widely available to those desiring the service, and create market incentives for broadcasters to invest in and provide more closed captioned programming."

A similar bill is pending before the House Energy and Commerce Committee and is expected to be adopted by the committee when lawmakers return in early September from the August recess.

INFOMERCIAL COMPANIES BRING PITCH TO WASHINGTON

Reacting to the government crackdown on fraudulent infomercials and the resultant bad press, several companies involved in producing and distributing such direct-response commercials have formed a trade association to ward off tougher regulatory measures and polish the industry's somewhat tarnished image.

The National Infomercial Marketing Association, born at a meeting of industry executives in Washington three weeks ago, is planning its "inaugural" meeting in the same city Sept. 13, at which directors will be elected and officers appointed.

Like other trade associations that populate the nation's capital, NIMA will keep tabs on legislative and regulatory activities that might affect the business.

And, according to Barbara (Pixie) Waite, of Venable, Baetjer, Howard & Civiletti, the law firm representing the group in Washington, the group also hopes to set standards for infomercial companies to distinguish the legitimate from the not-so-legitimate.

"It became clear that those who believe in marketing credibly and legally needed to address this issue," Waite said. "They were getting lumped in with those who were not quite so careful.... Anybody with a Betacam can produce an infomercial; we are not talking high barrier to entry here. We are not trying to throw stones here, but..."

Infomercials, which have proliferated on broadcast and cable television in recent years, are generally half-hour sales pitches for products ranging from sunglasses to car polishes to male impotency remedies. They generate an estimated \$160 million a year for television stations and cable programmers that carry them.

The founders of the group are as concerned about the media perception of infomercial business as they are about the government's, Waite said. And thus far, she acknowledged, the media coverage "has been very negative, focusing on producers that the government has had problems with."

Greg Renker, president of Guthy-Renker Corp., and other executives involved in the formation of NIMA, discussed their plans for industry standards in a meeting last week with Barry Cutler, director of the Federal Trade Commission's Bureau of Consumer Protection, and Norman Sisisky (D-Va.), who along with Representative Ron Wyden

(D-Ore.), chaired a congressional hearing on infomercials last spring (BROADCASTING, May 28).

At that hearing, Sisisky and Wyden proposed no legislation to regulate infomercials, but both called for industry-wide standards as well as tougher enforcement of existing prohibitions against consumer fraud by the FTC, the Justice Department and the Postal Service.

The FTC feels it has been tough on infomercial fraud. In April, it cited Twin Star Productions for misrepresenting in its infomercial the effectiveness of three products—a baldness cure, a weight loss device and an impotence remedy. The sanctions required Twin Star to return \$1.5 million to consumers.

The agency on May 15 announced that TV Inc. had consented to settle charges that the Largo, Fla.-based company has misrepresented one of its infomercials as "an independent and objec-

tive television program." Among other things, the consent order requires TV Inc. to substantiate claims that "bee pollen will help prevent aging and aid in the treatment or prevention of a variety of ailments ranging from memory loss to obesity."

NIMA is made up of producers, marketers, advertisers, media placement agencies and distributors of infomercials.

The organizing committee includes Renker; Tom Fenton, Synchronal Corp.; Dave and John Marsh, American Telecast; Gene Williams, Don Lewis Advertising; Don McDonald, Media Arts International; Kevin Harrington and Pete Albert, Quantum Marketing International; Tim Hawthorne, Hawthorne Communications; Dave Chaladoff, Universal Direct Television. They along with Doug Bornstein, Douglas Communications, constitute the interim board of directors. -HAJ

WASHINGTON WATCH

MAIL CALL

Upset by FCC Chairman Alfred Sikes's statement that he has no intention to act on its petition to repeal the prime time access rule in the "immediate future" (BROADCASTING, July 23), First Media Corp. sent a letter July 29 to Sikes complaining about the inaction and asking him to "clarify" when he plans to take up the petition. The FCC can either grant or deny the petition, said Frank Mullin, an attorney for First Media, the licensee of WCPX-TV Orlando, Fla. "The one thing that is impermissible is to do nothing," he said. Asked whether First Media intends to ask a federal court to force the FCC's hand, he said, "We have no present plans to do anything else, but, as George Bush has said, all options are open."

HIGH ON LIST

FCC Chairman Alfred Sikes will deliver the opening address at the Association of Maximum Service Television Inc.'s fourth annual seminar of high-definition television Sept. 6 at Washington's Westin hotel, the association

announced yesterday. Also scheduled: Richard Wiley, chairman of FCC industry advisory committee on HDTV; Peter Fannon, executive director, Advanced Television Test Center; Tom Stanley, chief engineer, FCC; and Charla Rath, NTIA communications policy specialist.

INDECENCY REPORT

The FCC released late last Monday (Aug. 6) a 42-page report supporting the constitutionality of the statutory 24-hour-a-day ban on broadcast indecency. In keeping with the Supreme Court's 1989 "Sable" decision, the report argues, the 24-hour ban is the most "narrowly tailored" means of advancing the government's interest in protecting children 17 and under from indecent material on the airwaves. "Neither time channeling nor ratings and warning devices permit effective parental control" of viewing habits of children, the report says. The report is being forwarded to the U.S. Court of Appeals in Washington, where the ban was challenged by coalition of broadcasters and citizen groups.

TECHNOLOGY

BASYS BUY

Basys, a British-owned company specializing in computer newsroom systems, is acquiring Lake Systems Corp. and its subsidiary, Lakart, for \$700,000. Lake Systems is currently going through Chapter 11 bankruptcy. Half of the purchase price will go toward assumption of Lake Systems' lease for its 26,750-square-foot headquarters in Newton, Mass., and the remaining \$350,000 toward the purchase of remaining Lake Systems assets.

Over the past year, Basys has bought out several equipment manufacturers toward the goal of eventually offering a complete broadcast studio that can be controlled with newsroom computer systems. During the National

Association of Broadcasters convention in Atlanta last spring, Basys demonstrated its computers in connection with videotape editors, master control switchers and new software developed by recently acquired companies (BROADCASTING, April 16). The acquisition of Lakart adds automated videocart systems to the list.

CBS BUYS CCD'S

CBS Television Stations division has purchased 14 SK-F750 CCD (close coupled device) studio cameras from Hitachi Denshi America. No dollar figure was given, but based on Hitachi's list price of \$750,000 for the SK-F750, which was introduced at last National Association of Broadcasters convention (BROADCASTING, April 23), the deal would be worth approximately \$1.05 million. The cameras will be installed at CBS's KCBS-TV Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and WCIX(TV) Miami by early 1991.

BRITAIN BUYS AMPEX

Ampex Corp., Redwood City, Calif., has signed a \$6.5 million contract to provide equipment for a new satellite transmission facility being built in Britain. Scansat, a company formed in 1987 to beam TV programming over two channels to Scandinavian companies, is building the facility in West Drayton, England. The sale includes delivery and installation of nine Betacam SP videotape recorders, 24 playback-only units, four studio cameras, seven tape editing systems, two computer effects systems, five production switchers, four character generators, one still store and one paint system.

REALLY BIG ALBUM

Tee Vee Toon Productions (TVT), New York, has been given access to the archives of the *Ed Sullivan Show*, the CBS-TV series that aired from 1948 to 1971, to

digitally record audio portions of various performances. Recordings are being compiled into a 10-album set to be sold in record stores. Transfers are being made using Panasonic SV-3500 digital audio tape recorders to preserve high-quality audio and for fast access to tracks using the DAT machine's indexing feature. The first albums in the set are expected to go on sale this summer. TVT also has plans to use the recordings in a weekly syndicated radio series, *The Sullivan Years*.

COLORFUL CONTROL

Radius Inc., San Jose, Calif., manufacturer of high-resolution video graphics systems is introducing two new products. The Radius DirectColorGX 24-bit interface card provides capability to display up to 16.7 million different colors on a 13-inch Apple RGB monitor. Its list price is less than \$1,200 and is now available. The second product, RadiusTV, is a subsystem for the Macintosh II, designed to provide the added functions needed to integrate personal computers into a television production environment. It is now available in NTSC for \$3,000. A PAL version will be available in September.

COMPUTER COMBINATION

A study dealing with the integration of HDTV technology with computer workstations, "HDTV & the Quest for Reality," is to be released this month by SIGGRAPH (Special Interest Group on Computer Graphics), an organization sponsored by Association of Computing Machinery, New York. The study explores how CRT's will be replaced by flat-panel displays and the expected growth in interactive video technologies due to HDTV applications. It is being released in video form on VHS (\$295) and U-matic (\$395) formats and will be available during the SIGGRAPH '90 conference in Dallas, Aug. 6-10.

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FOR THE RECORD

As compiled by BROADCASTING from Aug 1 through Aug 7 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aural.—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

- **WXVI(AM) Montgomery, AL** (BAL900725EC: 1600 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from RFB Radio of Montgomery Inc. to New South Communications Inc. for \$300,000. Seller is headed by Robert F. Bell and has no other broadcast interests. Buyer is headed by F.E. Holladay, Ann S. Holladay and Clay E. Holladay, and is licensee of WZHT-FM Troy, AL, and KJLO-AM-FM Monroe, LA. F.E. Holladay owns 50% of New South Broadcasting Corp., licensee of WALT(AM)-WOKK(FM) Meridian, MS. Filed July 25.
- **KLIQ(FM) Shingle Springs, CA** (BTCH900712HT: 102.1 mhz; 9.7 kw; ant. 564 ft.)—Seeks assignment of license from Lobster Communications Corp. to Olympic Broadcasters Inc. for \$400,000. Seller is headed by W. Richard Green, John R. McRae and Donna M. Crosson, and has no other broadcast interests. Buyer is headed by Douglas D. Kahle and William E. Boeing Jr., who each own 24.5% of Lobster Communications Corp., and has interest in WBRI(AM) Indianapolis and WXIR(FM) Plainfield, both Indiana; WFIA(AM)-WXLN(FM) Louisville, KY; WABS(AM) Arlington, VA, and KFIA(AM) Carmichael and KQNC(FM) Quincy, both California. Filed July 12.
- **WTGI(TV) Wilmington, DE** (BALCT900723KE: ch. 61; 3020 kw-V; 300 kw-A; ant. 957 ft.)—Seeks assignment of license from Delaware Valley Broadcasters Ltd. to WTGI-TV Inc. for \$3,548,170. Seller is headed by Daniel G. Slape and Elmer W. Lindale and has no other broadcast interests. Buyer is headed by Daniel G. Slape, Roland E. Goode, Thomas H. Maichak, Robert L. Smith, Noel L. Smith and William E. Rollow and has no other broadcast interests. Filed July 23.
- **WELE(AM) Ormond Beach, FL** (BTC900719EH: 1380 khz; 5 kw-D, 2.5-N)—Seeks assignment of license from Wings Communications Inc. to Wings Communications Inc. for \$175,000. Seller is headed by Douglas Wilhite. Buyer is headed by Douglas Wilhite, who is GM and owns 50% of Wings Radio Co., licensee of WSSA(AM) Morrow, GA. Filed July 19.
- **WPAP-FM Panama City, FL** (BAPLH900724HU: 92.5 mhz; 100 kw; ant. 781 ft.)—Seeks assignment of license from Norman S. Drubner to Southern Broadcasting Co. for \$1.9 million. Seller has interest in WVGO(FM) Richmond, VA; WJLQ(AM)-WCOA(AM) Pensacola, FL; KXYQ(AM)-KZRC(FM) Portland, OR; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. It is in process of selling KGRX(FM) Globe, Ariz. ("Changing Hands," April 2) for \$2 million and KRGE(AM) Weslaco and KRIX(FM) Brownsville, both Texas ("Changing Hands," July 16) for \$1.1 million. Buyer is headed by Paul C. Stone and Charles Gidden. Stone is president and 50% stockholder of Broadcast Investment Associates Inc., licensee of WTSH(AM) Rome, GA; WZOT(AM)-WTSH(FM) Rockmart, GA, and is president and 51% stockholder of Thomasville Radio Inc., licensee of WLOR-AM-FM Thomasville, GA. Filed July 24.
- **WALB(TV) Albany, GA** (BTCCT90725KH: ch. 10; 316 kw-V; 43.6 kw-A; ant. 964 ft.)—Seeks assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr. Gray is president and director of Gray Communications Systems Inc. Filed July 25.
- **WOCB-AM-FM West Yarmouth, MA** (AM: BAL900723HP: 1240 khz; 1 kw-U; FM: BAPLH900723HQ: 94.9 mhz; 50 kw; ant. 300 ft.)—Seeks assignment of license from Patch-Dunn Association of Cape Code to U.S. Media Group Inc. for \$2.47 million. Seller is headed by Kenneth J. Patch and has no other broadcast interests. Buyer is headed by Joseph D. Tydings and Michael R. Kassner and has no other broadcast interests. Filed July 23.
- **KLLT(FM) Grants, NM** (BALH900719HO: 95.3 mhz; 3 kw; ant. 215 ft.)—Seeks assignment of license from David French Boyd Jr., trustee, to Philip D. Vanderhoof for no financial considerations. Seller has no other broadcast interests. Buyer is licensee of FM translator station K296CO Albuquerque, NM. Filed July 19.
- **WVSN(TV) Humacao, PR** (BALCT900727KF: ch. 68; 90.2 kw-V; 9 kw-A; ant. 1,984 ft.)—Seeks assignment of license from Bocanegra/ Giraldo Broadcasting Group to Aerco. Broadcasting Corp. for \$122,100. Seller is headed by Angel F. Bocanegra and Estrella Bocanegra and has no other broadcast interests. Buyer is headed by Angel E. Roman and has interest in WFAB(AM) Ceiba and WVOZ(AM) San Juan, both Puerto Rico, and recently sold WZOL(FM) Luquillo, PR, to Asociacion Puertorriquena Del Este De Los Advetistas Del Septimo Dia Inc. Filed July 27.
- **WAPA(AM) San Juan, PR** (BAL900723EA: 680 khz; 10 kw-U)—Seeks assignment of license from the Hearst Corp. to Carlos C. Ventura and Wilfredo G. Blanco for \$1.82 million. Seller is subsidiary of The Hearst Corp. and is headed by John G. Conomikes and David J. Barrett and has interest in WBAL-AM-TV and WIYY(FM) Baltimore; WCVB-TV Boston; WDTN(TV) Dayton, OH; KMBC-TV Kansas City, MO; WISN-AM-TV and WLTO(FM) Milwaukee, and WTAE-AM-TV and WHTX(FM) Pittsburgh. Buyers, have interest in WSAN-FM Viegas and WMTI(AM) Morovis, PR, respectively. Blanco is permittee of booster station BP870828AD, Arecibo, PR. Filed July 23.
- **WWKX(FM) Woonsocket, RI** (BALH900719HN: 106.3 mhz; 1.5 kw; ant. 518 ft.)—Seeks assignment of license from Ocean State Broadcasting Ltd. to Ten Mile Communications Inc. for \$2.4 million. Seller is headed by Richard C. Barczak, George Y. Wheeler, Bernard Barczak and Greta K. Cerry and recently sold WWON(AM) Woonsocket, RI ("Changing Hands," Jan. 1, 1990), for \$600,000. Wheeler has interest in LPTV W42AJ Washington. Cerry has interests in WLBK(AM)-WDEK(FM) De Kalb, IL. Buyer is headed by Attleboro Radio Association, Eugene Lombardi, Peter H. Ottmar, James H. Ottmar and Barbara A. Botelho, and is licensee of WARA(AM) Attleboro, MA. Attleboro Radio Association Inc. owns 48% of Inland Bay Cable TV Associates, operator of cable systems at Attleboro and Rehoboth, both Massachusetts. Filed July 19.
- **WXQK(AM) Spring City, TN** (BTC900719EF: 970 khz; 500 w-D)—Seeks assignment of license from Radio 970 Inc. to Walter Hooper III for \$1. Seller is headed by Walter Hooper Jr., who has interest in Spring City Cable TV Inc. Buyer is son of seller, permittee of WAYA(FM) Spring City, TN, and 42% owner of Spring City Cable TV Inc., which serves Spring City, TN. Filed July 19.
- **KVWC-AM-FM Vernon, TX** (AM: BTC900719EG: 1490 khz; 1 kw-U; FM: BTCH900719EH: 102.3 mhz; 3 kw; ant. 138 ft.)—Seeks assignment of license from Joe and Dorothy Garrison to KVWC Inc. for \$322,000. Seller has no other broadcast interests. Buyer is headed by Mike Klappenbach, who has interest in and is general manager of KVWC-AM-FM. Filed July 19.

Actions

- **WBLX(AM) Fairhope and WBLX(FM) Mobile, both Alabama** (AM: BAL900424EB: 660 khz; 22.5 kw-D, 850 w-N; FM: BALH900424EC: 92.9 mhz; 100

PUBLIC NOTICE

The National Association of Broadcasters (NAB)

The NAB has issued a Request for Proposal inviting interested parties to submit proposals for television ghost canceling systems to be evaluated by participating broadcasters in a standards-setting process.

The standards-setting group will field test all systems available for such testing, and then recommend a ghost canceling training signal as a voluntary NAB standard for television broadcasting.

Deadline for submission of proposals is October 31, 1990.

For a copy of the RFP or further information:

National Association of Broadcasters
Science and Technology Department
1771 N St., N.W.
Washington, D.C. 20036-2891
202-429-5346

kw; ant. 1,555 ft.)—Granted app. of assignment of license from Trio Broadcasters Inc. to April Broadcasting Inc. for \$5.25 million ("Changing Hands," April 16). Seller is headed by George G. Beasley, who has interest in KQLD(FM) Port Sulphur, LA; WFAI(AM) Fayetteville, WJMH(FM) Reidsville, WKML(FM) Lumberton, WYED-TV Goldsboro and WCKZ(FM) Gastonia, all North Carolina; WSRZ(AM) North Fort Meyers, WPOW(FM) Miami, WRXK(FM) Bonita Springs and WJHM(FM) Daytona Beach, all Florida; WTEL(AM) and WXTU(FM) Philadelphia; KRTH(AM) Los Angeles; WBIG(AM) Conway, SC; WMRO(AM)-WYSY(FM) Aurora, IL, and KAAY(AM) Little Rock, AR. Buyer is headed by Jon Smith, Philip J. Giordano and John J. Murphy, and has no other broadcast interests. Action July 23.

■ **KXMK-FM Arizona City, AZ** (BALH900511HV; 106.3 mhz; 35 kw; ant. 300 ft.)—Granted app. of assignment of license from Cosmic Broadcasting Inc. to Arizona City Broadcasting Corp. for \$605,000. Seller is headed by John Saathoff and has no other broadcast interests. Buyer is headed by Steven M. Taslitz, Douglas Becker, Eric D. Becker, Bruce Goldman, Rudolph C. Hoehn-Saric, Marrick M. Elfman, D. Geoff Armstrong, who have not closed on deal for KLFF(AM) Glendale and KONC(FM) Sun City, both Arizona, from Resources Media Inc. Action July 20.

■ **KWTR(AM)-KXBX(FM) Lakeport, CA** (AM: BAL900518EC; 1270 khz; 500 w-D, 97 w-N; FM: BALH900518ED; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Keffco Inc. to North Country Communications Inc. for \$550,000 ("Changing Hands," June 11). Seller is headed by James Kefford and has interest in KOZT(FM) Fort Bragg and KXFX(AM)-KRRS(FM) Santa Rosa, both California. Buyer is headed by William N. and Geraldine R. Groody, and has no other broadcast interests. Action July 24.

■ **KJQY(FM) San Diego, CA** (BALH900507GQ; 103.7 mhz; 36 kw; ant. 580 ft.)—Granted app. of assignment of license from Command Communications Inc. to L.B.L. of San Diego Inc. for \$20 million ("Changing Hands," April 30). Seller is headed by Carl C. Brazell Jr. and has interest KRLD(AM) Dallas, KHOW(AM) and KSYI(FM) Denver, and KJOI(FM) Los Angeles. Buyer is headed by Robert F.X. Sillerman, who owns 100% Northampton Holding Corp., licensee of WHMP-AM-FM Northampton, MA; is sole shareholder of Sillerman Assets Corp., licensee of WNEW-AM New York, NY; holds 5.3% of class B stock in Group W Radio Acquisition Corp., licensee of KYW(AM)-WMMR(FM) Philadelphia, KFVB(AM)-KTMV-FM Los Angeles and KFBK(AM)-KAER(AM) Sacramento, WINS(AM)-WNEF-FM New York, KILT-AM-FM Houston, WLLZ-FM Detroit, WCPT-AM Alexandria and WCXR-FM Woodbridge, both Virginia; KDKA(AM) Pittsburgh, PA; KQZY-FM Dallas, KMEO-AM-FM Phoenix, WMAQ(AM) Chicago, and WBZ(AM) Boston. Action July 20.

■ **WTLH(TV) Bainbridge, GA** (BTCCT900510KH; ch. 49; 5,000 kw-V; 500 kw-A; ant. 1,140 ft.)—Granted app. of assignment of license from Michael H. Male and Frank Baker to General Management Consultants Inc. for \$654,100. Baker has interest in WTLH(TV) Live Oak, FL. Buyer is headed by Paul and Renee S. Lansat, and has no other broadcast interests. Action July 24.

■ **WLAG(AM) La Grange, GA** (BAL900518EA; 1240 khz; 1 kw-U)—Granted app. of assignment of license from West Georgia Radio Inc. to Sterling Entertainment Inc. for \$537,160. Seller is headed by James E. and Marlene G. Uglum, and has no other broadcast interests. Buyer is headed by John Robert Mitchell and Zulfikarali M. Devji, and has no other broadcast interests. Action July 27.

■ **KNUI-AM-FM Kahului, HI** (AM: BAL900606EB; 900 khz; 5 kw-U; FM: BALH900606EC; 99.9 mhz; 100 kw; ant. -540 ft.)—Granted app. of assignment of license from Elkins Broadcasting Corp. CD Broadcasting Corp. for \$1.6 million. Seller is headed by Thomas R. Elkins and has no other broadcast interests. Buyer is headed by Christopher T. Dahl, Russell Cowles II, Richard W. Perkins and Lance W. Riley, and has interest in KKBJ-AM-FM Bemidji, KLGR-AM-FM Redwood Falls and KHQT-FM Crookston, all Minne-

sota, and KJJQ(AM)-KKQQ(FM) Volga and KRRZ(AM)-KZPR-FM Minot, both South Dakota. Action July 23.

■ **WDGS(AM) New Albany, IN** (BAL900306EB; 1290 khz; 500 w-D, 1 kw-N)—Granted app. of assignment of license from Michael J. Walro, trustee, to B.B.H. & H. Broadcasting Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by Jessie H. Cobb and has no other broadcast interests. Action July 26.

■ **KAAS(TV) Salina, KS** (BALCT900605KT; ch. 18; 238.3 kw-V; 23.83 kw-A; ant. 633 ft.)—Granted app. of 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 KORA(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. Action July 24.

■ **KSAS(TV) Wichita, KS** (BALCT900605KS; ch. 24; 3,300 kw-V; 331 kw-A; ant. 1,120 ft.)—Granted app. of 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 WMXP(FM) New Kensington, PA, and WRMX(FM) Murfreesboro, TN. Goldstein has interest in WMXP(FM) New Kensington, PA; WRMX(FM) Murfreesboro, TN, and KELT(FM) Harlingen, TX. Buyer is headed by L. Lowry Mays and J. Daniel Sullivan. Action July 24.

■ **WWAG(FM) Mckee, KY** (BAPH900518HJ; 107.9 mhz; 2 kw; ant. 400 ft.)—Granted app. of assignment of license from Betty J. Rudder to Wilderness Hills Inc. for \$65,000. Seller is headed by Betty J. Rudder and has no other broadcast interests. Buyer is headed by Vernon R. Baldwin and Emel Ison, and has interest in WWXL-AM-FM Manchester, KY. Baldwin has interests in Tri-State Communications, permittee of new FM at Harrison, OH; is 100% shareholder of Vernon R. Baldwin Inc., licensee of WCNW(AM) Fairfield, OH, and is president of Victory Radio Inc., licensee of WRKG(AM)-WZLE-FM Lorain, OH. Action July 20.

■ **WHAI-AM-FM Greenfield, MA** (AM: BTC900607HY; 1240 khz; 1 kw-U; FM: BTCH900607HZ; 98.3 mhz; 3 kw; ant. -240 ft.)—Granted app. of assignment of license from Robert R. Carey, executor, to Ann H. Banash and Margaret P. Haigis for no financial considerations. Seller has no other broadcast interests. Buyers have no other broadcast interests. Action July 19.

■ **WMRC(AM) Milford, MA** (BAL900518EJ; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Nanlo Inc. to Thomas M. Mcauliffe for \$250,000. Seller is headed by Loren Ghiglione and has no other broadcast interests. Buyer has no other broadcast interests. Action July 23.

■ **WROX(AM) Clarksdale, MS** (BAL900426EB; 1450 khz; 1 kw-U)—Granted app. of assignment of license from Birney Ives Jr. to Minnehaha Communications Inc. for \$6,000. Seller is headed by Birney and Nancy M. Ives Jr., husband and wife, and has interest in WBOY-TV Inc., licensee of WBOY-TV Clarksburg, WV; WMUR-TV Inc., licensee of WMUT-TV Manchester, NH; Columbia Broadcasting, licensee of WCBH(AM) Columbus, MS; Columbus Television Inc., licensee of WCBV-TV Columbus, MS, and KDBC-TV Inc., licensee of KDBC-TV El Paso, TX. Buyer is headed by Thomas G. Reardon, Thomas J. Reardon and Rory C. Reardon, and has no other broadcast interests. Action July 24.

■ **KLEX(AM) Lexington, MO** (BAL900606EA; 1570 khz; 250 w-D, 58 w-N)—Granted app. of assignment of license from KLEX Broadcasting Inc. to Summit Operations Inc. for \$75,000. Seller is headed by Edward H. and Vera L. Luehrman and has no other broadcast interests. Buyer is headed by Shelby L. and Laura L. Hendec, who own 100% of stock in Titan

Corp., parent of Cameron Radio Inc., licensee of KMRN(AM) Cameron, MO, and holds a CP for KDEE-FM Cameron, MO. Laura L. Hendec holds CP for KAYX-FM Richmond, MO. Action July 24.

■ **KBMN(AM) Bozeman, MT** (BAL900604EB; 1230 khz; 1 kw-U, DA-2)—Granted app. of assignment of license from Western Media-Partnership to Robert F. Cathryn L. Pipinich for \$550,000. Seller is headed by Tony A. and Leonard V. Kehl, who have no other broadcast interests. Buyers have no other broadcast interests. Action July 26.

■ **KFBT(TV) Las Vegas, NV** (BTCCT900508KG; ch. 33; 1,349 kw-V; 500 kw-A; ant. 1,906 ft.)—Granted app. of assignment of license from Channel 33 Inc. to Channel 33 Inc. for no financial considerations. Seller is headed by Lawrence G. and Teri J. DePaulis, husband and wife, and has no other broadcast interests. Buyer is headed by Daniel and Mary Koker, husband and wife, and has no other broadcast interests. Action July 20.

■ **WCWP(FM) Brookville and WPBX(FM) Southampton, both New York** (BTCED900508HR; 88.1 mhz; 100 w; ant. 190 ft.; BTCED900608HS; 91.3 mhz; 1 kw; HAA: ANT 165 ft.)—Granted app. of assignment of license from Long Island University to Long Island University for no financial considerations. Seller is headed by Stanley F. Barshay, Charles R. Borrok, Mark A. Boyar, William F. Deneergaard, Angier B. Duke, Donald H. Elliott, Irwin Gerson, Arthur I. Goldberg, Elie Hirschfeld and Caroline J. Nes, and have no other broadcast interests. Buyer is headed by Stanley F. Barshay, et al. Action July 20.

■ **WVOS-AM-FM Liberty, NY** (AM: BTC900516GK; 1240 khz; 1 kw-U; FM: BTCH900516GL; 95.9 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from The Wireless Works Inc. to Mountain Broadcasting Corp. for \$485,000. Seller is headed by Christopher B.T. Coffin, Patricia C. Tocaltian, Eugene H. Blabey, and has interest in WZOZ(FM) Oneonta and WSLB(AM)-WPAC(FM) Ogdensburg, both New York. Buyer is headed by Shirley Blabey, Eugene H. Blabey, David E. Blabey, Richard Ross, Richard Blabey and Michael Sakell, and has interest in WSLB(AM)-WPAC(FM) Ogdensburg and WZOZ(FM) Oneonta, both New York. Action July 18.

■ **WLFH(FM) Little Falls, NY** (BAL900518EK; 1230 khz; 1 kw-U)—Granted app. of assignment of license from Allan J. Bentkofsky, trustee, to Roser Communications Network Inc. for \$100,000. Seller has no other broadcast interests. Buyer is headed by Kenneth F. Roser Jr., who has interest in Tow-Path Communications, holder of CP for WOWB-FM Little Falls, NY. Action July 25.

■ **WYLF(AM) Penn Yan, NY** (BTC900518EI; 850 khz; 1 kw-D; 500 w-N)—Granted app. of assignment of license from M.B. Communications Inc. to Russell S. Kimble for \$278,061. Seller is headed by Monica Kimble, who is wife of buyer. Buyer has interest Williamsport Television Association, permittee of new TV in Williamsport, PA. Action July 25.

■ **WNNR-FM Sodus, NY** (BAPH900416HD; 103.5 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Craig L. Fox to Wayncro Radio for \$10,000. Seller has no other broadcast interests. Buyer is headed by Robert J. Pfunter and John M. Tickner. Pfunter is 100% owner of Pembroke Pines Inc., licensee of WELM(AM)-WLWY-FM Elmira and WACK(AM) Newark, both New York. Action July 18.

■ **WXTY(FM) Ticonderoga, NY** (BALED900411HS; 103.9 mhz; 1.55 kw; ant. 380 ft.)—Granted app. of assignment of license from Empire State Radio Inc. to WAMC for \$400,000. Seller is headed by Dennis R. Israel and Chloe W. Brothers and has interest in WGY-AM-FM Schenectady, NY; WJYY(FM) Concord and WRCI(FM) Hillsboro, both New Hampshire, and WFBG-AM-FM Altoona, PA. Buyer is headed by Alan S. Chartock, Alan D. Miller, Ruth Klempner, Aaron Mitrani, Jerome B. Komisar, David Roberts, Warren Weiss, and is licensee of WAMC-FM Albany, WAMK-FM Kingston and WCAN-FM Canajoharie, all New York. Action June 20.

■ **WOKX(AM) High Point, NC (BAL900608EA; 1590 kHz; 1 kw-D, 26 w-N)**—Granted app. of assignment of license from Club Towers Broadcasting Inc. to Key Broadcasting Inc. for \$135,000. Seller is headed by David J. Roddick, Barry McGee, David Miller, Thomas D. Simpson and Goy Green, and has no other broadcast interests. Buyer is headed by Joel T. Key, Emeruwa Rose and Faith O. Key, and has no other broadcast interests. Action July 25.

■ **KCRF-FM Lincoln City, OR (BALH900606GX; 96.7 mhz; 610 w; ant. 670 ft.)**—Granted app. of assignment of license from Thomas A. Huntsberger, trustee, to Oceanlake Broadcasting Co. for \$305,000. Seller is trustee to bankrupt Matrix Media, which has interest in KBCH(AM) Lincoln City and KCYX(AM) McMinnville, both Oregon. Buyer is headed by Hal D. Fowler and Barbara M. Fowler, and has no other broadcast interests. Action July 25.

■ **KSOO(AM)-KPAT(FM) Sioux Falls, SD (AM: BAL900612EA; 1140 kHz; 10 kw-D, 5 kw-N; FM: BALH900612EB; 97.3 mhz; 60 kw; ant. 221 ft.)**—Granted app. of assignment of license from KSOO Radio Inc. to T&J Broadcasting Inc. for \$2.4 million. Seller is headed by Joseph and Sylvia Henkin, and has no other broadcast interests. Buyer is headed by Thomas E. Ingstad and Randy Holland, who have interest in KBMW(AM)-KLTA-FM Breckenridge, MN; KLT(AM)-KATS(FM) Yakima, WA; KXIC(AM)-KRRQ(FM) Iowa City, IA; KIMM(AM) Rapid City, SD; KFKA(AM)-KSQI-FM Greeley, CO, and KPXR-FM Anchorage, AK. Action July 25.

■ **WTWL(FM) McKinnon, TN (BALH900518HL; 101.5 mhz; 790 w; ant. 607 ft.)**—Granted app. of assignment of license from David Russell Ross to WJZM Inc. for \$150,000. Seller has no other broadcast interests. Buyer is headed by Richard Albright, Dodson Gregory Guinn and Trent C. Knott, who also own WJZM(AM) Clarksville, TN. Action July 20.

■ **WSMT-AM-FM Sparta, TN (AM: BAL900531GF; 1050 kHz; 1 kw-D; FM: BALH900531GG; 105.5 mhz; 3 kw; ant. 35 ft.)**—Granted app. of assignment of license from Austin-Thompson Broadcasting System Inc. to Heartland Broadcasting Inc. for \$851,571. Seller is wholly owned subsidiary of and is headed by Billy L. Austin, Charles J. Thompson and W.G. Austin and has no other broadcast interests. Buyer is headed by Ralph D. Farley, M. Kyle Rice, Charles W. Davidson, Charles W. Davidson III and R. Dewitt Shelton, and has no other broadcast interests. Action July 23.

■ **KHFI(FM) Austin, TX (BAPLH900501GP; 98.3 mhz; 1.3 kw; ant. 420 ft.)**—Granted app. of assignment of license from Encore Communications Association Ltd. to Spur Austin Ltd. for \$4,646,800 ("Changing Hands," May 7). Earlier sale of station to Westwood One for \$19 million fell through. Seller is headed by Carl C. Brazell Jr. and wholly owns Metropolitan Broadcasting Corp. of Dallas, licensee of KRLD(AM) Dallas, KHOW(AM) Denver, KPKE Acquisition Corp., licensee of KSYY(FM) Denver, and Regency Broadcasting Co., licensee of KJOI(FM) Los Angeles. Command also wholly owns Metropolitan Broadcasting Corp. of Texas, licensee of Earth Station E7900 and holder of permit to deliver programs to foreign broadcast stations. Buyer is headed by Carl Hirsch and Robert F.X. Sillerman and recently purchased WMJI(FM) Cleveland and WYHY(FM) from Jacor Communications for \$32 million ("Changing Hands," April 16). Action June 24.

■ **KXYL(AM)-KISJ(FM) Brownwood, TX (AM: BAL900216EI; 1240 kHz; 1 kw; FM: BALH900216EJ; 104.1 mhz; 74 kw; ant. 400 ft.)**—Granted app. of assignment of license from Lewellyn Communications to Central Texas Communications Inc. for \$17,000. Seller is headed by Charles Dick Harris, trustee, and has no other broadcast interests. Buyer is headed by Lynn Nabers, Mary Nabers, O.C. Jarvis and Marion Baugh, and has no other broadcast interests. Action July 23.

■ **KLEV(AM) Cleveland, TX (BAL900611EA; 1410 kHz; 1 kw-U)**—Granted app. of assignment of license from Cleveland Broadcasting Co. to Carranza Broadcasting Co. for \$355,000. Seller is headed by L. Giles Rusk and has no other broadcast interests. Buyer is headed by Joseph Carranza and has no other broadcast interests. Action July 31.

■ **KRAN(AM) Morton, TX (BAL900201EA; 1280 kHz; 500 w-D)**—Granted app. of assignment of license from West Texas Broadcasting Inc. to David and Sherry Pike for \$50,000. Seller is headed by Edward J. and Anne Couzens Jr. and has no other broadcast interests. Buyer has no other broadcast interests. Action July 31.

■ **KLVL(AM) Pasadena, TX (BAL900511EC; 1480 kHz; 1 kw-D, 500 w-N)**—Granted app. of assignment of license from Angelena Vera Morales, executrix, to Angelena Vera Morales for no financial considerations. Seller is court appointed executrix of last will and testament of Felix H. Morales, her husband. Buyer is sole heir to licenses of KLVL(AM) Houston and KHFM(AM) San Antonio, both Texas. Action July 23.

■ **KFHM(AM) San Antonio, TX (BAL900601EA; 1160 kHz; 10 kw-D, 1 kw-N)**—Granted app. of assignment of license from Angelina Vera Morales, executrix, to Hispanic Radio Broadcasters for \$650,000 ("Changing Hands," June 11). Seller has interest in KLVL(AM) Pasadena, TX. Buyer is headed by Lincoln and Sylvia Dellar, husband and wife, and Gilberto Esquivel, and is licensee of KDIF(AM) Riverside, CA. Lincoln Dellar owns 100% of KPRL(AM)-KDDB-FM Paso Robles, CA. Action July 23.

■ **WKRE(FM) Exmore, VA (BALH900517HT; 107.5 mhz; 50 kw; ant. 300 ft.)**—Granted app. of assignment of license from Bay Star Communications Inc. to Gillen Broadcasting Inc. for \$550,000. Seller is headed by Klein Leister, William E. Esham Sr., James D. Layton and Wayne Powell. Layton is general manager and Powell is operations manager of WKHI(FM) Ocean City. Buyer is headed by John P. Gillen, who is account executive at WKHI(FM) Ocean City, MD. Action July 20.

■ **WOAY(TV) Oak Hill-Beckley, WV (BTCCT900209KF; ch. 4; 100 kw-V; 20 kw-A; ant. 740 ft.)**—Dismissed app. of assignment of license from Helen G. Thomas to W. Russell Withers Jr. for \$9 million. Seller has no other broadcast interests. Buyer is licensee of WMIX-AM-FM Mt. Vernon, IL; KAPE(AM)-KGMO(FM) Cape Girardeau, MO; KOKX-AM-FM Keokuk, IA; KREX-TV Grand Junction, KREY-TV Montrose, KREZ-TV Durango, and KREG-TV Glenwood Springs, all Colorado; and WDTV(TV) Weston, WV. Action July 31.

■ **KCSP-FM Casper, WY (BALH900531HB; 106.9 mhz; 100 kw; ant. 1,833 ft.)**—Granted app. of assignment of license from WEDR Inc. to Western Inspira-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

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

tional Broadcasters Inc. for \$252,500. Seller is headed by Rex B. Rivers. E.D. Rivers, Kells Faulkner, Lucy McCartney and Georgia R. Salva, and has no other broadcast interests. Buyer is headed by Norman Kaupp, James Heaton, Gordon Severa, James Proctor, George Klamer and Tom Hesse, and owns KNIS(FM) Carson City, NV. Action July 25.

NEW STATIONS

- **Unadilla, GA** (BPH900718MM)—Tarkenton Broadcasting Co. seeks 103.5 mhz; 6 kw; ant. 328 ft. Address: 100 Wexford Pl., Athens, GA 30606. Principal is headed by Dallas M. Tarkenton, who is president and 75% stockholder of Tarkenton Broadcasting Co., licensee of WJGA-FM Jackson, GA, and president and 65% stockholder of Carroll County Media Inc., licensee of WBTR-FM Carrollton, GA. Filed July 18.
- **Austin, IN** (BPH900723MH)—Austin Radio seeks 92.7 mhz; 3 kw; ant. 328 ft. Address: 1680 Hwy. 62E, Corydon, IN 47112. Principal is headed by Keith Reising and has no other broadcast interests. Filed July 23.

Actions

- **Talkeetna, AK** (BPED900117MD)—Granted app. of Talkeetna Community Radio Inc. for 88.5 mhz; 1.9 kw. Address: P.O. Box 300, Talkeetna, AK 99676. Principal is headed by Krista Maciolek, Jim Sykes, Kathy Siverson, Michael Vaughan, Shoo Salasky, Don Lee, Ollie Hudson, Laura Kardash and Mark Stasik, and has no other broadcast interests. Action July 24.
- **Danville, IL** (BPH891012MQ)—Granted app. of Kathleen D. Rollings for 94.9 mhz; 6 kw; ant. 328 ft. Address: 410 Hilltop Rd., Champaign IL 61821. Rollings has no other broadcast interests. Action July 24.
- **Bar Harbor, ME** (BPH900502MG)—Returned app. of Action Communications for 107.7 mhz; 12 kw; ant. 885 ft. Address: P.O. Box 610, Whippowill Rd., Litchfield, ME 04350. Principal is headed by Beverly E. Dodge and Howard L. Soule, and has no other broadcast interests. Action July 31.
- **Hoosick Falls, NY** (BPH880601MZ)—Granted app. of Brian Andrew Larson for 97.5 mhz; 1.8 kw; ant. 429 ft. Address: R.D. 1, Valley Falls, NY 12185. Larson has no other broadcast interests. Action July 23.
- **Beaver Springs, PA** (BPH900502MF)—Returned app. of Susan A. Bernstein for 106.1 mhz; .17 kw; 1,344 ft. Address: 14 Spruce St., Selingsgrove, PA 17870. Bernstein has no other broadcast interests. Action July 30.
- **Burnham, PA** (BPH900503MI)—Returned app. of Richard R. Dworsak for 96.7 mhz; 3 kw. Address: R.D. 2, Brookside Village #123, Berwick, PA 18603. Dworsak has no other broadcast interests. Action July 30.
- **Port Matilda, PA** (BPH900510MI)—Returned app. of Thomas J. Riley for 107.9 mhz; 2.2 kw; ant. 429 ft. Address: 141 Villa Crest Dr., State College, PA 16801. Riley has no other broadcast interests. Action July 30.
- **Riverside, PA** (BPH890222MB)—Dismissed app. of Elaine C. Kennedy for 92.3 mhz; 3 kw; ant. 328 ft. Address: R.D. 1, Box 460, Cogan Station, PA 17728. Kennedy has no other broadcast interests. Action July 29.
- **Riverside, PA** (BPH890223MF)—Dismissed app. of Eugene Picarella Jr. for 92.3 mhz; 3 kw; ant. 328 ft. Address: 612 North Shamokin St., Shamokin, PA 17872. Picarella has no other broadcast interests. Action July 29.

FACILITIES CHANGES

AM's

- **Chardon, OH** WCDN(AM) 1560 mhz—July 19 application resubmitted nunc pro tunc.
- **Zeeland, MI** WBMX(AM) 640 khz—July 26 application resubmitted nunc pro tunc (BMP900405CJ).
- **Bassett, VA** WODY(AM) 900 khz—July 26 appli-

cation resubmitted nunc pro tunc (BP900405CL).

FM's

- **Los Angeles, CA** KUSC(FM) 91.5 mhz—July 24 application for CP to change ERP: 15.5 kw H&V; ant.: 2,883 ft.; TL: Allcom Enterprises site, Red Box Rd., Mt. Wilson, CA; other: ant. type (to directional).
- **Monroe, CT** WMNR(FM) 88.1 mhz—July 24 application for CP to change ERP: 10 kw H&V.
- **Punta Gorda, FL** WQLM-FM 92.7 mhz—July 18 application for mod. of CP (BPH8803161B as mod.) to change ant.: 360 ft.
- **Fort Valley, GA** WKXK(FM) 97.9 mhz—July 23 application for CP to change ERP: 2.1 kw H&V; ant.: 547 ft.; TL: 5 km 137 degrees from Powersville, GA.
- **South Whitley, IN** WQB(X)FM 101.1 mhz—July 16 application for mod. of CP (BPH880107MQ) to change ERP: 6 kw H&V; change TL: 164 ft. W. of 600 E Rd., 1,312 ft. S. of 900 S Rd., Jackson Township, IN.
- **Osage, IA** KCZY(FM) 92.7 mhz—July 23 application for CP to change ERP: 6 kw H&V; ant.: 154 ft.
- **Ludington, MI** WKLA-FM 106.3 mhz—July 23 application for CP to change ERP: 4.05 kw H&V; ant.: 400 ft.; change TL: tower site is located 600 ft. N. on Ehler Rd. and 1,000 ft. E. of Jebavy Rd. and 9.8 km bearing 192 degree to Ludington.
- **Waite Park, MN** KXSS-FM 103.7 mhz—July 16 application for mod. of CP (BPH880826MI) to change TL: 3.3 km from Waite Park, MN, at bearing of 61.6 degrees.
- **Yazoo City, MS** WAZF-FM 93.7 mhz—July 25 application for mod. of CP (BPH880519NZ) to change ERP: 6 kw (H&V); change TL: 1.9 km from Yazoo City, MS, at bearing of 226.1 degrees.
- **Elmira, NY** WCIH(FM) 90.3 mhz—July 17 application for mod. of CP (BPED870209MI) to change overall heights above ground level: 150 ft.
- **New York, NY** WRKS-FM 98.7 mhz—July 23 application for CP to change ERP: 5.9 kw H&V; ant.: 1,361 ft.
- **Woodward, OK** KWJY(FM) 92.1 mhz—July 19 application for CP to change ERP: 2.17 kw H&V; ant.: 1,098 ft.; change TL: Sharon-Shattuck Rd., 9.8 km W. of Sharon Town, OK; class: C3.
- **Dallas, TX** KKWM(FM) 97.9 mhz—July 16 application for CP to change ant.: 1,697 ft.; TL: Tindle St., Cedar Hill, TX.
- **Hereford, TX** KPAN-FM 106.3 mhz—July 23 application for CP to change ERP: 25 kw H&V; ant.: 219 ft.; class: C3 (per docket #89-272).
- **Raymondville, TX** KSXO-FM 101.7 mhz—July 16 application for CP to change ERP: 17.9 kw H&V; ant.: 757 ft.; change TL: proposed site is 6.9 km W. of Hwy. 77 and 17.1 km N. of Raymondville, TX; class: C2 (per docket #87-88); other: otherwise comply with MM Dkt 87-88.
- **Tulia, TX** KDQA(FM) 104.9 mhz—July 16 application for mod. of CP (BPH870313MN as reinst.) to change ERP: 7.2 kw H&V; ant.: 186 ft.; TL: 1.5 miles SW of Swisher County Courthouse, Tulia, TX; change to class C3.
- **Aberdeen, WA** KAYO-FM 99.3 mhz—July 23 application for CP to change ERP: 100 kw H&V; ant.: 478 ft.; TL: 3.2 km SW of Elma, Washington at 90 degree T; class: C1 (per docket #89-599).

TV's

- **Rogers, AR** KFAA(TV) ch. 51—July 25 application for CP to change ERP: 80.1 kw (vis).
- **Tucson, AZ** KOLD-TV ch. 13—July 26 application for CP to change ERP: 302 kw (vis); ant.: 2,040 ft.; TL: 11.5 miles WNW of Tucson, AZ in Tucson Mountains, 32 14 55.8N 111 06 58.2W; ant.: Dielectric TW-12A13, (BT).
- **Huron, SD** KIHD-TV ch. 12—July 25 application for mod. of CP (BPCT840813KM) to change ERP: 275 kw (vis); ant.: 849 ft.; TL: 19 km SW of Huron, Warren Township; ant.: Alan Dick Co. Inc. VTA-12H(BT); 44 11 39N 98 19 05W.

Actions

AM's

- **Prichard, AL** WLPR(AM) 960 khz—July 30 application (BP870325AE) granted for CP to increase day power to 5 kw.
- **Orcutt, CA** KGDP(AM) 660 khz—July 27 application (BP900405DJ) returned for CP to increase power to 10 kw night, 20 kw day and make changes in ant. system.
- **FM's**
- **Russellville, AL** WSHK(FM) 97.7 mhz—July 25 application (BPH900122JJ) granted for CP to change ERP: 3.5 kw H&V; change ant.: 429 ft.; change TL: just off Hwy. 43 inside city limits of Littleville, AL.
- **Watertown, FL** WQLC(FM) 102.1 mhz—July 25 application (BMPH900117IE) granted for mod. of CP (BPH871202MF) to change ERP: 2.6 kw H&V; ant.: 498 ft.; change TL: SW corner of Intersection I-10 and U.S. 441, 9 km N. of Lake City, FL.
- **Shelbyville, IL** WEJT(FM) 104.9 mhz—July 24 application (BPH8906231A) granted for CP to change ERP: 13 kw H&V; change ant.: 459 ft.; TL: 1.68 km S. of Prairie Home, IL; class: B1 (per docket # 88-412).
- **Traverse City, MI** WCCW-FM 92.1 mhz—July 24 application (BPH890417IC) granted for CP to change freq: 107.5 mhz; change ERP: 66 kw H&V; ant.: 701 ft.; TL: S. of Barney Rd., 16 km E. of Gray Rd., 4 km W. of Traverse City, MI.
- **Thoreau, NM** KMCC(FM) 99.9 mhz—July 26 application (BMPH900420IC) granted for mod. of CP (BPH850710MN as mod. and reinst.) to change ERP: 100 kw H&V; ant.: 1,177 ft.; TL: approximately 10 km NW of Gallup, NM.
- **Crossville, TN** 102.5 mhz—July 30 application (BMPH9006131A) returned for mod. of CP (BPH860813MX) to change TL: Rt. Box 100-D
- **Rogersville, TN** 106.5 mhz—July 30 application (BMPH9003271H) granted for mod. of CP (BPH880713MJ) to change ERP: .3 kw H&V; ant.: 1,377 ft. and TL: atop Short Mountain 36 22 51N 83 10 47W.
- **Phillippi, WV** WQAB(FM) 91.3 mhz—July 24 application (BPED881102MA) granted for CP to change ERP: 7.2 kw H&V; change ant.: 180 ft. H&V; TL: W. of Hwy. 119, 250 and .7 km N. of Alderson-Broadus Campus; change from class D to class B1.

ACTIONS

- **Kirksville, MO**. Denied request for comparative hearing and ordered that lottery between Kirksville Communications Company, Inc., Answer Iowa Inc., and V.I.P. Enterprises Inc. shall be held at time and place to be specified in subsequent public notice. (By MO&O [DA 90-890] adopted July 2 by chief, Mobile Service Division).
- **Secaucus, NJ**. Granted application of Jean Wells for renewal of license of WWOR(TV) in Secaucus. (MM docket 88-383 by MO&O [FCC 90R-54] adopted June 19 by Review Board).
- **Rochester, NY**. Granted application of Eison and Associates, Limited for new FM station on channel 290A at Rochester; denied competing applications of Victorson Group, Inc., R.B. Lee Rust, Taylor Communications of Rochester, and Christian Discerner Inc. (MM docket 88-558 by Initial Decision [FCC 90D-33] issued July 3 by ALJ John M. Frysiaki).
- **Webster, NY**. Affirmed grant of Webster-Fuller Communications Associates application for new FM station on channel 274A in Webster, NY. (MM docket 88-83 by MO&O [FCC 90-244] adopted July 3 by commission).
- **Westerville, OH**. Commission has dismissed in part and denied in part petition for reconsideration of order upholding denial of Mid-Ohio Communications Inc. license for WBBY(FM) in Westerville, OH. Commission found that MOC was guilty of misrepresentations and lack of candor before FCC. (BC docket 82-282

[FCC 90-266] adopted July 13 by commission).

■ **Providence, RI.** Granted Eric B. Shultz request for waiver of multiple ownership rules to permit Schultz to serve on Board of Directors of Brown Broadcasting Service, licensee of WBRU-FM Providence, RI. Schultz currently is president of Atlantic Ventures of Boston, general partner of licensee of WROR-FM Boston, MA. (By letter [FCC 90-246] adopted July 9 by commission).

■ **Goodlettsville, TN.** Commission has denied Goodlettsville Associates application for review of Review Board dismissal of its application for new FM station on channel 246C2 at Goodlettsville. (MM docket 88-487 by MO&O [FCC 90-267] adopted July 13 by commission).

■ **Austin, TX.** Because Prime Cable did not respond to Notice of Apparent Liability for forfeiture, commission has ordered Prime Cable to forfeit \$18,000 for willful and continued violation of Communications Act by failing to comply with commissions EEO rules. (By Forfeiture Order [FCC 90-245] adopted July 9 by commission).

CALL LETTERS

Application

Existing FM

WJDX(FM) WSLI-FM Spur of Jackson Ltd., Jackson, MS

Grants

New AM

KXDS(AM) North Shore Radio Inc., Princeville, HI

New FM's

WXJA(FM) Stone Broadcasting Corp., Emporia, VA

WXJB(FM) JBD Inc., Harrogate, TN

WXJD(FM) Iosco County Communications, Oscoda, MI

WXJE(FM) Jefferson Broadcasting Inc., Henderson, NY

WKJF(FM) Shirley Marchant, Omega, GA

WKJG(FM) Marilyn S. and James W. Cobb, Nappanee, IN

WKJH(FM) Rosemary A. Chausse, Milbridge, ME

WXJI(FM) Haith Broadcasting Corp., Grand Rapids, MI

WXJJ(FM) William S. Daugherty III, Mt. Vernon, KY

WKJK(FM) David W. Layne, Farmville, VA

WXJN(FM) Susan Marie Beth Romaine, Lewes, DE

WXJO(FM) Bethalto Broadcasting Corp., Bethalto, IL

KXDA(FM) Venture Communications, Chowchilla, CA

KXDE(FM) Great Scott Broadcasting, Merced, CA

KXDJ(FM) Anita Kay Cochran, North Fort Valley, KS

KXDL(FM) Allyn R. Stencil, Browerville, MN

KXDM(FM) Stebbins Broadcasting Co., Littlefield, TX

KXDR(FM) 105 Mountain Air Inc., Auberry, CA

New TV

WKJP(TV) Kyles Broadcasting Ltd., Memphis, TN

Existing AM's

WJDS(AM) WJDX Capstar of Mississippi Inc., MS

WKHL(AM) WHUM North Penn Broadcasting Inc., Hughesville, PA

WKNR(AM) WGAR CV Radio Associates Ltd., Cleveland, OH

WKRU(AM) WTKS Robert S. Cannella, Burnetown, SC

WMRH(AM) WLKD Midwest Dimensions Inc., Waupun, WI

WUJM(AM) WXCH Jones-Eastern of Charleston Inc., Goose Creek, SC

WVBS(AM) WXBG Jones-Eastern of Wilmington Inc., Burgaw, NC

WYAK(AM) WXMB Jones-Eastern of the Grand Strand Inc., Surfside Beach, SC

Existing FM's

KRGR(FM) KCPI-FM Communications Properties Inc., Albert Lea, MN

KSJQ(FM) KRAC Coyote Communications Inc., Morgan Hill, CA

KTHK(FM) KOKL-FM Integrated Broadcasting Co., Okmulgee, OK

KZUS(FM) KTDO-FM Aqpal Broadcasting Inc., Toledo, OH

WDHZ(FM) WEXX Shawangunk Communications, Mt. Hope, NY

WEYE(FM) WLKW WOTH Radio Inc., Surgoinville, TN

WKHL-FM WKHL North Penn Broadcasting Inc., Salladasburg, PA

WMBP(FM) WQHD Lower Ohio Valley Educational Corp., Belpre, OH

WMXF(AM) WEWO Durham Life Broadcasting Inc., Lauringburg, NC

WMXF-FM WSTS Durham Life Broadcasting Inc., Lauringburg, NC

WRXZ(FM) WMLA McLean County Broadcasters Inc., Leroy, IL

WSHK(FM) WZMX James Michael Self, Russellville, AL

WTZR(FM) WOFM American Eagle Communications of Virginia Inc., Moyock, NC

WUJM-FM WUJM Jones-Eastern of Charleston Inc., Goose Creek, SC

WWEC(FM) WQHE Elizabethtown College, Elizabethtown, PA

WWGZ(FM) WDEY-FM WTHM Broadcasting Co., Lapeer, MI

WWHK(FM) WGKY-FM Hayward F. Spinks, Greenville, KY

WXKR(FM) WOSE Venice Broadcasting Corp., Clinton, OH

WZKS(FM) WXLN Radio 900 Inc., Louisville, KY

Existing TV

KEPB-TV KZJD The State of Oregon, et Al, Eugene, OR

KRCA(TV) KSLD Fouce Amusement Enterprises Inc., Riverside, CA

WLAJ(TV) WLAJ-TV Lansing 53 Inc., Lansing, MI

WELF(TV) WYDJ Dalton Television Associates, Dalton, GA

Call letter requests withdrawn by request or by FCC

Existing FM's

KHMX(FM) KNRJ Nationwide Communications Inc., Houston, TX

KHXT(FM) KAVS Antelope Broadcasting Co., Mojave, CA

Continued from page 18.

cuse 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. Theme: "Mastering-Trade Offs: Results by Design." 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 and National 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 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 Broadcast-*

ers 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. 10—*National Academy of Television Arts and Sciences* Nashville chapter Emmy Awards presentation. Opryland hotel, Nashville. Information: Monty Nugent, (615)373-8295.

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.

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RADIO

HELP WANTED MANAGEMENT

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.

Midwest group is seeking GSM for an all new 50KW FM in Columbia-Jefferson City, MO. Must be leader with strong selling skills. Possess ability to hire, train, and motivate new sales staff. No ratings, new staff, and market leader on rates, promises to make this position challenging for right individual. Resume to Zimmer Broadcasting, PO Box 1610, Cape Girardeau, MO 63702 or call David Zimmer at 314-335-8291. EOE.

General manager wanted for sunny Florida panhandle class C AM/FM combo with excellent ratings. Solid radio management background with proven sales record required. Please reply in confidence stating salary history and requirements to: Box N-10. EOE.

General manager wanted for west Tennessee AM/FM combo. Solid radio management background with proven sales record required. Please reply in confidence stating salary history and requirements to: Box N-11. EOE.

General sales manager: Leading AM/FM combo on California's central coast seeks experienced "On the Street" goal oriented sales manager. Outstanding opportunity in high growth market. EOE. KSNI/KSMA, PO Box 1240, Santa Maria, CA 93456, Attention: A. Bayliss.

Liggett Broadcast Group: Exciting opportunity for experienced GSM who is success driven and goal oriented to lead and inspire our customer focused sales team. Successful applicant has strong organizational and people skills with an outstanding track record. Recruiting and training ability a must. Send resume and salary history to: Rod Krol, GM, WFMK, PO Box 991, East Lansing, MI 48826. EOE.

PD/operations manager - AM-FM combo: We are seeking an energetic person with live and satellite-fed programming experience, who wants to do it all and get paid well for it. Experience with Audisk and Digi-sound Automation systems helpful. Excellent upward move for an underpaid, underappreciated PD in a small market in Tennessee, Kentucky, Indiana, Georgia, etc. All replies confidential, so let's talk! Send resume to Box N-28. We are an EOE, M/F.

Sales manager needed for big 100,000 watt FM in Albuquerque, NM. If you are an aggressive manager capable of training, maintaining and motivating a sales staff and street selling then you are just the right person. Send resume with letter...sell us on you! Confidentiality requested, EEO. Box N-27.

Local sales manager sought for #1 12 plus and market billing leader. Must have proven track record in similar or larger markets. This is a rare opportunity for the right leader. Send reply to: Brenda Selby, General Sales Manager, US-101 FM, PO Box 8799, Chattanooga, TN 37411. No fax or phone calls please. WUSY is an equal opportunity employer.

HELP WANTED SALES

New 50KW FM in Columbia-Jefferson City, MO needs top notch sales reps to help build powerhouse. Salary plus commission and benefits. Resumes to Zimmer Broadcasting, PO Box 1610, Cape Girardeau, MO 63702 or call David Zimmer at 314-335-8291. EOE.

Sales exec: Excellent opportunity. Top station in growing market, Sacramento area. Near skiing, wine country. Need proven seller. Call Mr. Norman at 916-742-5555. EOE.

Veterans only, an established account list at established Class C FM. WEZK, Knoxville has a rare opening for an aggressive dedicated sales veteran. Guaranteed 30,000 first year. Call Steve Bowman 615-525-7380. EOE.

Aggressive sales manager for AM/FM combo in Midwestern university town. Looking for a selling sales manager who is adept at training, recruiting, and maintaining a sales staff. Excellent compensation package based on performance. Send resume and sales history to: Betty Baudler, KA-SI/KCCQ, Box 728, Ames, IA 50010. EOE.

Need combo radio sale and play by play sports. Consider talented entry level. Tape & resume. Darrell Sehorn, Box 1179, Pampa, TX 79065. EOE.

Account executive: Fast track station, well established on California's central coast, looking for aggressive, motivated, self-starter. Track record of success in radio sales. EOE. KSNI/KSMA, PO Box 1240, Santa Maria, CA 93456. Attention: A. Bayliss.

West Coast top-rated Florida FM/AM seeks sales executive with minimum three years medium/major market experience. Established list. Send resume, references to Box N-22. EOE.

Broadcast Equities - a for-profit subsidiary of The Christian Broadcasting Network, Inc. - has immediate openings for radio sales personnel. These positions are with our owned-and-operated stations located in Silver Springs, MD; Charlotte, NC; Oklahoma City, OK; Orlando, FL; and Virginia Beach, VA. Applicants must be self-starters with a proven track record in media sales, experienced in lead generation, sales presentation and closing and conceptual sellability. Send your resume to: CBN Employment Department, Box Z-1, CBN Center, Virginia Beach, VA 23463. EOE.

1990 Crystal Award Nominee FM wants mover and shaker as it's top money maker. Our mild Northern Arizona climate is paradise. 602-775-5277. EOE M-F.

The top radio station in coastal North Carolina is looking for an excellent salesperson. Good list available. Health & dental benefits. Send resume and sales history to: Roy Sova, WRNS, PO Box 609, Kinston, NC 28502. EOE.

Sales manager needed for small market ratings leader in NE. Dynamic individual who can train and lead our sales staff off plateau. We are team oriented station looking for mentor. Experience required, college grad preferred. Send letter and resume to: Box N-24. EOE.

HELP WANTED TECHNICAL

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 City, MO 64116 or call 800-438-6311. EOE.

HELP WANTED ANNOUNCERS

Morning personality who can entertain adults on Oldies format. Good compensation and opportunity for growth in program management with growing radio group. Well established 50,000 watt FM in capitol city, Lincoln, NE. Send tape and resume to Don Felton, GM, KLDZ FM, 339 North Cotner, Lincoln, NE 68505. EOE.

Program director position with Enterprise Network stations in Montana. A proven track record with adult religious formats is needed. Two announcer positions AM also available. Resumes to Box 30455, Billings, MT 59107. EEO.

HELP WANTED NEWS

Entry-level news anchor/reporter. News/talk leader. T/R. Roger Manning, KFRU, Box 718, Columbia, MO 65205. 314-449-4141. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Music director sought for new 10,000 watt community-arts radio station. Responsibility for the development of music library and coordinating all music programming. On-air work also required. Salary \$20,000-22,000. Perfect opportunity for broadcast professional to get in on exciting new venture. Send letter of interest for job description and application information to Billy G. Brant, General Manager, KTPB-FM, Kilgore College, 1100 Broadway, Kilgore, TX 75662. EOE.

Radio host producer: Columbus Public Schools are now accepting applications for radio host/producer. The present work schedule of this position is: two weekend sign-on airshifts; plus Wednesday, Thursday and Friday. To qualify an applicant must have: Degree in Communications, Broadcast Journalism, Music or closely related field. One year of actual commercial or public radio broadcast/production experience. Valid Restricted Radiotelephone Operator Permit. The following must be presented at time of filing: 1. An official transcript, or degree verifying an applicant's possession of a degree in communication, broadcast journalism, music or related field. 2. The Restricted Radiotelephone Operator Permit or equivalent. 3. A demonstration tape - audio cassette with examples of oral delivery related to each format for which the applicant is interested. All demonstration tapes will become the property of the Columbus Public Schools and will not be returned to the applicant. Send request for application to: Civil Service Office, 270 E. State St., Room 102, Columbus, OH 43215. Mon. through Fri., 8:30 AM to 4:30 PM, 614-365-5603. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

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 programing: Excellent references - available August 1st. Replies to Box M-56.

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.

GM sales pro, leadership intensive, profit motivated, bottom line oriented, programming background, people skills, turnaround or start-up considered, prefer class C FM, 409-630-6040.

Has Glasnost got you in a language bind? Professional interpreter of Russian languages available to translate from Russian to English or vice versa any media - articles, science and technical journals, film, scripts, video, etc. On a per diem basis. 215-878-0645 or 878-3645.

Higher billing requires a strong sales staff with the right tools. Competent management pro (GM/GSM) will create the staff and tools needed for higher sales/profits. Medium/larger markets in S.E. preferred, but any situation with promise is a prospect. Equity/Ownership opportunities especially attractive. Box N-36

Need a group leader or GM? I've got the experience and people skills to make great things happen. Call Ken Patch, 508-775-7400 days 508-540-8216 nights and weekends.

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.

Reliable broadcast professional: 25 years small to major market and network experience. PD, promotions, announcer, news, etc. All markets considered. 813-536-0143.

Experience in talk radio format. Looking for PD and or talk position. Box N-30.

SITUATIONS WANTED TECHNICAL

Experienced engineer/ancr, strong technical background, xmttr and studios. Excellent employment record, seeking maintenance position with some air work. SW location preferred. Engineer, 7894 Palm Grove, Indianapolis, IN 46219.

Have a construction permit? I will get you on the air - construction to hiring/training air & sales staff/programming. Will do programming changes for existing stations. In business over 20 years. 1-512-828-9252.

SITUATIONS WANTED NEWS

Imagine a sports talk show with insight, humor, knowledge and controversy that appeals to both the hardcore and casual fan. Your station could be a contenda'. Jim, 201-855-9171.

Sports pro. 5 yrs exp. incl. P/T in suburban NYC. Sophisticated, exciting PBP and solid anchoring. Impeccable knowledge. Bob, 201-546-5546.

Sportscaster: Strong PBP. Versatile with production knowledge. News, host experience. College degree. Hard worker. Will relocate, Jay 312-528-8223.

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 programing top rated AC/FSAC combo. Call 603-448-6589. EOE.

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Need a big voice for your sweeps, promos or spot production? Affordable for your market. Call for a free demo. Morgan Productions...704-563-8676.

Primo people seeks general assignment reporters with some anchoring experience. Call Steve Porricelli or Fred Landau at 203-637-3653 or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116. EOE.

TELEVISION

HELP WANTED MANAGEMENT

Creative services director: Seek a creative pro to become part of our management team. Winning candidate will have expertise in all aspects of advertising, graphics, and promotion with an emphasis on news promotion, as well as experience in campaign planning and departmental budgeting. Applicants should have five years television experience with at least two years managing a promotion department. Experience with promotion in a metered market a plus. Qualified applicants submit resume, sample reel and print ads to: KCRA-TV, Attn: Dept. CPG, 3 Television Circle, Sacramento, CA 95814-0794. No calls please! Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F.

Art director: Are you a top designer with administrative ability to boot? Can you work on the paintbox one day and take part in a strategic meeting the next? Then you might be the person we're looking for. ABC affiliate in the 13th market is looking for an art director. Great opportunity for the right person. Right person currently works at a graphic intensive station with heavy emphasis on both news and promotion. Should be strong in both design and post production. Familiar with AVA System, Quantel Paintbox, Grass Valley 300 switcher and ADO. Send resume and tape to: Guy Grossman, Dir. of Marketing, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer M/F.

Series executive producer: A major broadcasting corporation is seeking an experienced executive producer for a documentary television series. Must have strong writing and editorial skills and a solid track record in television program-making. Must have for both film and tape, field production, editing and post-production experience. Extensive travel required. Send your biography. We will contact you for further information. Box N-23. EOE.

Senior account executive: WKRN-TV, the ABC affiliate in Nashville, has an opening for a senior account executive due to a promotion from within. Experience in co-op and vendor programs, a strong desire and aptitude for new business development, and 2-4 years of local television sales experience is required. Join our friendly staff and experienced and supportive management in one of the nations' great places to live. Interested parties please contact by resume only: Mickey Martin, Local Sales Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EEOC.

HELP WANTED SALES

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, 185 Southampton Rd., Jacksonville, FL 32207. No phone calls. EOE.

Account executive: Houston TV station seeks aggressive professional. Minimum two years experience. Tremendous opportunity with young network affiliate. Guaranteed base, benefits, EOE. Send resume to: Personnel Dept., 256 North Belt, Suite 49, Houston, TX 77060.

Los Angeles-based national communications company seeks aggressive sales director to market services to TV program syndication community. Candidate must have minimum 3 yrs. experience in TV industry, preferably program distribution. Excellent growth opportunity requiring limited traveling. Cover letter, resume, salary history to Box N-25. EOE.

Top 35 market in Southeast...NBC affiliate seeking sales oriented research person wanting to make home in vacation type climate. Send resume and salary requirements to: Box N-32. EOE.

HELP WANTED TECHNICAL

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.

EFP editor/cameraperson: Programing 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.

Northeast market, network affiliate is seeking a hands-on chief engineer. This facility is being re-modeled and we need someone with strong studio background and UHF experience. EOE. Reply to Box N-6.

MTCE engr: Need engr. to maintain 300-/Kscope, Digital FX200, 141, Post Prod., Harris 9100 AM-FM-TV Remote Control. VPR-2's, ACR's, 3's, 80's, FM 2, SCA's, AM Stereo, 5 ENG Remote Sites, Transmitter Sites. Not an entry level position. Experienced in all areas desirable. CMML lic or SBE certificate. Contact KFMB, John Weigand, AM-FM TV, PO Box 85888, San Diego, CA 92138. EOE.

TV maintenance technician: Position available at top 20 ABC affiliate, KSTP-TV, Minneapolis. 3 to 5 years experience in general video maintenance with a specialization in Sony 1" and Beta Cart maintenance required. Send resumes to: John Degan, VP/Station Manager, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal Opportunity Employer MF.

Assistant chief engineer: Southwestern UHF Fox affiliate. Minimum 5 years experience. Component level repair and trouble shooting experience required. UHF Klystron transmitter experience preferred. We need a hands on television engineer who can maintain our studio equipment and transmitter as well as help supervise master control personnel. Send resumes to Rod Norris c/o KPEJ, Box 11009, Odessa, TX 79760. EOE.

Industry leader in infomercial direct response advertising seeks video engineer experienced in installation, maintenance, and repair of complete studio and post facility with 3/4", Beta-SP, and 1" equipment. Immediate opening. Salary negotiable. Send resume to Terry Prechtel, Hawthorne Communications Inc., PO Box 1366, Fairfield, IA 52556. EOE.

Assistant chief engineer: For GW Television. The George Washington 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. Supervise the engineering staff and daily maintenance of television equipment. Five years experience as a maintenance engineer in TV Broadcasting, including experience with studio cameos, 3/4" tape machine, and 2 GHz microwave equipment desirable. License as a general radiotelephone operator by the FCC and previous supervisory experience is required. GWU offers a comprehensive benefit package. Please apply in person or send resume to: David Gary, GWU, Personnel, 2125 G St., NW, Washington, DC 20052. AAE/EOE.

Production engineer-Major Southwest production facility is looking for highly motivated self starting engineers. Must have maintenance and production skills with Ampex and Sony 1" VTR's Betacam. GVG 300 switchers. ADO, CMX 3100B editors and Ikegami cameras. Send resumes to 77 W. Coolidge #121, Phoenix, AZ 85012. EOE.

HELP WANTED NEWS

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.

Entry-level reporter position. Send non-returnable tape to WOWL TV, PO Box 2220, Florence, AL 35630. 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.

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.

Weathercaster with reporter skills needed for major market. Strong on knowledge, experience and presentation skills. Send non-returnable tape along with resume and salary history to: Newspeople, 20300 Civic Center Drive, Suite 201, Southfield, MI 48076. EOE.

Reporter/producer needed for a Black news magazine show. East coast location. Send resume and cassette. Replies to Box N-8.

Anchor/reporter position opening at small station Midwest. Need aggressive person who can write, shoot and edit. Possible entry level, experience preferred. Send resume & salary wishes to Box N-15. EOE.

Sports anchor/reporter: Midwest CBS station is looking for an enthusiastic and personable sports-caster to anchor our primary sportscasts, as well as report from the field. Applicants should demonstrate strong on-air personality, creative sports reporting, and the ability to produce a lively, informative sportscast. Send qualifications and resume to Box N-14. EOE, M/F.

Chief videotape editor needed at NBC affiliate in Charlotte, NC. Must be a proficient news editor with strong organizational skills. Will be a key player in the design of edit system for our new facility. Minimum three years TV news editing experience required. Degree preferred. EOE, M/F. Send and non-returnable tape to Ken Middleton, WCNC-TV, PO Box 18665, Charlotte, NC 28218.

Assignment editor: WCNC-TV, the NBC affiliate in Charlotte, NC, needs a super traffic cop and solid journalist to coordinate logistics of dayside news operations and provide editorial input. You must be a team player who gets satisfaction from keeping the plates spinning using live units, SNG truck, and microwave interconnect with other stations. Assignment desk experience is mandatory, with prior experience as a reporter or photographer preferred (total experience should be three years plus). Degree required. EOE, M/F. Send resume, description of current duties and references to Ken Middleton, WCNC-TV, PO Box 18665, Charlotte, NC 28218.

Reporter and anchor/reporter needed for aggressive independent. Reporter will cover Berks County beat. Both positions require live skills. Send tape to Brad Rinehart, ND, WFMZ-TV, East Rock Road, Allentown, PA 18103. Absolutely no calls. EOE.

Reporter to research and deliver on-air studio and remote television reports for weekly legislative news broadcast headquartered in NY State Capitol. Attractive recreational, educational, and cultural location and only hours from Boston, Montreal, and New York City. Position requires minimum of 3 years' experience as broadcaster print news reporter, preferably with background in legislative coverage. Degree in journalism, communications or related field desirable. Send resume with cover letter by August 31: Director of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. WMHT is an equal opportunity employer and encourages applications from minority group members.

General assignment reporter needed. Professional experience in TV news reporting plus college degree preferred. Send letter with news philosophy, resume and non-returnable tape to: Terry Reeves, News Director, WPSD, PO Box 1197, Paducah, KY 42002-1197. EOE M/F

Reporter opening at KCCI-TV, CBS affiliate in Des Moines, Iowa. Must have minimum two years experience with ability to do live. Tapes and resumes to: Dave Busiek, News Director, KCCI-TV, PO Box 10305, Des Moines, IA 50306. EOE.

Producer: Number one, top quality, Northeast TV station seeking experienced and creative news producer. Candidates should be experienced in news journalism, have a thorough knowledge of state-of-the-art equipment and have the ability to apply it to the production of our newscast. Resume to: Box N-21.

Assignment editor: Looking for the best. Must be great with organization and people skills. Three years experience preferred. Send news philosophy, resume and salary requirement to Steven D. Hammel, News Director, WHEC-TV, 191 East Avenue, Rochester, NY 14604. WHEC-TV is an equal opportunity employer.

Network affiliate in medium Florida market seeking reporters, photographer and producer. Must have at least one year commercial TV news experience. Send resume and non-returnable videotape to: Ron Comings, News Director, WEVU, 3451 Bonita Bay Blvd., Bonita Springs, FL 33923. EOE.

Aggressive news reporter to lead talented, young staff competing with top 30 market news. Must have strength in assignments and supervising reporters in developing significant local stories. Strength in small market news development helpful. Send resume to, Dave Tillery, Operations Manager, KQTV, PO Box 247, St. Joseph, MO 64506. EOE/M/F.

ABC affiliate in Columbus, Ohio is looking for a producer who can bring imagination and leadership to the job. Successful candidate must understand how to translate creativity into on-air television via communication with news, engineering and production. Strong writing skills a must. Prefer two years experience. Send resume and/or non-returnable tape to: 1261 Dublin Rd, Columbus, OH 43215, Attn: Job #08039001B. Company is especially interested in seeking qualified minority and women applicants, EOE, M/F.

Anchor/reporter: Number one rated CBS affiliate has immediate opening for co-anchor position for one hour morning news show. Candidate must have previous anchor and reporting experience. Looking for energetic creative individual who "wants to win!" Send tape, resume, and salary history to: Elliott Wisner, Assistant News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. M/F/EOE. Minorities encouraged to apply.

Anchor: To complement male anchor. Strong reporting background required. Small mid-Atlantic NBC affiliate (ARB 192), Comprehensive benefit package, including 401(k), and Section 125 Plans. Send non-returnable 3/4" demo tape to Personnel, WHAG-TV, 13 East Washington Street, Hagerstown, MD 21740. No phone calls. EOE.

News director - Top 70's market! We're looking for a person that loves to direct news. Our 6:00 & 11:00 p.m. shows need someone to take them over and to the top. If you have at least two years of experience directing news and have a strong desire to continue in that area, you're the person we're after. The successful candidate must have proven leadership and communication skills. Excellent people skills are also a must. If you meet all of these requirements, drop your resume to Box N-26. EOE.

TV news producer: #1 rated ABC affiliate in the Southeast is looking for a 5 pm producer. The successful candidate must be a strong writer with proven production skills who takes the non-traditional approach to each newscast. Send resume, references, and non-returnable tape to Steve Minium, News Director, WBRC-TV, PO Box 6, Birmingham, AL 35201. EOE.

WICS-TV, Springfield, Illinois is seeking an experienced aggressive producer for its ten PM newscast. Candidate must have commercial television experience and be able to incorporate live and satellite technology. Competitive compensation package. Send resumes and non-returnable videotapes to: WICS-TV, Personnel Department, 2680 E. Cook St., Springfield, IL 62703. No phone calls please. EOE.

Top-rated station has immediate opening for a general assignment reporter. Minimum 6 months experience, college degree, computer skills preferred. Mail resume to Steve Pritchett, News Director KVII-TV, One Broadcast Center, Amarillo, TX 79101. EOE.

News director: Dominant NBC affiliate in Sunbelt. SNG Computerized newsmen. State-of-the-art operation. Successful candidate will need prior news management experience. Strong people and product skills essential. Send statement of news philosophy, recent newscast tape and resume to Ron Lowewen, Vice President and GM, WIS-TV, PO Box 367, Columbia, SC 29202. Cosmos Broadcasting Corporation is an equal opportunity employer.

Group owned Great Lakes ABC affiliate news leader seeks weather anchor. Excellent salary and benefits commensurate with experience. EOE/AA. Box N-31.

Business news anchor and economic correspondent: Japan's largest television network, NHK, is looking for an anchor and an economic correspondent for a new daily English-language business program for broadcast in the United States, Europe and Japan. The successful candidate will be a native English-speaking Anchor/Reporter with at least three years experience, preferably in business and economic reporting, although not a requirement. The position presents an exciting opportunity to work in one of the most dynamic cities in the world with a bi-lingual, bi-cultural staff producing first-of-its kind programming from Japan for an international audience. Interested candidates should rush a resume and picture along with salary requirements to: Japan Business Today, c/o Jin Imaizumi, NHK Enterprises USA Inc., 1 Rockefeller Plaza, Room 1420, New York, NY 10020. No calls please. EOE

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Southeastern network affiliate with all the bells and whistles is looking for a commercial producer with excellent creative writing skills, strong production background, quality minded, deadline driven, and the ability to work under pressure. If you fit the description send resume to Box N-9. EOE, M/F.

Controller: Post production facility needs a hands-on individual to manage an accounting office and provide forecasts and financial insights to the president. Strong organizational skills; high level of initiative; and computer literacy required. Post experience preferred. Competitive salary and benefits. Resumes only. No calls, to: Chuck Bednarick, Editel Boston, 651 Beacon Street, Boston, MA 02215. EOE.

Promotion writer/producer for fast-growing San Diego independent. Need 3 years TV experience. Strong editing, writing & producing skills. Available immediately. Call Barbara Ayers 619-571-5151. KUSI-TV, PO Box 719051, San Diego, CA 92171. Equal Opportunity Employer.

Graphic artist: Top CBS affiliate seeks a creative "can do" artist to produce advertising and promotion print materials, and electronic news graphics. College degree or two years experience in commercial graphic design and production required. Send resume and portfolio/tape to: Craig Spellerberg, Promotion Director, KLAS TV 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

Assistant, A/V productions: News oriented videotape camera person for field production of short feature programs for large national consumer interest trade association headquartered, in Washington DC. Must be free to travel and be capable of working short-handed or alone. Salary range 27-32K. Send resume to: NRECA, Dept. HR5-80, 1800 Mass. Ave., NW, Wash., DC 20036. EOE M/F/H/V

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 Street, 4th floor, New York, NY 10016. No phone calls please. An equal opportunity employer.

Executive producer talk shows. Salary plus up to \$200,000 to \$400,000 incentive for right person with proven television talk track record sought to lead new major market in talk operation. Must be innovative, hard working, and experienced. No beginners or PA types. EOE. Send reply to Box N-29.

SITUATIONS WANTED MANAGEMENT

Promotion/retail manager or Sr. Producer. A community-minded, innovative manager with 9 years extensive TV and print experience seeks medium to large market. Can offer award-winning spots/campaigns, excellent communication/presentation skills, boundless energy and ideas. Ratings raiser, revenue generator. Call Kim, 803-235-4597.

General manager: Hardworking, enthusiastic team-building, results-oriented, broadcast manager currently employed as sales VP with highly successful and diversified broadcast background seeking new challenge as television station general manager. If your station needs to be led into the 90's, write Box N-30.

Attention: Florida managers! Executive Producer/Producer. Very experienced Emmy and Iris Award winning producer relocating to Florida. Network and major affiliate experience. I've created and produced public affairs programming, talk (1/2 hour-1 hour-2 hours daily), magazine format, reality specials, documentaries, drama specials. Call 516-726-4998 - anytime!

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

Excellent experienced sportscaster looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

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.

Producer/writer/reporter 10 years Washington DC experience in hard news, features, health issues a specialty. Looking for FT or PT position. Call 703-768-4465.

Entry level sportscaster with Northwestern University degree looking for "1st break" in broadcasting. This ex-Big Ten football captain can write, shoot, and edit under extreme deadline pressure. Interned "twice" at top TV station in the #3 market and comes highly recommended. Ability and potential in this case, exceeds experience required! Will relocate. Call Bob 708-980-5991.

SITUATIONS 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

Major market promo voice available for your station. Reasonable retainer, primo talent. Voice, Box 21293, So. Euclid, Ohio 44121.

THE HOT SHEET -- Broadcasting's biggest job-listings journal! Same-day subscription processing. Serving industry professionals since 1985. Media Marketing, PO Box 1476, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The University of Missouri School of Journalism, together with Investigative Reporters and Editors, continue their search for an experienced journalist to serve as executive director of IRE, a nationwide organization of more than 3,000 members. The position is a faculty post at the university, and involves teaching advanced reporting courses in addition to directing IRE. The job requires a blend of reporting mastery, management skills, budgetary attention, concern for details and passion for the profession that are totally unrealistic. It requires working exceptionally long hours on behalf of the organization and the profession, but it also offers the opportunity to serve as a force to improve journalistic standards across the country, and to encourage and promote excellent journalism. The IRE board hopes to fill the post by January 1991. The office staff includes two other faculty positions. Potential applicants who fear they may not be qualified to direct the organization, but are interested in working for IRE are encouraged to consider applying for other positions that may be available. Women and minority candidates are especially encouraged to apply. EOE. Send letter and resume to George Kennedy, IRE Search Committee, School of Journalism, Box 838, Columbia, MO 65205. Preference given to applicants received by Sept. 15.

HELP WANTED MANAGEMENT

Challenging employment opportunity: Decision, Inc., a supplier of broadcast computer systems for radio and TV is immediately seeking several support team members. Advanced products include Broadcast System III, Real World accounting, Word Perfect, and X-Windows/Motif on very sophisticated computers such as the new IBM RISC System/6000. The mission of Decision, Inc. support team members is to help people understand and effectively use advanced computer hardware and software in the management of radio and TV stations. The position involves frequent travel and telephone support. Good interpersonal skills and a teamwork attitude are required. Applicants with an understanding of radio/TV broadcasting and some knowledge of computer operations will be considered first. Send resume with references to: Judy Young, Business Manager, Decision, Inc., 402 South Ragsdale, Jacksonville, TX 75766. 800-251-6677.

EMPLOYMENT SERVICES

Government jobs: \$16,412-\$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R. 7833.

Looking for a job in radio or television? Need personnel for your station? Contact Bill Elliot, Consultant, 413-442-1283.

EDUCATIONAL SERVICES

On-camera coaching & demo: Now in our 5th year helping entry level reporters. Call The Media Training Center 619-270-6808.

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. Guarantee Radio Supply Corp., 1314 Iurbide 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.

Stroke parts: We buy re-buildable flash technology and EG&G circuit boards and system components. Discount Technical Supply, 305-962-0718.

Wanted: For export, used large C band antennas RX TX capable. 9.3 Andrew preferred but Vertex or Comtech acceptable. Call Frank at 608-326-6041.

FOR SALE EQUIPMENT

Computerized Classified Advertising System now available for radio stations. Information and demonstrations, call Jonathan Aslett, Noah Systems, 303-758-0671.

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: Wilkinson 25000E (1983), CCA 20000D (1972), RCA BTF 20E1 (1976), RCA BTF 10ES1 (1975), Harris FM5H3 (1975), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

AM transmitters: Harris MWSA (1979), CCA 5000D (1974), McMartin BA 5K (1980), Cont. 315B (1966), Collins 828E-1 (1978), 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.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99. 3/4"-20 minutes \$5.99, 3/4"-60 minutes \$8.99/ 1"-60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info, call Carpel Video toll free, 1-800-238-4300.

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

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.

Grass Valley 1600-1L switcher, \$5,000. Tektronix 1740, \$2750. Tektronix 1720, \$1,200. Sony BWV-3A Betacams only 2 units at \$6,000 each. Prichard King 40' Trailer with mack tractor reduced to \$57,000. Don't forget to call Media Concepts when you need to buy or sell used equipment. We need your listings! Call Gary or Marv at 919-977-3600.

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.

Stroke 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.

Radar System: Vitro automation ind. radar system, trans/rec. unit, control unit, T.S.C WRT-85A converter, T.S.C. E OL-76 overlay, Space L6344A magnetron and spare parts. WBRC-TV 205-322-6666.

For sale: 70-L upconverter, L-Ku upconverter, PTS 160 frequency synthesizer, traveling wave tube amp (75 watt) LNC power supply, 2-Ku band LNC's, I.F. conditioning panel, 2-modems. Asking \$9,000 or best offer. Coastal: 1-803-821-6900.

88 AM-FM transmitters in stock. All powers - all manufacturers - all complete - all books - all spares. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. Phone 214-630-3600, Fax 214-226-9416.

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

RADIO

Help Wanted Management

CPA/FINANCIAL OFFICER

Growing radio/TV group needs experienced accountant to manage financial and banking relationships. Must have experience with Lotus, Peachtree and Profitwise. S/E location. Extensive travel. Replies confidential. EEO. Send letter, resume and salary requirements to Box N-20.

GENERAL MANAGER FOR WPRC-AM--WESZ-FM LINCOLN, ILLINOIS

Must have:
Sales Ability
People Skills
Commitment to quality,
public service, & strong profits
Marketing expertise
A minimum of 5 years radio
experience.

Send resume to: **Randy Poole, P.O.
Box 368, Flora, IL 62839
(618) 662-8331 EOE**

Help Wanted Sales

Do you have experience in radio advertising sales?

A nationally known broadcast organization is looking for individuals with radio sales experience who are interested in traveling and willing to relocate to pursue a rewarding career in sales and marketing. If that sounds right for you, please send a resume and salary requirements to Box N-1. EOE.

Situations Wanted Management

GENERAL MANAGER

I am a multi talented Management Person with experience in Marketing, Sales, Programming and Production. I have worked in Radio and Cable TV and I PREFER RADIO. I am a Loyal "CAN DO" hard working Team Player who can train and motivate people and increase the bottom line. I would prefer New England but will consider any viable opportunity with equity/ownership. If you want a Quality, Class Act.

Call Michael at (617) 738-6631

Miscellaneous

RADIO WEATHERCASTS VIA BARTER

EDWARD ST PE & NATIONAL WEATHER NETWORKS
AMS SEAL CERTIFIED CUSTOM WEATHERCASTS
BY QUALIFIED METEOROLOGISTS
FREE TO STATION VIA SPOT BARTER. 7 day/week service.
National Weather Association Radio Contributor of the
Year 1988. The professional weather solution for radio.
Complete Barter! 1-800-722-9847
Over 250 Affiliates online. Call NWN Today!

TELEVISION

Help Wanted Sales

SALES REPRESENTATIVE

Quality Video Duplication/Distribution house equipped for large volume business and custom jobs, seeking aggressive Sales Representative in Northeast and Midwest areas. Proven record a must. Compensation commensurate with ability and record.
Send resume to Box N-16

Help Wanted Technical



VIDEO TECH/TECHNICAL OPERATIONS CENTER

Requires highly skilled video/audio on-line technical operations person with following background.

- Technical College degree or equivalent experience
- Self-starter and good technical coordinator
- Minimum 5 years technical experience in broadcasting or high end teleproduction
- Strong ability to analyze technical situations, make quick decisions and effect actions
- Thoroughly competent in understanding video/audio signals and systems
- Excellent written/verbal communications skills
- Computer literacy a must, software skills a plus
- Board level maintenance, digital experience a must
- Knowledge of television production operations a plus
- Interest in Space Program a must

16441 Space Center Blvd.
Bldg. A
Houston, TX 77508
(713) 480-3377
LUCILLE RHAME

Help Wanted Technical Continued

Technical Operations Supervisor

This position would answer to the Operations Manager and oversee the daily operational activities of areas such as post production, video operation, tape room, and control room, maintaining standards set by a small team of technical specialists and Chief Engineer. Successful people-management experience is a priority, we strongly emphasize a supportive management style.

Also a must is extensive operational/technical experience with state-of-the-art equipment. Must be well versed in advanced technological production techniques and be able to communicate this through training and advising.

Satellite Coordinator/Operator

This Engineering Department position would be responsible for the ordering, coordinating, and billing of daily international news and programming feeds. Position also includes assisting in the technical operation of satellite transmit and receive facilities.

Must be skilled in booking procedures for both domestic and international feeds, with an emphasis on the international. Some technical operations experience would be helpful, but is not required, provided there is a desire to learn.

BOX N-19

Help Wanted News

NEWS DIRECTOR

Experienced in building start-up news operation. Imagination and innovation a must for this non-traditional news approach with a powerhouse Fox O & D. Top 50 market, news management required, minimum five years successful news management track record.

Please forward news philosophy and resume to:

▶ KSTU News
P.O. Box 535207
Salt Lake City, Utah 84116
No Phone Calls Please.

An Equal Opportunity Employer



Blind Box Responses

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

Help Wanted News Continued

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



Assignment Manager...WDIV

Looking to manage an assignment desk in one of the busiest news markets in the country? We're looking for a leader to head our four-person assignment desk. You must be creative, have strong people skills, and a great instinct for news.

Prefer five years experience on local news assignment desk with recent managerial experience. Must be able to demonstrate strong journalism skills and judgement. Knowledge of Detroit area a plus. College degree in related area.

Send resume to WDIV/TV4, Personnel Department, 550 W. Lafayette, Detroit, MI 48231.
Equal Opportunity Employer

STARTING TODAY

We'll give you all the credit.

Because you requested it, what was easy will get easier. Starting today, **Broadcasting**, far and away the number one industry publication for classified advertising, will accept classified ads paid by credit card.

IT'S EASY TO DO. Just include your personal or company MasterCard or VISA credit card number and the expiration date in your FAX or letter (please, no phone orders at this time). **THAT'S IT.** Buying classified ads in **Broadcasting** is now just as simple as making any other purchase with the cost included in your monthly credit card bill. Quickly. Conveniently. For results.



FAX (202) 293-FAST



OR MAIL TO: Classified Dept., 1705 DeSales Street, NW, Washington, DC 20036.
Deadline is Monday at noon Eastern Time for the following Monday's issue.
See full details and rates in the Classified Section.

Broadcasting

Classified advertising for the 90's. Another customer service.

Situations Wanted Announcers

A Familiar Network Voice On Your Station!

Veteran ABC Announcer Bill Owen is going free-lance. Voice of Channel 7 NY past 5 years. "Puzzleman" and "Trivia King" on ABC-TV's World News This Morning past 8 years. Now available for promos, intros, commercials, etc. for your Radio or TV station. Will travel to you or record in NY.

(914) 268-2036

582 Babbling Brook Lane
Valley Cottage, NY 10989

Help Wanted Programing Promotion & Others

PROMOTION MANAGER WANTED

We have great editors, inspired writer-producers, the best graphic designers, our own production suite, and lots of sunshine...all we need now is you! If you're creative, competitive, a team-player with minimum 2 years promotion writing experience, and think you're up to the challenge of being a "hands-on" manager for South Florida's next #1 station, rush tape to:

Director of Creative Services
WTVJ (NBC O&O)
316 N. Miami Avenue
Miami, Florida 33128

Equal Opportunity Employer

SENIOR ACCOUNTANT

Senior Accountant for Monitor Television Inc., responsible for financial statement preparation, various financial analysis, performing fixed asset and GL reconciliations, as well as bank reconciliations. Candidate must accurately and effectively organize and consolidate data into meaningful reports (or analysis) consistent with generally accepted accounting principles. Qualified applicants should have a BS in Accounting, with 3-5 years experience, preferably in the broadcast area. Also must be familiar with PC's.

Please send resumes to:

Ms. Bobbi J. Johnson
Human Resources Administrator
1660 Soldiers Field Road
Brighton, MA 02135

An Equal Opportunity Employer

MONITOR TELEVISION INC.

ART DIRECTOR

Are you ready for the challenge of a major market? Then we have the job for you! WLVI, the Gannett-owned independent in Boston, is looking for an Art Director with superior design and creative skills. You could be an Art Director in a smaller market or the number two in a major market. You should have 2-3 years broadcast experience including news graphics, promotion design and supervisory skills. Send resume, print samples and reel to: Julie Miglietta, WLVI-TV, 75 Morrissey Blvd., Boston, MA 02125. Please, no phone calls. WLVI-TV is an Equal Opportunity Employer.



GANNETT

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



CABLE

Help Wanted Management

AS A REFLECTION OF THE DISCOVERY CHANNEL'S FAST GROWTH, TWO NEW RESEARCH POSITIONS ARE BEING ADDED TO SUPPORT ITS EXPANDING BUSINESS. THE DISCOVERY CHANNEL IS AVAILABLE IN 51 MILLION HOMES BY OVER 9 OF 10 CABLE SUBSCRIBERS. TDC HAS REACHED THIS LEVEL OF ACCEPTANCE DUE TO LOYAL VIEWERS AND ENTHUSIASTIC SUPPORT FROM CABLE OPERATORS. DISCOVERY'S MIX OF NON-FICTION DOCUMENTARIES ABOUT HISTORY, ADVENTURE, NATURE, SCIENCE AND CULTURES HAVE ATTRACTED AN UPSCALE AUDIENCE IN THE MOST DESIRABLE DEMOGRAPHIC GROUPS. TDC OFFERS GREAT CAREER GROWTH OPPORTUNITIES IN A FAST EXPANDING STATE-OF-THE-ART MEDIA COMPANY.

SENIOR MANAGER- CONSUMER RESEARCH FOR WASHINGTON D.C. AREA OFFICE

TDC seeks an experienced primary researcher with 7+ years in the research field and 3+ years in a media-related organization. Television experience is desirable. The position requires the design and implementation of surveys and focus groups, among other methodologies. You will coordinate consultants, and be involved with issues of programming, marketing and new business. Excellent writing and presentation skills a must.

Send cover letter and resume to:

RESEARCH DEPARTMENT, THE DISCOVERY CHANNEL, 8201 CORPORATE DRIVE, Landover, MD 20785.

MANAGER - AD SALES RESEARCH FOR THE NEW YORK CITY OFFICE

TDC seeks sales-oriented research with 4+ years related experience. Working knowledge of Nielsen reports and software systems required. Familiarity with BAR and MRI desirable. PC experience is a must. Knowledge of LOTUS and DOS required. Send cover letter and resume to: RESEARCH DEPARTMENT, THE DISCOVERY CHANNEL, 415 MADISON AVE., FLOOR 2, NEW YORK, NEW YORK 10017.



ALLIED FIELDS
Employment Services

Don Fitzpatrick Associates announces
THE PIPELINE
now includes Radio as well as TV jobs!

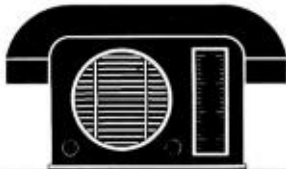
1-900-456-2626

THE PIPELINE

Your key to Radio and TV jobs around the country. Openings for DJs, managers, news, and more are updated daily!

The cost is just \$1.95 for the first minute, \$.95 for each additional minute. Call today. Your future may be on the line!

1-900-456-2626



TELEVISION CAREERS

An exclusive agency for entry level reporters, anchors, photographers and producers at a minimal cost.

PO Box 6637
New Orleans, LA 70174
504-467-0652

JOBPHONE

- Inside Job Listings
- Small Stations to Networks
- No upfront membership fees
- Continuously Updated

1-900-234-INFO ext. TV (88)

\$2 per minute From any touch tone phone

NEED A JOB?

Get the first word on the best jobs with MediaLine. A daily phone call puts you in touch with the freshest job openings in television. For more information call:

800-237-8073
In CA: 408-648-5200



Miscellaneous

CAPITOL HILL

Media Headquarters
Broadcast Quality T.V. Studio
\$19.00 per Square Foot
12,000 Square Feet
Live Floor Shot U.S. Capitol
Edit. Rooms, Office Space
Short or Long Term

Mr. Hague or Mr. Connelly
Charles E. Smith Companies
(202) 833-5800

For Sale Equipment



FOR SALE
GRASS VALLEY
HORIZON ROUTER

128 X 128, Video/2 Audio
and
64 x 64 Timecode
Used for 1 month during
TBS Goodwill Games

Call for more information:
Turner Leasing Company, Inc.
Jorie Wackerman
2203 Airport Way South
Seattle, WA 98134
(206) 554-3079

For Sale Stations

KANSAS

Class C FM / Daytime AM
Positive Cash Flow
\$750,000 terms

COLORADO (Central)

Class A FM / Fulltime AM
Positive Cash Flow
\$1 million terms

OKLAHOMA (North)

Cash Flow Combo
Only stations City of 35,000
\$1 million terms

402/475-5285 813/264-2346

AM-FM combo in Wisconsin's fastest growing market area. AM is full service regional powerhouse. FM recently upgraded. Growth exceeds 20%. New state of the art equipment. Enormous potential! Will sell for reasonable multiple. \$250,000 cash flow. Include qualifications with letter of inquiry. Box N-34.

Wisconsin Fox River Valley
AM 1000 watt radio station
Fastest growing market in Wisconsin
Great opportunity at \$160,000.00
For further inquiries contact Randy Oliver (414) 765-5324

For Sale Stations Continued

FOX TV AFFILIATE: Mid-Atlantic small market. At break-even. Great opportunity for growth! Contact Jack Satterfield 215-668-1168

COLORADO: Class C1 FM with fulltime AM in growth city. Outstanding seller terms.

COLORADO: AM-FM in resort area.
Contact Al Perry 303-239-6670

CALIFORNIA: AM-FM, fast growing area.

EAST TEXAS: 50kw FM, 500wD, reduced power night AM. Cash flow. Terms.

UTAH: FM with C3 upgrade. Good cash flow.
Contact Bob Austin 303-740-8424



AMERICA'S LOWEST PRICED
PROFITABLE AM/FM
PERFECT FIRST STATION/MOM & POP
FORMATS/STAFF/CONTRACTS IN PLACE
SMALL SUNBELT 4 SEASON FAMILY TOWN
MUST SELL UNDER 200K/1.3 Gross!!
SERIOUS buyers please, Box M-71

MISSOURI
Local AM / FM Combo
Priced at \$275,000

ARKANSAS
Established - AM / FM Combo
Excellent Small Market
Priced at \$530,000 Cash

KENTUCKY
Small Market AM
Resort Area
Priced at \$130,000

NEBRASKA
Excellent Small Market
Absentee Owned
Priced at \$425,000
Terms to Qualified Buyers

OKLAHOMA
3000 Watt Good Market
Excellent Equipment
Priced at \$300,000
Terms to Qualified Buyers

R.E. Meador & Assoc
— MEDIA BROKERS —
P.O. BOX 36
LEXINGTON, MO 64067
816-259-2544

For Sale Stations Continued

DO YOU WANT TO OWN A RADIO STATION?

We Have Choice FM Properties In:

- NC — Small to medium markets from \$350K to \$950 K.
- VA — Small market combo adjacent to major city. \$525K.
- TN — Small market w/ CP for upgrade to 50kw. \$200K.
- KY — Long established combo. Class C. 7 x CF.
- FL — South combo w/ CP for 50kw. \$850K.
- GA — Small combo. Serves city of 88,000.
- KS — Top 30 Major Market move-in. Class C. \$3.5M.



Tom Snowden

SNOWDEN

Associates

Dick Paul

MEDIA BROKERS

P.O. Box 1588 • Greenville, NC 27835 • 919-355-0327

North Florida AM/FM Combo

Only stations in the market. Great potential—Terms. 904—584-2972.

West Coast Stations

Unique Combo. Principals only. Class B FM and Fulltime AM. Cash Flow, Top Rated. Proof of Financial Qualifications Necessary. Write Box N-33

WISCONSIN Cash Flowing FULL TIME AM

Exclusive station in market. Close to major market (but not too close) Can be upgraded. 5 times cash flow
Burt Sherwood 272-4970

FLORIDA AM FULL TIME IN HIGHLY DESIRABLE SOUTHWEST FLORIDA Box N-35

EARLY DEADLINE NOTICE

Due to the Labor Day holiday, deadline for Classified Advertising for the Sep. 3 issue is Friday, Aug. 24.

FYI!

BROADCASTING recently changed its format. And, because of that, there have been slight changes in our display advertising sizes.

Please note new widths:

- 1-column—2 1/8"
- 2-column—4 9/16"
- 3-column—6 15/16"

Please make note of these new display advertising sizes.

Thank you.

BROADCASTING'S CLASSIFIED RATES

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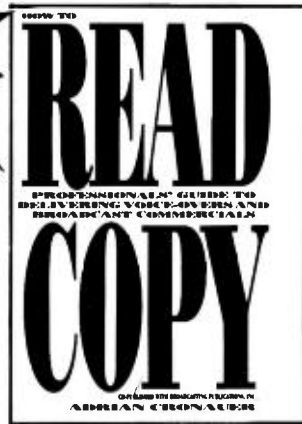
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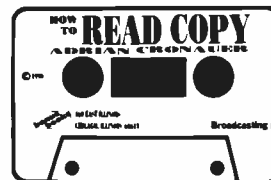
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How to audition
Tips on starting out, and what to do when you get a real job

Based on a broadcasting course Cronauer taught for five years at the New School for Social Research in Manhattan, this book and audio tape companion is essential for aspiring broadcasters and actors alike. It teaches something that is primarily an acting skill: how to take another person's words and convey them as though they were your own.

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Cronauer gained world fame as an Armed Forces DJ in Vietnam. He has also worked as an anchorman (WIMA-TV), operations manager and program director (WFRT-TV), and station manager (WPVR-FM). Mr. Cronauer spent many years in New York City with station WQXR and as a freelancer.

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FATES & FORTUNES

MEDIA

Albert F. Barber, executive VP, chief financial officer, Consumer News and Business Channel, Fort Lee, N.J., named president, succeeding **Michael Eskridge** who resigned (BROADCASTING, July 30).

Dennis Ganzak, VP and controller, Group W, New York, named executive VP, finance and planning.



Ganzak



Fisher

Steve Fisher, VP, development, Group W, New York, named executive VP, development.

Alan S. McDonald, VP, pay-per-view, United Artists Cable Corp., joins NBC and Cablevision, Denver, as VP, affiliate services, pay-per-view Olympics. **David N. Meyer**, senior general attorney, law department, NBC, New York, named VP, business affairs, pay-per-view Olympics, NBC and Cablevision.

Neil Mazur, news engineering manager, WNYW(TV) New York, joins KCAL(TV) Norwalk, Calif. (Hollywood), as operations manager.

Victor A. Branch, general sales manager, Greater Philadelphia Cable Interconnect, Philadelphia, named general manager.

Jill Colbeck, general accounting manager, Hayes Micromputer Products Inc., joins Summit Communications Group Inc., Atlanta, as financial systems project manager.

Susan P. Hoffman, VP and general manager, KNJR(FM) Houston, joins KONO(AM)-KITY(FM) there in same capacity.

Peg Dempsey, of KTAC(AM)-KBRD(FM) Tacoma, Wash. (Seattle), joins KEZ-AM-FM Seattle as general manager.

Kaye Swanson, VP, Western regional

manager, Horizon Media Inc., Los Angeles, named executive VP and general manager.

Leo Holzenthal III, national sales director, Metro Scan Traffic Report, New Orleans, joins WTI(XAM) there as general manager.

Michael Crabbe, controller, E! Entertainment Television, Los Angeles, named VP and controller.

Andrew L. Kaza, marketing manager, pay-per-view, Comcast Cable Communications Inc., Philadelphia, named director of marketing.

Lynn Long, general sales manager, KQLD(FM) Port Sulpher, La. (New Orleans), named general manager.

David Sanks, general manager, WISC-TV Madison, Wis., named VP and general manager, Television Wisconsin Inc.

J. Michael McKoy, general manager, KJYY-AM-PM Ankeny, Iowa (Des Moines), adds duties as VP, Fuller-Jeffrey Broadcasting.

Jack E. Hogan, general manager, Waldron Broadcasting, San Antonio, joins WEZK(FM) Knoxville, Tenn., in same capacity.

Patricia Niekamp, general sales manager, KAAL(TV) Austin, Minn., named station manager.

Jack Levar, sales manager, KSRO(AM)-KHTT(FM) Santa Rosa, Calif., named station manager.

SALES AND MARKETING

Appointments at MTV Networks affiliate sales and marketing departments: **Christine Sheehan**, VP, Western division, named senior VP, Western division, New York; **Nicole Browning**, VP, Eastern division, named senior VP, Eastern region, Atlanta; **Roberta Koz**, regional director, Western region, named VP, Western region, Los Angeles, and **Patricia Brennan**, regional director, Central region, named VP, Central region, Chicago.

Shelly Picus, account executive, WITI-TV Milwaukee, joins WVTV(TV) there as senior account executive.

Appointments at Turner Broadcasting Inc.: **Mark Mariani**, VP, Midwest sales, CNN/Headline News, named senior VP, national sales, New York; **Jack**

Hobbs, Randy Freer, and **Greg D'Alba**, sales managers, CNN, New York, named VP's, CNN sales; **Doug Rohrer**, sales manager, Turner Entertainment Network, New York, named VP; **Gene Boivin**, sales manager, Detroit, named VP, and **Gregg Johnson**, sales representative, Turner Entertainment Networks, named Midwest sales manager, CNN, Chicago.

Dean Scaros, president, Backer Spielvogel Bates Inc., New York, named president and chief operating officer.



Scaros



Rogers

Ken Rogers, multi-national managing director, Backer Spielvogel Bates Inc., adds duties as executive VP, managing director, New York.

Michael O. Lynch, director of marketing, ProServ Inc., named general manager, Los Angeles.

Amparo Perez-Cook, of KRCX(AM) Roseville, Calif., joins KOVR(TV) Stockton, Calif. (Sacramento), as account executive. **Wendy Slaughter**, account executive, KSBW(TV) Salinas, Calif., joins KOVR in same capacity.

Angela Horowitz, account executive, Katz Continental Television, Chicago, joins Telerep, St. Louis, in same capacity.

Marv Danielski, director of advertising and promotion, WCCO-TV Minneapolis, joins KING-TV Seattle, as director of marketing and advertising.

Kurt Mische, general sales manager, WCOA(AM)-WJLQ(FM) Pensacola, Fla., joins WZEZ(FM) Nashville in same capacity.

Wayne Hoyle, sports director, WMRC(AM) Milford, Mass., joins WVNY(TV) Burlington, Vt., as account executive.

Appointments at Katz Continental Television: **Stanton Jones**, VP, manager, sales office, Los Angeles, named VP, national sales manager, West Station Group; **Ardie Bialek**, VP, national sales manager, West Station Group, named VP, national sales manager, West Central Station Group, New York; **Brenda Bateman**, sales representative, All-Canada Radio & Television, Vancouver, named sales executive, Dallas; **John Rossi**, VP, New York sales manager, stars team, Katz American Television, named VP, sales manager, red team, New York; **Tom Motta**, sales executive, stars team, Kata American Television, named sales manager, New York; **Greg Sundberg**, client service executive, Nielsen Media Research, Los Angeles, named sales executive, Katz Television Group, Seattle; **Bradford Siegel**, sales executive, East Central Station, Katz Continental, New York, named manager; **Romy Dushoff**, account executive, WSNJ(FM) Philadelphia, named account executive, Christal Radio there, and **Bruce Angeli**, senior account executive, WPLR(FM) New Haven, Conn., named account executive, Republic Radio, New York.

Toni Erickson, assistant research director, Prime Ticket, Los Angeles, named account executive, advertising sales.

VP's elected at BBDO, New York: **Mike Campbell**, associate creative director; **Herb Frey**, finance; **Judith Kenny**, associate media director; **John Lacey**, executive producer; **Simi Matera**, account supervisor, and **Don Schneider**, creative supervisor.

PROGRAMING

Jonathan Bernstein, producer, *Family of Spies*, CBS mini-series, joins Fox Broadcasting Co., Los Angeles, as senior VP, production, FNM Inc., company responsible for development and production of *Fox Night at the Movies*.



Bernstein



Zwilling

Marcia Zwilling, director, current programs, Lorimar Television, Culver City, Calif., named VP, current programs.

Sanford Friedman, VP, finance, MGM/UA Telecommunications, joins Warner Bros., Burbank, Calif., as VP, administration, Worldwide Merchandising.

Ralph Goldberg, VP, administration and legal affairs, Orion Television Entertainment, joins King World Productions, New York, as director, legal affairs, reality-based programing.

Mark Young, writer and story editor, Hanna-Barbera Productions, Los Angeles, named VP, animation.

Kevin Reilly, director, current drama programs, NBC Entertainment, Burbank, Calif., named director, drama development.

Mitchell Brill, director of marketing, Manhattan Transfer/Edit Inc., joins Disney-MGM Studios, Lake Buena Vista, Fla., as VP and general manager, sales and marketing, Post Group, post production facility.

Heidi Smith, assistant to VP, Orbis Communications Inc., New York, named manager, programing services.

Bonnie Boyle, senior affiliate marketing manager, SportsChannel, New York, named manager, sales and affiliate marketing.

Joseph M. D'Amico, freelance consultant, Pittsburgh, joins Group W Videoservices there as VP and general manager.

Neil Shenker, VP, business affairs, New World Television, joins Reeves Entertainment, Burbank, Calif., as senior VP, business affairs.

Phil Midiri, VP, finance, M.C.E.G./Virgin Home Entertainment, joins Media Home Entertainment, Culver City, Calif., as senior VP, finance.

Larry Strawther and Gary Murphy, executive producers and writers, NBC's *Night Court*, join Walt Disney Studios, Burbank, Calif., in production and distribution agreement for television and theatrical projects.

Mark D. Ittner, VP and controller, Weintraub Entertainment Group, joins Imagine Films Entertainment Inc., Los Angeles, in same capacity.

John Landgraf, director of development, Sarabande Productions, Los Angeles, named VP, production.

Charles L. White, VP and counsel, Paragon Cable Manhattan, joins Viacom International Inc., New York, as VP, counsel/cable, law department.

Freyda Rothstein, former senior VP, creative affairs, New World Entertainment, joins Hearst Entertainment Productions, Los Angeles, as independent producer, developing and producing television movies, miniseries and series.

NEWS AND PUBLIC AFFAIRS

John Dimsdale, writer and editor, *Washington Newsletter*, Washington, joins American Public Radio there as Washington bureau chief.

Joachim Blunck, creator, *A Current Affair*, joins WNYW(TV) New York, as executive producer, *Good Day New York*.

John Schoen, deputy news editor, Consumer News and Business Channel, Fort Lee, N.J., named news editor.

Tom Heinsohn and Bob Cousy, former Boston Celtics, joins WFXT(TV) Boston, as play-by-play and color commentary announcers.

Appointments at CNN, Washington: **Kathy Slobogin**, producer, *West 57th*, CBS News, New York, named producer, special assignment unit; **Tom Dunleavy**, producer, *The World Today*, CNN, Atlanta, named supervising producer, CNN; **Bill Kczarba**, executive producer, *The World Today*, Atlanta, named supervising producer, CNN; **Dan Silva**, producer, *Prime News*, named Washington producer, *The World Today*; **Steve Redish**, writer and producer, named Washington producer, *Prime News*, and **Leslie Bachman**, producer, *Larry King Live*, named senior producer, *Larry King Live*.

Laura Clarizio, researcher and field producer, WHDH(TV) Boston, named associate producer, special projects.

Mary Windishar, supervising producer, *PM Magazine*, San Francisco, named national producer.

Bruce Schwoegler, meteorologist, WBZ-TV Boston, joins WROR(FM) there as weather reporter.

Appointments at WGAL-TV Lancaster, Pa.: **Mark Myers**, assistant producer, overnight assignment editor, named producer, *Morning Report*; **Lenora Adams**, producer, *Farm Report*, named assistant producer, overnight assignment editor, and **Regina Griffin**, of KOMU-TV Columbus, Mo., named producer.

Appointments at WJBF(TV) Augusta, Ga.: **Steve Parrett**, reporter and weekend anchor, named anchor; **Andrea Arceneaux**, reporter, WTQV-TV Lexington, Ky., named anchor; **Michael Frank**, reporter and anchor, WRDW-TV North Augusta, S.C., named reporter, and **Trent Butler**, sports anchor and reporter, WVOC(AM) Columbia, S.C., named reporter and anchor.

Heidi Godman, reporter, WWSB(TV) Sarasota, Fla., named weekend anchor. **Jon Quattlebaum**, anchor and reporter, WUFT(TV) Gainesville, Fla., joins

WWSB(TV) as reporter.

Jon Janes, news director, WHO-TV Des Moines, Iowa, joins All News Channel, 24-hour news service produced by Conus Communications and Viacom International Inc., Minneapolis/St. Paul, as executive producer. **Lorraine Verna Quinton**, anchor and medical reporter, WIBW-TV Topeka, Kan., joins All News Channel, as anchor.

Pam Tauscher, anchor, producer and reporter, KSLA-TV Shreveport, La., joins WMTV(TV) Madison, Wis., as weekend anchor. **Craig Coshun**, sports anchor and reporter, WEAU-TV Eau Claire, Wis., joins WMTV(TV) as weekend sports anchor.

Darren Gersh, associate producer, *Money Politics*, Blackwell Corp., WJLA-TV Washington, joins WPBT(TV) Miami's *Nightly Business Report*, as Washington producer.

Joyce Richman, producer, special projects, KDKA-TV Pittsburgh, joins WFLD(TV) Chicago, as producer, *Nine:Thirty*.

Michael Sullivan, news director, WTVG(TV) Toledo, Ohio, joins Medstar Communications, Allentown, Pa., as medical news director.

Mark Ericson, segment producer and reporter, *Hard Copy*, Hollywood, Calif., joins KMST(TV) Monterey, Calif., as co-anchor.

Charles Fortney, senior reporter and anchor, WKYT-TV Lexington, Ky., joins WBKO(TV) Bowling Green, Ky., as news director.

Grace Hargis, anchor and producer of midday newscast, KAMR-TV Amarillo, Tex., joins KAKE-TV Wichita, Kan., as police beat reporter.

Dale Cressman, lineup editor, CBS News, Saskatoon, Canada, joins KWTX-TV Waco, Tex., as executive producer.

Greg Sipe, studio cameraman, KWTX-TV named photojournalist.

Appointments at WPEC(TV) West Palm Beach, Fla.: **Steve Yavner**, sports anchor, CNN, Atlanta, named sports anchor and reporter; **Clara Wilkerson**, of WPBF(TV) Tequesta, Fla., named weekend anchor and weekday general assignment reporter, and **Chris Farrell**, of WTVX(TV) West Palm Beach, Fla., named weekend 6 and 11 p.m. weather anchor.

Appointments at KPNX-TV Mesa, Ariz.: **Barbara McKie**, weekend anchor, WCSC-TV Charleston, S.C., named weekend co-anchor; **Rick DeBruhl**, weekend sports anchor, investigative reporter and 6 a.m. anchor, named weekend co-anchor; **Phil Allen**, weekend anchor, named weekday noon anchor, and **Cheryl Parker**, anchor and reporter,

named weekday noon anchor.

Christopher J. Wheelock, senior reporter, WJBF(TV) Augusta, Ga., joins WDEF-TV Chattanooga as assistant news director and assignment editor.

Asa Aarons, consumer reporter, WPXI(TV) Pittsburgh, joins WDIV(TV) Detroit as consumer reporter.

Heidi Mitchell, reporter, WKBD(TV) Detroit, joins KSBW(TV) Salinas, Calif., as weekend co-anchor and general assignment reporter.

Wilma J. Camacho, freelance television producer, Los Angeles, joins KRCA(TV) Burbank, Calif., as director of community affairs.

TECHNOLOGY

Robert K. Michaels, chief financial officer, Generex Corp., joins Microdyne Corp., Ocala, Fla., in same capacity.

Matthew Hausman, 3D designer and technical director, Videocraft, Boston, joins Viewpoint Computer Animation, Needham, Mass., as animation director.

Jacqueline Proulx, VP, finance and ad-

ministration, VTE Mobile Television Productions, Los Angeles, named chief financial officer. **Donald Engelhardt**, of KDOC-TV Anaheim, Calif., joins VTE Mobile Television Productions, as resident maintenance engineer.

Appointments at Alpha Wire Corp., Elizabeth, N.J.: **Grant McLennan**, VP, marketing, named president and chief operating officer; **Edward H. Gowett**, VP, sales, named VP, sales and marketing, and **Larry G. Myers**, corporate VP, sales.

Mitchell Brill, director of marketing, Manhattan Transfer/Edit Inc., joins The Post Group, Orlando, Fla., as VP and director of sales.

Callum Craig, senior technical representative, Matthey Electronics, joins Faraday Technology Limited of Newcastle, Staffordshire, England, as sales and marketing manager.

Michael J. Bove, senior technical service representative, International Tape-tronics Corp., Bloomington, Ill., named regional sales manager, Midwest, and switcher system specialist.

Kauthar Sharif, VP and general manager, Broadway Video Facilities, New York, named executive VP.

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PROMOTION AND PR

Robin Mansfield, manager, sales promotion and international station promotion, Viacom Enterprises, New York, named director, sales promotion and international station promotion.

Elizabeth Cain, reporter, *Screen Magazine*, joins Turner Broadcasting System Inc., Los Angeles, as public relations coordinator.

Appointments at Porter/Novelli, Washington: **Louisa Hart**, consultant, named VP, director, broadcast and video services department; **Kristen A. Jensen** and **John D. Kiker**, senior account executives, named account supervisors.

Julie Rothman, senior publicist, Nicketodeon/Nick at Nite, New York, named manager, public relations, VH-1.

Jenny Roelle, manager, media relation, J-NEX Television News Services, joins Bender Goldman & Helper, Los Angeles, as account executive, home entertainment division.

Lori Shefa, promotion writer and producer, KDFW-TV Dallas, joins KSTP-TV St. Paul, Minn., as executive producer, marketing and promotion. **Karen Michaelsen**, promotion manager, WMTW-TV Polan Spring, Me. (Portland), joins KSTP-TV as associate producer, marketing and promotion.

Barry Barth, VP and general manager, KREM-TV Spokane, Wash., named chairman, CBS Promotion Advisory Board.

Angela Brilis, sales coordinator, WHTQ-FM Orlando, Fla., named promotions director.

Deborah Filion, account executive, WQBK-AM-FM Rensselaer, N.Y. (Albany), named promotion director.

ALLIED FIELDS

Linda L. Oliver, temporary legal adviser, Common Carrier Bureau, FCC, Washington, named legal advisor, Common Carrier Bureau.

Rolando E. Bonachea, acting director, Radio Marti, Voice of America's office of Cuba Broadcasting, Washington, named director.

Andrew W. Marcus, VP and senior publishing/media analyst, Kidder Peabody & Co., New York, and **Anthony J. Veith**, assistant VP, Bankers Trust Co., join Henry Ansbacher Inc. investment banking firm, as VP's.

Mary R. Blasinsky, executive assistant to president, Communications Satellite Corp., World Systems division, joins Federal Communications Bar Association, Washington, as executive director.

Milt Shefter, director, library resources and curator, film and tape archive, Paramount Pictures, Hollywood, Calif., named president, Society of Motion Picture and Television Engineers, Hollywood division.

David A. Irwin and **Richard M. Singer**, partners, Golden Freda & Schraub, Washington, join communications law firm of Hopkins & Sutter there in same capacity.

Daniel Brenner, professor, University of California Law School, Los Angeles, and vice chairman, Corporation for Public Broadcasting, joins LeBoeuf Lamb Leiby & MacRae law firm there as counsel, telecommunications.

Noble Wilson, controller, international relations, British Broadcasting Corp., joins Academy of Television Arts and Sciences, Burbank, Calif., as European consultant.

Arnold Zaff, chairman, corporate department, Fine & Ambrogne law firm, Boston, joins Foley, Hoag & Eliot law firm, there as partner.

J. Brian McGrath, former president and chief executive officer, Coca-Cola's international entertainment operations, Columbia Pictures, joins Oppenheimer & Co. Inc. investment banking and brokerage firm's Leisure and Entertainment Group, Los Angeles, as senior VP.

DEATHS



Bartell

Gerald A. Bartell, 76, broadcast pioneer, died July 27 of kidney cancer at his home in Madison, Wis. Bartell began his broadcast career in 1936 as actor in Chicago, then hub of radio soap operas and major broadcast production center. Later, while on faculty of University of Wisconsin, he worked for NBC, New York, in various capacities including sales and production through Rockefeller Foundation grant. While at university, Bartell worked at its owned AM, WHA, with his wife, Joyce. In 1947, Bartell founded Bartell Broadcasting Corp. with purchase of WOXY(AM) Milwaukee. Group would eventually include 13 AM's and 4 TV's. Merging with MacFadden Publications to form Bartell Media, company was sold in late 1960's. After selling of Bartell Media, Bartell pursued other business opportunities, later collaborating with University of Wisconsin producing half-hour radio drama versions of Shakespeare plays. Just before his death, Bartell was inducted into Wisconsin Broadcasters Association Hall of Fame. He is survived by his wife, Joyce; two daughters, Laura and Jane, and four sons, Jeffrey, Denis, Thomas and Thad.

Harold E. Beste, 81, television researcher and engineer, died August 3 of prostate cancer at his home in Verona, N.J. Beste designed television cameras for Allen B. DuMont Laboratories in 1940's and 1950's. He is survived by his wife, Marie; son, Brian, and daughter, Bonne.

Albert Rosen, 80, actor, died August 2 at Los Angeles nursing home after long illness. Rosen appeared most recently on television as raspy-voiced barfly on *Cheers*. Rosen additionally was stand-in for Curly Joe on *The Three Stooges*. He is survived by his wife, Sarah.

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FIFTH ESTATE

THE ANIMATED LIFE OF ANDY HEYWARD

On the desk of DIC Enterprises President Andy Heyward sits a framed drawing of a dinosaur with an inscription reading: "History is full of giants who failed to adapt." An aspiring archaeologist in his youth, Heyward professes a special understanding of those words after leading a takeover of DIC Enterprises just over three years ago that catapulted the animation house from small-time independent supplier to the largest producer of network and syndicated children's programming.

Burbank-based DIC Enterprises' emergence and growth during the 1980's marked a significant turn in the animated children's programming market, which had been dominated by Hanna-Barbera, an independent animation house that served as Heyward's training ground in the mid-to-late 1970's.

H-B was the granddaddy of television animation, with *The Flintstones*, *Jeopardy* and *Yogi Bear* among its vast library and only a handful of animators like Filmation and DePatie-Freling Productions competing for smaller market shares. Major studio animators such as Walt Disney and Warner Bros. had retreated from active production during the '60's and '70's, before beefing up to exploit the recent cartoon boom.

It was during that lull that Heyward's expansion plans planted the charge for DIC's explosion into the market. "A lot of it was being in the right place at the right time," Heyward says. "At that time [the early 1980's], the networks were very open to independent producers helping fill Saturday morning."

While a writer and story editor at Hanna-Barbera Productions, Heyward became acquainted with executives from DIC Audiovisual, then a Paris-based producer of television commercials and animated programming, which shared production facilities in Taiwan with Hanna-Barbera. In 1980, Heyward moved to DIC as a producer-writer in its Paris office. Finding it difficult to sell product to U.S. programmers long distance, the company directed Heyward to establish a Los Angeles office in 1982.

Within months after establishing the West Coast branch, Heyward sold ABC on *The Littles*, which ran for three sea-



sons on the network's Saturday morning schedule. The following season (1983-84), DIC moved into first-run syndication, partnering with LBS Communications on *Inspector Gadget*.

Today, DIC has eight network series in production for the 1990-91 season, four first-run syndicated series, a two-

hour *FunTown* block on basic cable's The Family Channel and a 90-minute *PlataVision* block for Spanish-language Univision.

In 1987, with the U.S. division eclipsing DIC's overseas efforts, Heyward and his attorney, Alan Levine (now president and COO at Columbia Pictures Entertainment), attracted Bear, Stearns & Co. and Prudential as equity partners in a \$60 million leveraged buyout of DIC from parent Radio Television Luxembourg. The three parties

now share equal interests in DIC Enterprises.

"My partners have allowed me complete freedom to direct the company, and that has really paid off," Heyward says. "I used to concentrate on the deal-making. Now I feel an obligation to

have more of a hands-on involvement in production."

Heyward still makes time for deal-making. He is leading a balanced diversification of the company, with an impending deal to create a separate marketing division for toy merchandising; negotiations with an unspecified San Fernando Valley city to open an off-site *DIC Studio Tour*; and a deal to develop programming based on Broderbund Software's *Carmen Santiago* computer games.

The working atmosphere at DIC is relaxed, says Heyward, "yet it belies a very quiet competitiveness among the people within this company," he adds. "The animation business is very seasonal, but there has always been very little turnover here. We have tried to establish a comraderie among all our employees. Even with young animators who join us, it has always been our philosophy that B-players, in the right environment, can be coached and encouraged to bring out their best creativity."

Heyward's love of creative writing runs in the family. His father, Deke

Heyward, wrote for television's pioneers—Ernie Kovacs, Dick Clark and Garry Moore—uring the 1950's in New York. Later, moving his family to Los Angeles in 1961, the elder Heyward headed production at American International Pictures, and currently heads development at Barry & Enright.

"My father was a great storyteller, and I was always enamored of his humor and creativity," said the younger Heyward. "It was a

great environment to grow up in. He was the reason I got interested in writing. Unlike storytelling, a children's program can have the fanciest animation in the world, but it is still the vitality of the writing that draws children to the programs."

Andy Heyward

President, DIC Enterprises; b. February 19, 1949, New York; BS, philosophy, UCLA, 1971; freelance writer, 1972-75; writer/story editor, Hanna-Barbera Productions, Universal City, Calif., 1975-80; writer/producer, DIC Audiovisual, Paris and Los Angeles, 1980-87; present position since January 1987, when he led buyout from Radio Television Luxembourg and consolidated domestic operations under DIC Enterprises banner; m. Evelyn Word, 1981; children, Evan, 6; Michael, 3.

IN BRIEF

NBC will implement its final contract offer to National Association of Broadcast Employees & Technicians (NABET) on Wednesday, Aug. 15, after meetings last week failed to resolve differences between union and network. In statement from spokesperson Joe Rutledge, NBC said: "Just as NBC's programs and technical capabilities are evolving to keep pace with demands of the 1990's, so too must every other aspect of NBC's operations, including terms under which all NBC employees work." NABET has held two telephone conference calls without announcing what action it might take. Another conference call is set for Aug. 17. NABET employees have been working without contract since March 30.

Gillett Holdings Inc. (GHI), which missed \$130 million bank repayment at beginning of July, **had until Saturday to make \$15 million interest payment** to holders. Additionally, group owner, resort and meat packing company has \$11.8 million interest payment due Wednesday. As earlier reported (BROADCASTING, May 21), GHI has been in talks for several months with major bondholders, seeking restructuring of debt. Company has also been working with bank lenders and recently signed definitive agreement to sell WMAR-TV Baltimore for \$154.7 million. Company's other stations are KSBW(TV) Salinas and KSBY(TV) San Luis Obispo, both California, and WTVT(TV) Tampa, Fla.

MGM/UA Television has gone to court to block CBS from airing made-for-television movie on Sept. 18 opposite episode of MGM/UA's *thirtysomething* which airs on ABC. *The Charles Stuart Murders*, starring *thirtysomething* co-star Ken Olin, deals with bizarre murder of Stuart's wife and unborn baby in Boston last year, and Charles Stuart's subsequent suicide. Olin's contract with MGM/UA restricts him from appearing in any shows opposite *thirtysomething*. CBS would not comment on action and MGM/UA spokesman would not say when they expected matter to be taken up by Los Angeles Superior court.

Due to expanding growth of **Walt Disney Studios, Randy Reiss,** executive VP will assume broader studio responsibilities. Currently overseeing network television production at studio, Reiss will now be involved in overall studio operations including several of filmed entertainment divisions. Garth Ancier, president of network television production at studio, who used to report to Reiss, will now report to Rich Frank, president, Walt Disney Studios.

Despite bluster and brouhaha from ongoing battle between *Designing Women* co-star **Delta Burke** and series executive producers Harry Thomason and Linda Bloodworth-Thomason, **Burke will report for work on set today (Aug. 13)** for start of production for fall season. Two sides have been trading shots through dueling press releases since Burke complained about work atmosphere on set in interview two weeks ago. Latest release from Burke, issued on Thursday, accuses producers of lack of support, and said she was threatened with being fired two seasons ago if she did not slim down after much-publicized weight gain.

Multivision Cable TV has signed affiliation agreement to carry Mizlou Sports News Network. Twenty-third largest MSO, with 500,000 subscribers, will launch service in 72,000-subscriber system in Lanham, Md., system. SNN Executive VP Jon Steinlauf would not disclose terms of rest of rollout, but said he expects to have 25% of Multivision's subscribers signed on by year's end. SNN is

ACT III STATIONS GO TO SELTEL

In the largest station rep switch of the year, Act III Broadcasting has made Seltel the sales rep for its eight TV stations.

Chase Communications-owned Seltel announced last week it will buy out Act III's agreements with rep firms MMT Sales, Katz Television and Blair Television. The stations, Fox affiliates WUHF(TV) Rochester; WUTV(TV) Buffalo, N.Y.; WZTV(TV) Nashville; WRLF-TV Richmond, Va., WRGT-TV Dayton, Ohio, and WNRW(TV) Winston-Salem, N.C., are the only independents in their markets and are said to bill over \$25 million annually. Seltel currently represents the other two Act III stations, WBAH-TV Charleston, W. Va., and WTAT-TV Charleston, S.C., bringing Act III's total billings for the groups to an estimated \$30 million-plus.

The contracts for the station had terms of no less than four months and no more than one year. Seltel had no conflicts with any of the Act III properties.

The switch gives Seltel 50 Fox affiliates and 70 independent stations altogether. The rep firm also has 47 network affiliates. Seltel, according to president Don Robinson and executive vice president and chief operating officer, **Ray Johns,** had been planning the switch for some time, with negotiations getting serious between the two companies in February. Act III plans to spin off WUHF(TV) Rochester within a year because of an overlap with the company's WUTV(TV) Buffalo., but Robinson said that he hoped the rep firm would be able to keep its relationship with the station after any sale.

The rep firm affected most by the Act III switch is MMT Sales, which had represented Act III's Buffalo, Dayton, Winston-Salem and Richmond properties. Those stations, according to one industry source, billed \$15 million to \$18 million annually. Executives at MMT did not return calls.

After a year of sales talk, MMT's management, led by president Gary Oken, bought the rep firm from group owner Meredith Corp last spring. Terms of the deal were not announced, however it has been said that Meredith provided seller paper to MMT and backed a loan from Citibank to help make the deal happen. Meredith Corp., which also owns five TV stations and has a publishing division, reported a \$49.9 million loss for the fourth quarter. In its report, the company said that losses from discontinued operations included \$17.9 million from the sale of MMT. MMT clients now include Gaylord Broadcasting, McGraw-Hill Broadcasting and Renaissance Communications. -JF

currently seen in 7 million homes, with agreements in principle for 10.5 million. Three million of those are expected to come on line this year.

NAB wants to study spectrum availability for digital audio broadcasting and announced last week it would issue request for proposals for such study. NAB's DAB task force authorized study last week after attending demonstration of new technology in Montreal. Task force also approved formation of 10-member technical advisory group to collect technical information and review planned DAB spectrum study.

Community Antenna Television Association President Stephen Effros thinks broadcasters should pay spectrum fee as long as cable operators are subject to franchise fee. That is argument CATA makes in letter to Norman Lent of New York, Commerce Committee's ranking Republican and Matthew Rinaldo of New Jersey, ranking Republican on Telecommunications Subcommittee. Lent and Rinaldo wrote White House Chief of Staff John Sununu stating their objections to idea of levying 4% spectrum fee on broadcasters and CATA is unhappy with their stand. "If a 5% franchise fee just for the right to build our systems is appropriate for cable, then we think the question should be raised as to why the proposed spectrum fee is only 4%," wrote Effros.

Sy Yanoff, president and general manager, WHDH-TV Boston, has been promoted to position of executive VP of station's licensee, New England Television. Yanoff will continue serving as member of New England Television's board of directors and report to David Mugar, New England chairman-CEO. Bruce Marson, station's VP, programming, will assume position of station manager.

Fox-owned WNYW(TV) New York has scheduled new show from Fox Syndication, Personalities, at 11 p.m., leading out of 10 p.m. news. *Newsline New York* with Jack Cafferty moves from 11 p.m. to 11:30 p.m.

Andrew J. Kaplan, senior VP, office of chairman, Columbia Pictures Television, Los Angeles, appointed senior VP, production, finance and administration.

PBS station WNET(TV) New York announced program co-venture with BBC-2, for arts and culture magazine show, *Edge*. Pilot, which has been picked up by other PBS stations, is hosted by CBS News's Robert Krulwich.

N.Y. VOTES TO OK TIME WARNER FRANCHISES

The New York State Commission on Cable Television voted 4-1 last week to give final approval—as well as alter—the renewal agreement negotiated between New York City and Time Warner for the company's Manhattan cable franchises. It approved the renewal as passed by the now defunct New York City Board of Estimate, but also approved Time Warner's separate petition for direct renewal, overriding the city's authority.

The city had asked the commission to defer on the direct renewal petition, and is not pleased with the body's action, said William Squadron, commissioner of the New York City Office of Telecommunications. According to State Commission Chairman William Finneran, the commission approved the petition for direct renewal to protect the franchise agreement the city had negotiated from being dismantled by a pending lawsuit challenging the validity of the Board of Estimate vote.

But Squadron said: "It sets a bad precedent. And the renewal doesn't require that kind of protection," adding that the state commission could put aside the petition for direct renewal and vote on it later, should the lawsuit succeed.

To the city's dismay as well, the commission made some significant changes to the franchise agreement. Most notably, it reduced the 13½ year length of the new franchise term to eight years. It also reduced the money Time Warner has to contribute to a governmental institutional network (I-Net) from \$13 million to \$8 million.

The commission also instituted itself as a watchdog over how \$5 million in capital funds for public access and the I-Net money will be spent, deciding that it must approve plans submitted by the city before any money is laid out. Finneran pointed out that \$10 million has been spent on an I-Net in the borough of Queens that remains "totally inactive." The commission also took \$250,000 in production funding out of the Manhattan borough president's hands and put it under the control of the not-yet-formed Community Access Organization.

According to Squadron, the changes the commission made reflect a lack of understanding of the franchise agreement. He said the city is deciding if it will exercise its right to petition the commission for reconsideration within the next 20 days.

CAMPAIGN REFORM BILLS RILE BROADCASTERS

The House and Senate each passed campaign finance reform packages prior to Congress's August recess which if enacted could cause problems for broadcasters. The National Association of Broadcasters has already registered its opposition to the Senate bill.

"While we will reserve judgment on the overall nature of the Senate campaign reform bill, we firmly oppose the broadcast provisions as written," said James May, NAB's executive vice president for government relations. The legislation would give federal candidates, who comply with overall spending limits, nonpreemptible campaign spots at a station's lowest preemptible rates. In addition, it lengthens the time period during which the lowest unit rate rules apply. Candidates could receive the lowest rates any time between a state's primary and general election rather than during the 60 days prior to a general election as the current law states.

May said NAB anticipated amendments to modify the Senate bill but "regrettably, those changes were not included in the bill." Senator John Danforth (R-Mo.) was set to offer those amendments, but after Republicans decided to vote against the reform package, Danforth dropped the amendments.

The House bill would permit candidates who agree to spending limits to receive one free spot for every two full-priced ads at comparable rates. NAB was refraining from making any statements concerning the House proposal.

The fate of both bills, however, is unclear. Congress must reconcile the differences between the two measures and there is a possible threat of a presidential veto.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

SCRATCH PAPER

The FCC has released for general consumption its report attempting to justify enforcement of a 24-hour ban on indecency. It would appear a useful document to those short of combustible material on a cold winter evening (and would have made an impressive scratch pad had it not been printed on both sides at the direction, no doubt, of some admirably cost-conscious government official). Beyond that, it provides nothing in the way of evidence to untwist the Lewis Carroll logic that a total restriction is the least restrictive means of achieving a government interest that such censorship actually disserves anyway. (What it serves, in truth, is a censorship-happy Congress skilled at manipulating an issue to political advantage.)

As an example of its compliance with the "narrowly tailored" standard, the FCC concludes that it will give offending stations the opportunity to prove that no child was in the audience when the material in question was aired. (We have it on good authority that this was a compromise provision. The original task, judged too easy, was spinning straw into gold.)

In short, the report plows old ground no less fallow for the considerable effort. Commissioner Quello, in fact, cuts to the chase in his concurring statement: "Thus far the courts have never upheld a ban on indecent material for any medium." The FCC has given them no reason to amend that admirable record.

MARKED DOWN AND OUT

Imagine our surprise to find that the House and Senate, on their way out the door for summer vacation, passed campaign reform packages that ease their financial burden at campaign time at the expense of broadcasters. In the Senate goody bag is a provision, long sought by politicians mindful of the power of the media, that would give them nonpreemptible spots at a station's lowest preemptible rate, in effect purchasing apples for the lowest unit rate for oranges (or, more to the point, filet for the price of hamburger). In the House, those far-sighted incumbents would like to repave the campaign trail with an involuntary grant from broadcasters, having passed a provision that would give themselves a free spot (which isn't theirs to bargain with, by the way) for every two they paid for. How generous.

That's the bad news. The good news is that the President may well veto the package. Some stories do have happy endings.

PHASERS ON STUN

For the fourth year in a row, the critically acclaimed syndicated series, *Star Trek: The Next Generation*, will not win awards in the acting, directing or top series

categories of the prime time Emmies, while being well represented in important but lower-profile categories such as sound mixing, editing and hairstyling. This year, as in its previous three years, the series was not even nominated in any of the big-ticket areas. Considering that the show is consistently well acted, has won critical praise and even garnered a Peabody award in its second season, its total absence from those venues strikes this page as curious.

It would be perceived as sour grapes or bad manners for the producers of the show to protest the omission, but they would have grounds for complaint from this vantage. One explanation could be that it is a science fiction series, traditionally the Rodney Dangerfield of genres when it comes to serious critical consideration. That explanation would be preferable to another that has been suggested, which is that it represents a bias against syndicated programming as a "country cousin" to network fare. If that is the case, academy members need to think again. A third possibility is that the show has never deserved to be recognized in any of those areas, but that seems to us the least likely of all.

CONGRATULATIONS

We offer a nonalcoholic toast to the broadcasters chosen by Mothers Against Drunk Driving as winners in the organization's first national media awards, a recognition of "efforts to save young lives," specifically by encouraging an alcohol-free prom/graduation season. The winners were KRDO-TV Colorado Springs; WYNZ-AM-FM Portland, Me., and The Arizona Broadcasters Association.

For each of those broadcast winners there are dozens if not hundreds of other stations, networks and associations with anti-drug and alcohol campaigns. The real victors are the lives being saved. We salute all who contribute to widening that winners circle.



Drawn for BROADCASTING by Jack Schmidt

"And now for our exclusive beach report."

Radio. Special Reports.

Sep10. Radio '90 Special.

(Bonus distribution at Radio '90 Convention)

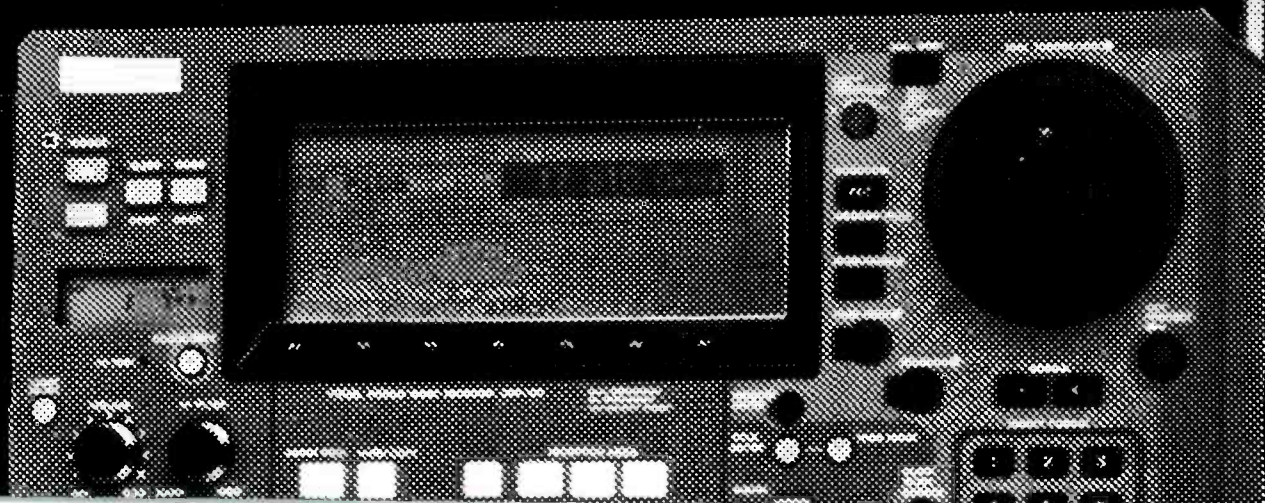
- State of the medium in Boston, Phoenix, Chicago, Miami and Seattle.
- Top 10 stations in top 50 markets.
- Radio '90 advance and agenda.

Nov12. Business Special.

- State of the radio industry in 1990. Examine projections for radio in 1991 from brokers, financial institutions, NAB and RAB.
- Group, network and rep predictions for radio sales in 1991.

Broadcasting

Deadline for materials:
10 days prior to publication date.

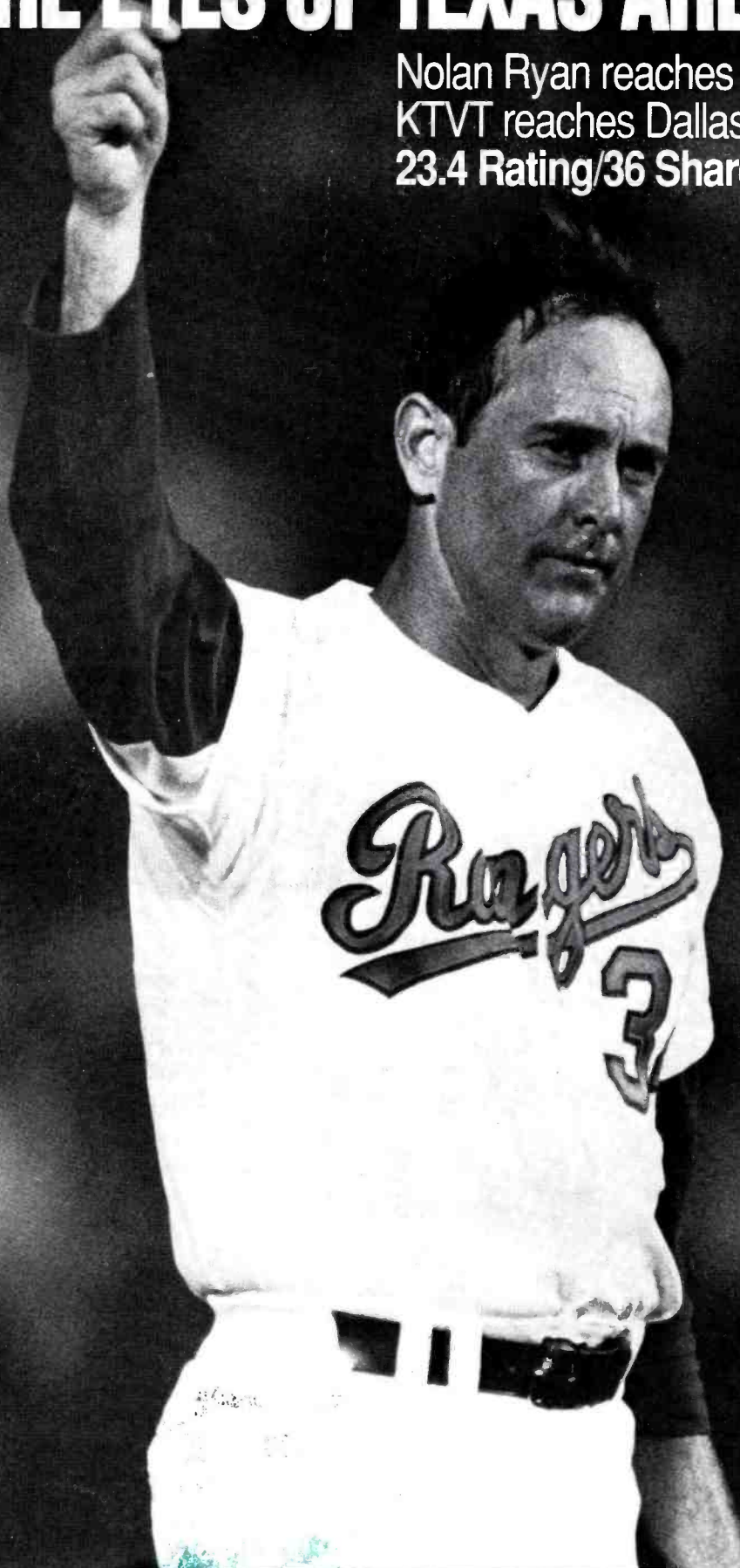


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Nolan Ryan reaches his 300th victory,
KTVT reaches Dallas/Ft.Worth with a
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