

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

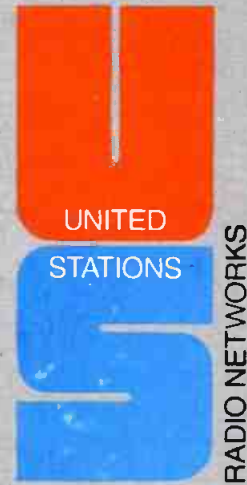
# Broadcasting May 8

May 8,  
1989  
v. 116  
no. 19

**WE LISTEN  
TO YOU!**

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50th Year 1989  
**NAB'89**  
Trying to get a fix  
on the future

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SOLD IN  
53 MARKETS

# PERFECT SPORTS

Against Major League Baseball and NCAA Basketball. Even opposite The World Series, "Perfect Strangers" has done a man-sized job, winning its time period in Rating and Share and pulling in more Men 18-49 than its professional sports competition. Now, with 100 half-hours available for fall '90-'91, they can do for your game plan what they've done on the network. Score big.



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**PERFECT**  
*Strangers*

**M/B**

**Miller-Boyett**  
PRODUCTIONS

Source: NTA

## NAB '89: 50,000 strong...

Those attending largest ever National Association of Broadcasters gathering hear mixed news from lawmakers regarding pending Fifth Estate legislation and undercurrent of uncertainty about future of radio and television.

**PAGE 27.** BROADCASTING'S gavel-to-gavel coverage of NAB speakers, panel sessions and equipment begins on **PAGE 35.**



## HDTV marketplace...

Latest advances in advanced television are found at NAB convention. **PAGE 32.**

## Cable initiative...

Tele-Communications Inc. chief John Malone outlines his vision of broadcasting's future—essentially as supplier of programming to cable. **PAGE 31.**

### 30/TELCO DELIVERY AND PROGRAMING

Bell Atlantic President Raymond Smith says his company wants to get into TV business as delivery service and as programmer.

### 33/ABC CANCELLATIONS

ABC Entertainment pulls two reality specials from its schedule.

### 34/WRIGHT PREDICTIONS

NBC President Robert Wright says future of TV is pay.

### 34/NEW UNIT

Capital Cities/ABC plans

new in-house venture to supply programming to U.S. cable and international television markets.

### 83/'ANIMALS, ACTION AND ADVENTURE'



ABC/Kane Productions President Dennis Kane says production is ahead of schedule for first installment of specials for ABC.

### 38/STAYING THE COURSE

FCC Chairman Dennis Patrick urges broadcasters to stay true to marketplace and First Amendment.

### 78/REP COMMITMENT

In deal valued at about \$25 million, ABC Radio Network will stay with GE Americom for satellite distribution.

### 81/BECOMING THE BIGGEST

WPP Group's proposed \$700 million acquisition of The Ogilvy Group could create world's largest advertising-based company.

### 84/MOVE OVER, MISS PIGGY

New cast of Muppet characters created by Jim



Henson

Henson Productions debuts next fall in HBO series.

### 94/CONTINENTAL ATTRACTION

U.S. programmers consider European-based television co-ventures.

### 95/GOING GLOBAL

DDB Needham Worldwide executive John Bernbach outlines development of pan-European advertising.

### 97/THAT'S THE TICKET

International Telesystems Inc. says its new service, TickeTV, can put TV stations and nonaddressable cable systems in PPV business with relatively little financial risk.

### 119/BORN TO RUN

Broadcast executive and AWRT President Diane Sutter says that being flexible and willing to try new things are "key elements to successful management and leadership."

## DEPARTMENTS

Advertisers Index.....	118
Business.....	81
Cablecastings.....	79
Changing Hands.....	89
Closed Circuit.....	4
Datebook.....	24
Editorials.....	122
Fates & Fortunes.....	115
Fifth Estater.....	119
For the Record.....	99
In Brief.....	120
International.....	94
Law & Regulation.....	90
Masthead.....	14
The Media.....	97
Monday Memo.....	22
On Radio.....	78
Open Mike.....	26
Programing.....	83
Riding Gain.....	79
Satellite Footprints.....	99
Special Report.....	35
Stock Index.....	77
Syndication Marketplace.....	85
Where Things Stand.....	10

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## NEW YORK

### Is it down or what?

Three-network revenue declined 6% to roughly \$1.8 billion in first quarter, according to preliminary look at numbers provided by Broadcast Financial Management Association and compiled from unaudited submissions by Arthur Young & Co. Question is, what is real "underlying" change after excluding effects of winter Olympics carried on ABC? Currently accepted guess is that incremental Olympics revenue was just under \$200 million, implying that underlying revenue actually grew in quarter by roughly 4%. Positive view is supported by calculating change over two-year period—for first quarter in pre- and post-Olympic years—which shows that compounded growth has been almost 5%.

### To go or not to go

News Corp. will make final decision within weeks as to whether it will launch its Media Partners International acquisition affiliate. Company is nearing goal of raising \$1 billion in equity investments. Unlike News Corp., MPI's creditors will have secured debt, higher leverage. Decision must come soon so that News Corp. can meet fiscal year-end debt requirements by June 30.

### Cable/Olympics

Cable package for 1992 winter Olympics, to which CBS-TV won broadcast rights, will likely allow cable to provide coverage in non-prime time hours between 1 p.m. and 8 p.m. and overnight. Hockey, biathlon and early figure skating are expected to be some events that will appear on cable.

Bidding for 1994 winter games appears to have been pushed back few weeks to early to mid-June. Source said Olympics rights negotiators have not made up mind about separating bids from cable and broadcast networks, but thought new twist could be for broadcast network to provide assurance cable would be included, having

negotiated for package in advance with interested cable parties.

### Backlash?

Some within National Association of Broadcasters are worried about political side effects of push by station buyers to have FCC licenses qualify as depreciable assets for tax purposes. Currently dependent on case-by-case IRS rulings, some recent acquirers may want codified their ability to depreciate amount of purchase price allocated to license, and thus reduce taxable income. Tens of millions of industry dollars saved by successful effort would also, some at NAB feel, illuminate monetary value of license, and thus provide proponents of spectrum fee with further political and fiscal arguments.

## LAS VEGAS

### Getting to know you

Andrew Barrett of Illinois Commerce Commission, only one of prospective FCC candidates considered sure bet for appointment, met during NAB convention with Chairman Wally Jorgenson



Barrett

and President Eddie Fritts (along with associates Jeff Baumann, senior vice president and general counsel, and Belva Brisett, vice president for regulatory affairs). Barrett was in Las Vegas on other business. NAB officials were impressed.

### CBS fine tuning

CBS-TV told its affiliates' engineers at NAB that network may increase its ability to regionalize satellite feeds by acquiring several more C-band and Ku-band transponders. Network materials handed out in Las Vegas said distribution

## Taking off the gloves for telco entry

*United States Telephone Association is stepping up informational campaign on Capitol Hill and at grass roots to eliminate statutory barrier to telcos providing cable service. USTA President John Sodolski has sent letter to city halls apparently in districts of House Telecommunications Subcommittee members asking mayors to lobby congressmen to repeal telco-cable crossownership ban and to push through city councils resolutions demanding such action. To make things easy for municipal officials, USTA included fill-in-the-blank letter to congressman, similar fill-in resolution, and fill-in press release titled "Mayor Urges Congress to Eliminate The Cable TV Monopoly." Sample letter said legislation allowing telcos "to apply for cable franchises will be considered by House Telecommunications Subcommittee within next few months," although no such legislation has yet been introduced. □ Meanwhile, trade association has assembled its arguments and supporting resolution and press clippings in large three-ring binder and dropped them off in offices of some subcommittee members. Common to material sent to subcommittee members and their districts are results of USTA-commissioned survey that indicates consumers want telcos to provide competitive cable service and mention of fact that National League of Cities and National Conference of Black Mayors support telephone company entry into television arena.*



Sodolski

system has become highly complex because of need to broadcast NFL and other sports to many markets simultaneously, but also because "advertisers frequently require split commercial feeds." Appropriate CBS officials could not be reached for comment on whether network motive in seeking extra transponders—combined with developing new software to control switching at station—is, in words of one engineer, "to go after the meat of our [affiliate] buys" by selling spots aimed at more and more narrowly defined target audiences. "That's its [software's] only purpose," said another.

## WASHINGTON

### Fee fan

Representative Bob Carr (D-Mich.) plans to introduce bill to impose spectrum fee. Carr is member of House Appropriations Subcommittee with jurisdiction over FCC and is considering funding agency by taxing spectrum users. Fee would apply to all spectrum users. Carr recognizes idea is not well received among broadcasters but hopes industry will eventually accept fees as best approach to solve FCC's funding crisis.

### Indecency in again

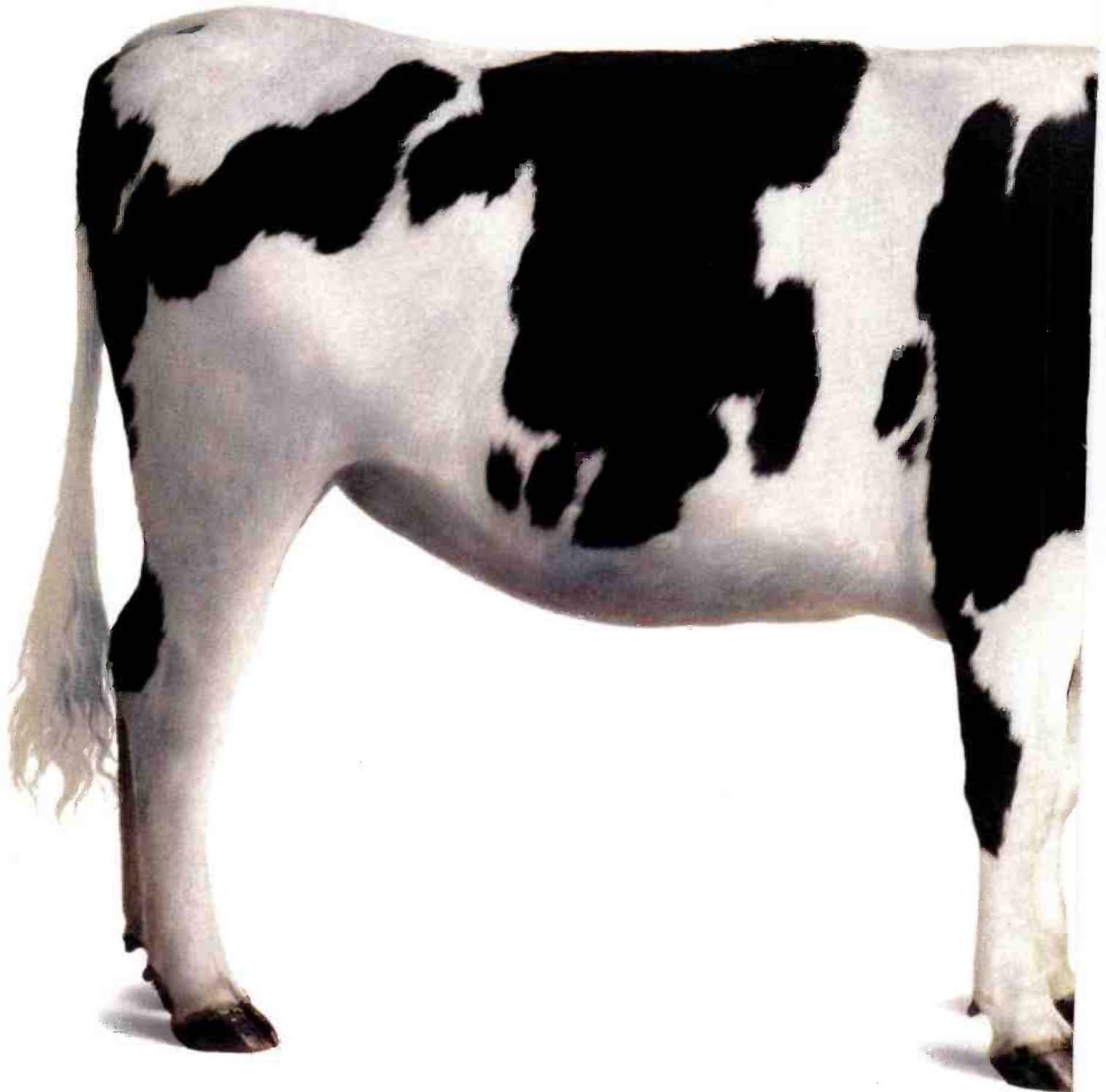
When FCC Chairman Dennis Patrick announced last month he would step down upon swearing-in of his successor, he said he would address issues as they come up in due course during lame-duck period. What may be coming up is further enforcement action against radio stations for alleged indecent broadcasts. In response to documented complaints, Mass Media Bureau has drafted "letters of inquiry" charging several stations with indecent broadcasting. Technically, bureau could send out letters on own authority, but because indecency is still ill-defined and enforcement highly controversial Patrick and fellow commissioners will make final call. Times of day when stations' programing is subject



# Why Some Hit Sitcoms Turn Into Syndication Turkeys.



And Others Become  
Cash Cows.





It's not funny when a network sitcom doesn't fly in syndication. Fortunately, a comedy from Warner Bros. is a bird of a different feather.

We've analyzed what's worked and what hasn't in syndication over the past 12 seasons. And now understand why some network hits are syndication misses, while others almost guarantee success.

It's more than just high network ratings. The key is audience composition. Simply put, for a prime time hit to work in syndication, its network audience must be made up of the same type of viewers that watch sitcoms five days a week.

Because we know what makes a hit a hit, we strive to produce network shows that appeal to the demographics needed for stripping success. So our hits on network now will also be hits in syndication later.

So avoid the turkeys. Let Warner Bros. steer you to comedies you can milk for a long, long time.

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HEAD OF THE CLASS



THE HOGAN FAMILY



JUST THE TEN OF US



MURPHY BROWN



NIGHT COURT



PERFECT STRANGERS



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**SOURCE**  
*for Technalogix Transmitters*



***Built for Broadcasters, by Broadcasters***

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

**Performance, Reliability and Serviceability.**

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

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

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

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Communications Corp.

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606-331-8990



## ORLANDO

Radio and television were represented in depth at opening of Disney-MGM Studios Theme Park last week in Orlando, Fla. At left: Buffalo Bob with Mickey Mouse at one of the ceremonies. At right (l to r): leading radio personalities Shadoe Stevens, ABC Watermark; Bruce Williams, NBC Talknet; John R. Gambling Jr. and John R. Gambling Sr., WOR(AM) New York; Ross Brittain, WHTZ(FM) New York; Bob Elliot, of Bob and Ray; Dave Maynard, WBZ(AM) Boston; Brian Wilson, WHTZ(FM) New York; Bob Madigan, NBC Talknet; Mike Har-

vey, Transtar, and Bruce Morrow, CBS. □ Radio broadcasters from 141 stations broadcast live over 2,000 hours of programing, including 103 simultaneous transmissions on May 1. Reporters from 125 TV stations and 15 TV programs also fed live reports from theme park throughout week. Park's radio facilities include two on-air studios, which will be available for live remotes. In addition to television production studios, tourists can visit sets of former popular TV programs, including *I Love Lucy* and *Gilligan's Island*.

to indecency action has been subject of congressional action and much litigation over past two years has made enforcement difficult. As things now stand, FCC believes it can take action against "daytime" broadcasts only.

### Compulsive

Cable's compulsory copyright license is becoming increasingly unpopular, especially among networks—especially NBC and CBS, which, in making rounds on Capitol Hill to discuss FCC's financial interest and syndication rules, are broaching copyright issue with lawmakers and staff. They feel frustrated with compulsory license as another example of inequity in marketplace. Also concerned: NAB. If it cannot reach compromise on must carry with NCTA, broadcaster association may seek congressional review of compulsory license.

## DALLAS

### Big in D

As of May 5, 10,500 cable industry professionals had registered for upcoming National Cable Television Association convention, over 1,000 ahead of same period—two weeks prior to event—last year, according to NCTA. Total registration for 1988 convention reached 13,700, and NCTA expects

to break 14,000 mark for 1989. Booked exhibit space is "on target," with 163,000 square feet of Dallas Convention Center, same total number as last year's L.A. event, already filled. Convention dates are May 21-24.

## ATLANTA

### Bird calls

Financial analysts at Turner Broadcasting were close last week to approving co-venture with HBO that would put CNN, *Headline News*, TNT, HBO and Cinemax aboard two Hughes Communications C-band birds to be launched in 1992-93 (BROADCASTING, Feb. 27). Approval by three company boards would open gate for uncommitted second wave of channels, such as ESPN, to rush into same neighborhood with aforementioned programmers or with Viacom Networks, The Weather Channel, C-SPAN and others aboard two GE birds to be launched in 1993.

Letters of intent between second wave and GE or Hughes abound. Several programmers are said to have foot in each camp. Two common refrains: "Positioning is everything" and "Latecomers pay more." Next cable-satellite show to watch: race to provide next-generation Ku-band

capacity to CNN, CNBC and other 'round-the-clock newsgatherers.

## BOULDER

### Thin's in

FiberView Corp., Boulder, Colo., claims to have accomplished breakthrough in development of flat panel, fiber-optic video screen. Technique has been devised to reduce input port on screen by more than one-third size called for in group's proposal to Defense Advanced Research Projects Agency (DARPA). Advancement will allow group to "dramatically reduce the thickness of the panel," according to FiberView President Brett Kingstone. Group plans to build next prototype five inches thick and following screen three-and-half-inches thick. Thickness of latest demonstrated prototype was seven inches. Reduction of input port should also increase efficiency of screen's light output by 20%, Kingstone said, because smaller port "focuses full strength of light as opposed to diffusing it over a larger port."

## STAMFORD

### In acquiring mood

AKG Acoustics, Stamford, Conn., manufacturer of microphones and headsets.

which made news during NAB convention in Las Vegas by acquiring Orban Associates (see page 63), is near completing deal for another company. Sources near AKG say it is negotiating to buy dbx, Newton, Mass., company that specializes in digital and analog signal processors. Spokeswoman for dbx confirmed that there are talks to sell company's professional products and original equipment manufacture (custom components for other manufacturers' products) divisions, and that it is "very good possibility" sale will happen soon. She would not confirm that AKG is company bidding.

## HOLLYWOOD

### Premiere

First project to air from ABC/Kane Productions may be co-production deal with Japan's NHK Broadcasting. According to Nick Durrie, vice president, ABC/Kane, company is condensing *The Arctic*, 12-hour special by NHK, into one-hour special titled *Icebreaker* for ABC network. Following completion of one-hour special in September 1990, ABC/Kane will package 8 or 9 half-hour specials from *The Arctic* to be sold to domestic syndication or cable. ABC Video Enterprises will handle sales for half-hour series.



# Where Things Stand

Solid box denotes items that have changed since last issue.

## AM-FM Allocations

At March 30 open meeting, FCC created opportunity for as many as 200 new FM stations across most of country, authorizing new medium-power class of station. According to FCC, new Class C3 stations with up to 25 kw of power and antennas up to 100 meters above average terrain could go into communities where more powerful Class C2 station would cause interference and less powerful Class A stations would be "economically infeasible." Stations are restricted to Zone II, area that excludes Northeast, portions of Midwest and Southern California. At same meeting, FCC deferred action on proposal to double power of all Class A stations from 3 kw to 6 kw.

FM broadcasters are split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S.

In hopes of curtailing adjacent-channel interference and ultimately of improving technical quality of AM radio, FCC voted April 12 to require AM broadcasters to adhere to industry-developed NRSC-2 standard limiting emissions, starting in 1994. In interim, agency also ruled, stations will be presumed to be in compliance with standard if they implement NRSC-1 audio processing standard.

Western Hemisphere countries on June 2, 1988, concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC has indicated that some channels will be reserved for national licensees, but broadcasting organizations have favored allocating new band to daytimers in plan to reduce congestion in conventional band.

## Cable Regulation

Cable television industry remains under fire from allegations it is "unregulated monopoly." Senator Howard Metzenbaum (D-Ohio), who chairs Senate Antitrust Subcommittee, convened hearing last month (BROADCASTING, April 17) where broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on Congress to reregulate cable. Also, Metzenbaum is pushing for passage of bills he introduced in April: one would restore city authority to regulate rates while other would require cable programmers (particularly those in which cable operators have interest) to

AM-FM Allocations	10
Cable Regulation	10
Children's Television	10
Comparative Licensing	10
Compulsory License	10
Crossownership	11
Indecency	11
International	11
Public Broadcasting	14
TV Marti	14
Wireless Cable	14

make their programming available to cable competitors such as wireless cable. It would also restrict horizontal concentration within industry by limiting number of subscribers one company can have to 25% of cable subscribers in country.

Also in Senate, Communications Subcommittee plans to convene hearings on concentration of ownership. Although hearings will not focus solely on cable, issue of vertical and horizontal integration in cable is expected to draw congressional attention.

National League of Cities is unhappy with developments within industry, approving new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act of 1984 in 1989 to strengthen their regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. However, league assigned action on cable legislation low priority when it met in Washington earlier this month.

## Children's Television

A bill that would limit amount of advertising on children's television is on legislative fast track. It was subject of House Telecommunications Subcommittee hearing week of April 3 and passed parent Energy and Commerce Committee following week. In Senate, bill that would establish \$10 million endowment for children's programming was offered by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Inouye also convened hearing on matter (BROADCASTING, April 17).

Proponents of children's TV legislation suffered blow in last Congress when President Reagan pocket-vetoed bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress.

Television networks and National Association of Broadcasters let White House know they backed legislation last year, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 min-

utes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Alternative approach to regulating children's TV has been offered by Representatives Tom Tauke (R-Iowa) and Al Swift (D-Wash.).

## Comparative Licensing

To discourage groups from using renewal process to "extort" money from broadcasters, FCC at March 30 meeting restricted payments broadcasters may make to challengers in settlements of comparative renewal cases and for withdrawals of petitions to deny renewals.

FCC banned all settlement payments in return for withdrawing competing applications prior to initial decision in comparative hearing by administrative law judge and, after decision, limited such payments to "legitimate and prudent expenses." Likewise, it limited payments for withdrawal of petitions to deny to expenses.

FCC also required challengers in comparative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

Apparently because of concerns expressed by Congress, FCC deferred action on revamping renewal expectancy criteria. Incumbents that win renewal expectancies are virtually assured renewal.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. If it adopts lottery it will be over objections of communications attorneys and key members of Congress.

Comparative new process is also at issue in Marco, Fla., case. FCC approved settlement in which license for new FM in Marco will go to established broadcaster who was not among original applicants. Several citizen groups have petitioned FCC to reconsider approval, contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

## Compulsory License

FCC voted in October 1988 to recommend Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programming services (BROADCASTING, Oct. 31, 1988).

What Congress will do is unknown. At very



least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

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

### Crossownership

**Telco-cable**—FCC has tentative plans to hold en banc hearing in June to air industry views on cable-telco issue. Agency initiated debate on whether telcos should be allowed to provide cable services in July 1988 when it tentatively voted 2-1 to recommend that Congress lift telco-cable crossownership ban.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programming should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programming, although not as programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

**Duopoly, one-to-a-market**—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Capital Cities/ABC, Great American Broadcasting (formerly Taft Broadcasting) and New England Television (WNEV-TV Boston) were first to apply for waivers under new policy; their requests are pending.

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

crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

### Indecency

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforce-

ment policy based on premise that FCC could not ban indecency but could channel it to times of day when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rule-making. FCC and number of media groups are engaged in court battle over issues in Supreme Court case involving constitutionality of ban on "dial-a-porn" messages (BROADCASTING, April 3).

### International

■ French pay TV service Canal Plus has emerged winner in allocation of channels on France's direct broadcast satellite TDF-1. Among five transponders allocated by French government are Canal Plus Germany, German-language pay film channel in joint venture between Canal Plus and German media conglomerate Bertelsmann, as well as celestial version of Canal Plus's terrestrial French pay channel. Canal Plus also has 10% stake in children's channel that will share transponder with evening Euromusique service. Other channels are all-day sports channel run by French public broadcasters and joint Franco-German cultural channel. Locked out of TDF-1 were leading French broadcaster TF1, as well as Europe-

## BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,948	268	5,216
Commercial FM	4,174	676	4,850
Educational FM	1,383	257	1,640
■ Total Radio	10,505	1,201	11,706
FM translators	1,689	392	2,081
Commercial VHF TV	545	24	569
Commercial UHF TV	517	229	746
Educational VHF TV	121	6	127
Educational UHF TV	217	28	245
■ Total TV	1,400	287	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,717	118	2,835
UHF translators	2,111	457	2,568

C A B L E †	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration‡	54.8%
Pay cable penetration	32%

\* Includes off-air licenses † Penetration percentages are of TV household universe of 90.4 million ‡ Construction permit † Instructional TV fixed service ‡ Studio-transmitter link.

# In the ratings game chalk up another

**Wheel of Fortune**

**Jeopardy!**

21 14

**Wheel of Fortune  
and Jeopardy!  
#1 and #2...again.**

The February sweeps are in and the results are on the board: **Wheel Of Fortune** and **Jeopardy** grabbed the top spots in syndication again.

The competition may change, but sweep after sweep, the champs remain the same. After 21 consecutive firsts, the #1 position still belongs to **Wheel Of Fortune**. And **Jeopardy's** been a close #2 for 14 consecutive sweep periods.

**Wheel** and **Jeopardy** dominate their time periods like no other shows could. And why not? They're the best games in town!



me for #1 and 2,  
er victory for us.

## Competition



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an media moguls Silvio Berlusconi of Italy and Leo Kirch of West Germany, who had sought variety of channels.

In wake of French satellite decision, losing consortium of Berlusconi, Kirch and TF1 have responded by advancing plans to form new joint venture European production company. Among venture's first projects are English-language 2-part version of play "Saturday, Sunday, Monday," with Sophia Loren and Marcello Mastroianni, and sequel to *A Child Named Jesus*, recently sold to Tribune Broadcasting in the U.S.

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

NBC plans to launch its new cable consumer and business news service, CNBC, in Europe, Japan and the Pacific following its April 17 domestic start date.

New European transfrontier broadcast law has been essentially completed, following Council of Europe's formal adoption of new broadcasting convention and near agreement by European Commission on separate but similar plan. New regulations would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers. In apparent win for U.S. program exporters, only minimal quotas against non-European shows are proposed. Ads can fill up to 20% of any hour or 15% of daily schedule, and limitations are placed on tobacco products, pharmaceuticals and alcohol.

Phone company US West has made joint bid for Hong Kong cable system franchise with potential for 1.5 million TV and telephone service customers. Several North American companies—Paramount, Viacom, AT&T and Rogers Cablevision of Canada—are also advising two of four bidding groups. Government decision is expected this summer.

Rupert Murdoch has launched Sky Television satellite service aimed at Britain's nascent direct-to-home dish viewership. Using 16-channel Luxembourg Astra satellite, three new channels—sports, news and movies—joined existing but upgraded Sky Channel service, and will be followed later this year by pay Disney Channel and Sky Arts. MTV Europe is also on Astra.

## Public Broadcasting

■ PBS and NAPTBS believe public TV stations found consensus at April annual meeting to create national programing 'czar'. Chief programing executive plan would centralize program funds and authority at PBS. NAPTBS-led National Program Funding Task Force is expected to present refined 'czar' proposal at PBS Programing Meeting June 14-17, in Marco Island, Fla., and to forward final version next fall to CPB, which must report to Congress next January on national program funding efficiency.

CPB asked House April 18 and Senate March 17 to provide full \$265 million authorized for fiscal 1992, plus remainder of \$200 million authorized for replacement of satellite due to expire in 1991. Administration has recommended capping CPB at 1991 figure of \$242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, \$56.8 million. CPB board has adopted \$254,339,038 FY 1990 budget.

Towery asked Congress on March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector's authority to deem programing or other budget items unnecessary.

PBS board adopted \$26,228,658 FY 1990 budget April 12, representing 6.09% member dues increase over 1989. NAPTBS board adopted \$2.1 million FY 1990 budget same day. NPR board Feb. 7-8 set tentative \$20.3 million FY 1990 member dues level ceiling. Current plans call for July start-up of expanded newscasts. In January, board appointed 10-member working group of "citizen leaders" to advise NPR on strategic plan for 1990's.

## TV Marti

■ Backers of Radio Marti—which broadcasts news, information and entertainment to Cuba—are lobbying Congress to establish affiliated television service. Congress last year appropriated \$7.5 million in start-up funds for proposed service, and in early April House Foreign Affairs Committee adopted legislation authorizing \$16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project—and one is planned for later this year—has demonstrated its feasibility.

Cuba's vice president has reportedly issued warning that Cuba will take all "appropriate measures" against TV Marti.

## Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator.

Wireless cable's principal problem remains inability to secure right to cable programing at what operators feel are equitable rates. Wireless pioneers charge that programmers' recalcitrance is due to pressure from conventional operators, programmers' principal customers and, in some cases, their owners. Programers say any discrimination against wireless cable is result of concern about financial stability of operators and signal security.

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P R E S E

# PORTFOLIO

## THE UNTOUCHABLES



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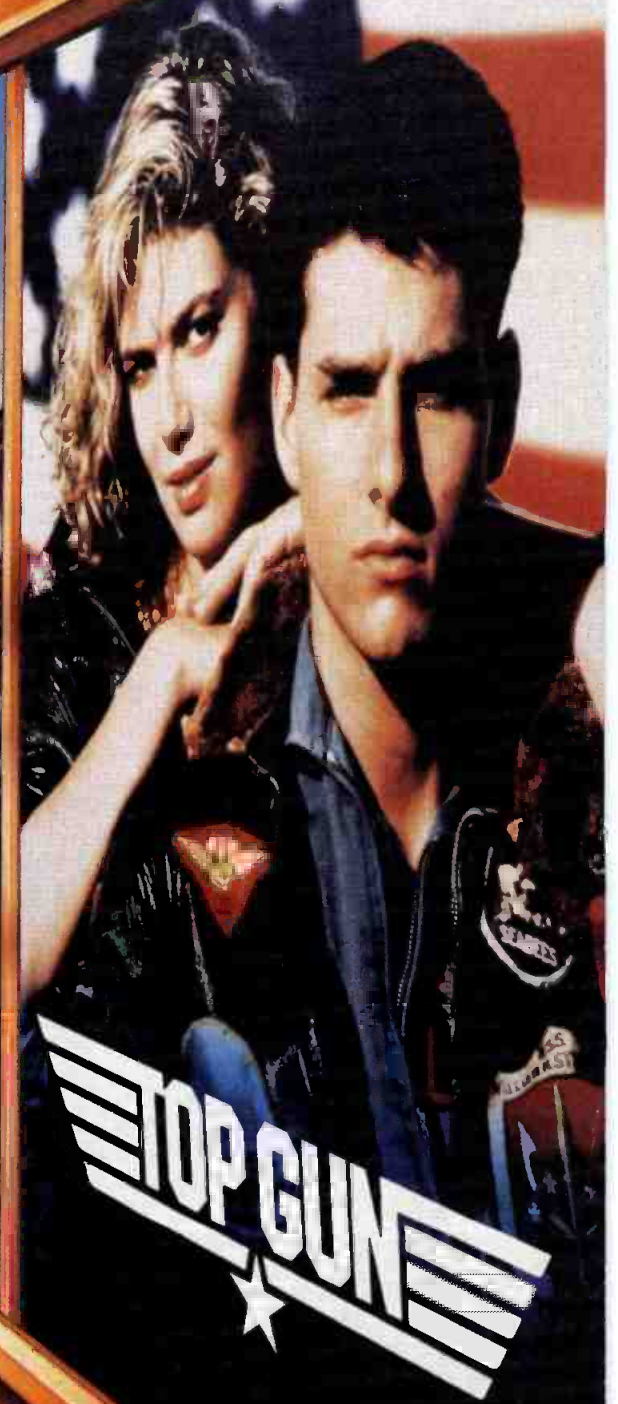
### THE GOLDEN CHILD



Thank you for your patience. Or should we congratulate you? Because now that PORTFOLIO XIII is here, you're about to cash in on 27 of today's hottest movies, including titles like *Top Gun*, *Crocodile Dundee*, *The Untouchables*, *The Golden Child*, *Terms of Endearment* and *Ferris Bueller's Day Off*.



N T I N G  
**OLIO XIII**



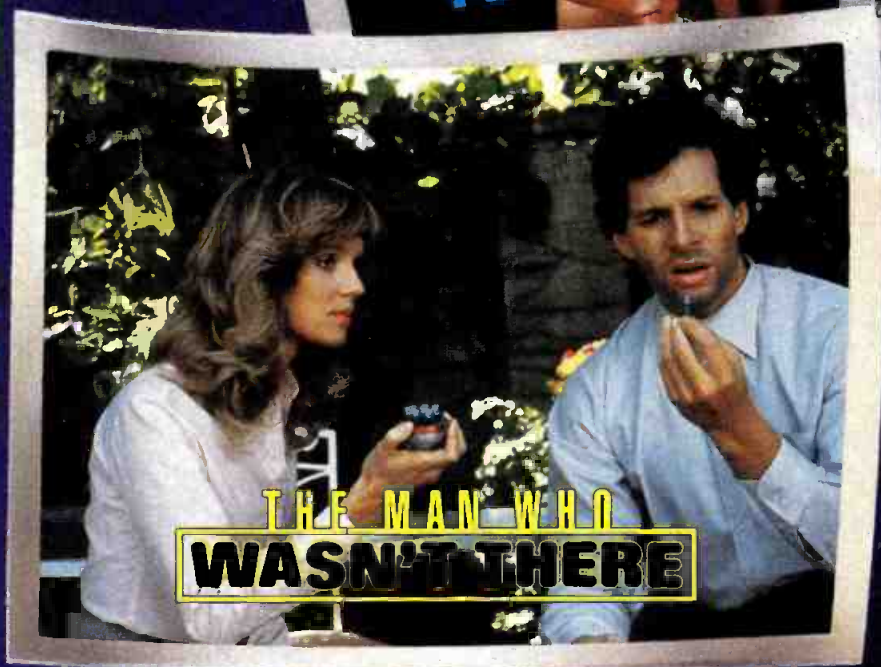
It all adds up to the biggest and the boldest movie package ever. At least until **PORTFOLIO XIV**, with films including *Beverly Hills Cop II*, *Fatal Attraction*, *Crocodile Dundee II* and *Coming to America*. It's another movie package from Paramount that promises to be worth its wait—in gold.

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# AMOUNT.

television—*April Fool's Day*, *Hot Pursuit* and *Campus Man*, just to name a few. This package also delivers the stars younger audiences flock to see, like Dean Stockwell, Morgan Fairchild, Steve Guttenberg and Virginia Madsen. So get your hands on Paramount's PREVIEW IV.



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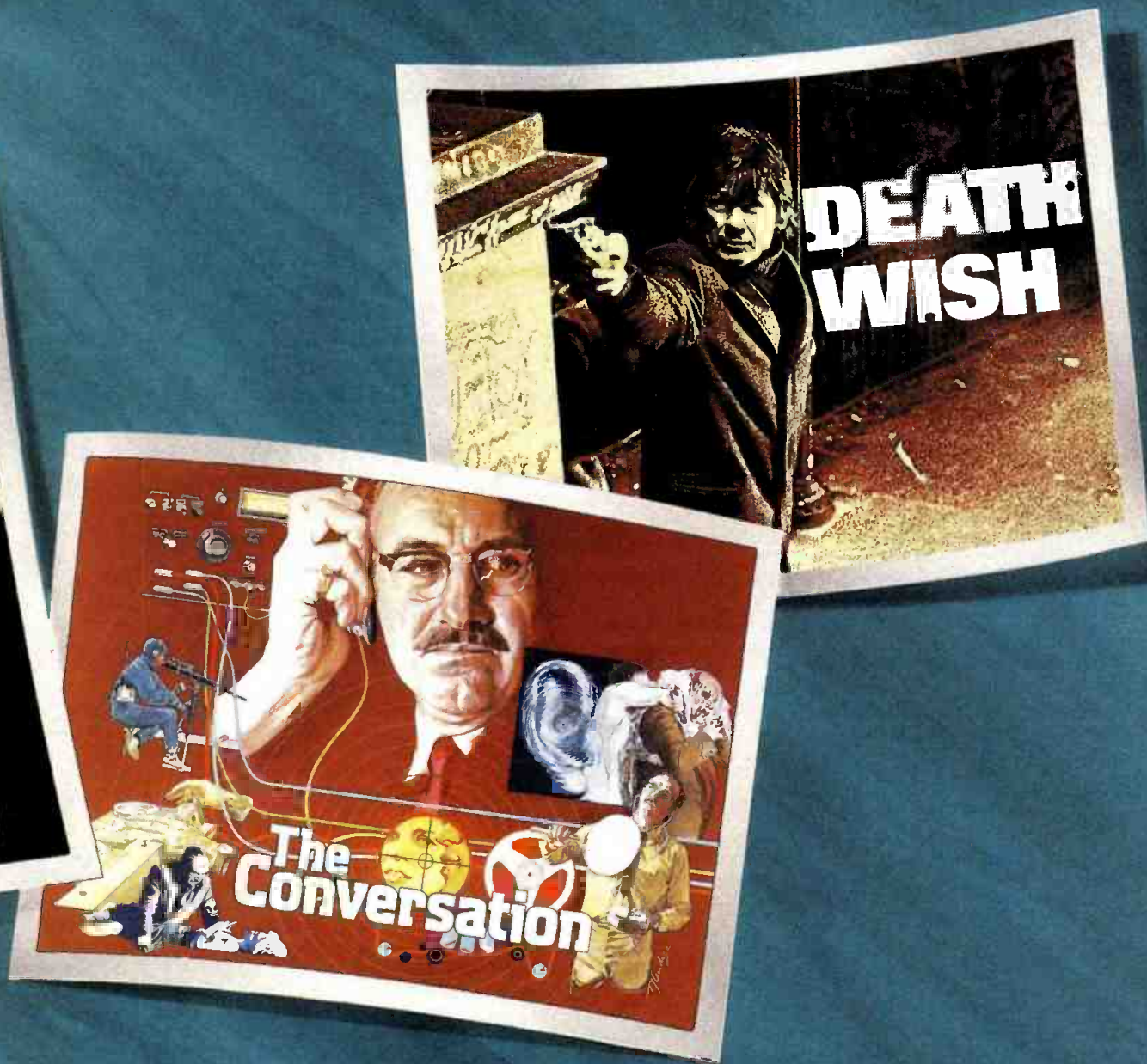


# IT'S PAR

**ANNOUNCING** Paramount's **SPECIAL EDITION III** movie package is loaded with favorite classics that have long been the cornerstone of film libraries throughout the country. And because audiences keep watching these movies over and over, that makes these all-time winners perfect for



# VEN. IT'S POWERFUL.



# AMOUNT.

prime time and weekends during sweeps. Just look at these titles—*To Catch A Thief*, *The Man Who Shot Liberty Valance*, *Donovan's Reef* and *Hud*. This package even has six Jerry Lewis favorites. Paramount's SPECIAL EDITION III. Fifty-five films that are not just endearing, they're enduring.



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A station planning and packaging commentary by Clark F. Smidt, president and CEO of Clark F. Smidt Inc., West Newton, Mass., broadcast consulting firm

**T**here's a lot of Darwin in our business, including "survival of the fittest" and "adaptive radiation." Evolving into that profitable market niche is the most important angle for a radio or independent television station to pursue.

Proper positioning results from understanding a constantly changing competitive field within a defined area. This is the key to the posture and format territory that may be claimed as your own, provided you can apply correct operational efficiency.

The total packaging of a station is the amalgum of all elements reaching the public, and doing so in synch. It includes a properly tuned presentation, appropriate style and meaningful services. The total package is your station's identity and personality. Not everyone has to embrace it but enough specific demos loving it means big ad dollars.

A clear message is easier to sell. Radio, TV and cable operations must be easily relatable to both audience and advertiser. Use handles that define the exact intention of the station and slogans to enhance spin-offs from a strong "umbrella" operating statement.

Effective localized services assist in making your product part of the audience's lifestyle. Define the target and hit their hot buttons. Develop habit-forming features and shows that leave positive impressions.

It doesn't take prolonged research to make practical evaluations: "That anchor smiles too much. This announcer sounds artificial. The contest is too complicated. You can't read that outdoor. Here's a record that doesn't fit." Expressions of cost-efficient common sense help insure it'll get fixed or done correctly. Don't allow feedback and details for adjustment to get lost in daily routine.

Quick fixes and overnight sensations don't grow on trees. Station development is a deliberate and gradual process, requiring step-by-step building and minimal error. A well put-together product invites many vehicles for reinforcing ongoing presence in your competitive arena.

Management must respect its own staff capabilities while carefully monitoring the competition. Ratings are the product of not only what's been on your air but also what everyone else in the market has or hasn't been doing. Winning by default is temporary. The perception must be that you're the guys with the energy and "buzz" on the street. Once established, somebody else has to come up with a big idea to take it away.

Basics still apply: keep it simple; Do it right; No mixed signals; Establish your personality, and let everyone know who you are.

Many large and small decisions build the big winner. Don't allow mistakes. If the



**“ The total packaging of a station is the amalgum of all elements reaching the public, and doing so in synch.”**

message isn't clear, if the personality's only average, if the cause isn't well known or the prize just fair, take a pass

Spirit is the most important part of the mix. Channeling the combined energy of talent, creativity, psychological income, ego and drive is what makes the team click and keeps progress alive.

Political "push and pull" co-exists at your station with the combined staff desire to win. Do you have a designated cheerleader? Do yourself a favor: make sure someone's being paid to fill that role. Creating enthusiasm can be assigned to a department head. A cause or promotion can be the spark. An event can be a rallying point. Just make sure you're hitching your star to the right person or situation. And, be sure your station offers a conducive atmosphere for running things up the flagpole. If open discussion can net one good idea per week, you'll have the ongoing momentum to score great results.

Don't rely on the same old plays. If "in house" isn't scoring with new ideas, bring in a catalyst. Outside help doesn't imply a long-term commitment to psychoanalysis. There's simply a time in everyone's life—stations, too—when professional care is advisable.

Calling in the "doctor" requires conscious decisions: Can we afford it? Do we admit we need fresh sparkle? Can our egos

handle it? Will we take action, just listen to the evaluation or only think about it and waste more time?

It's a mistake to bring in assistance just to get the initial problem fixed and then stop the relationship before things can properly solidify. Those clients usually come back when it's either too late or a good portion of their initial investment is wasted by unnecessary backtracking. Effective outside help is there to make a station run smoothly.

An ongoing objective maintenance plan is a practical investment. Have regular check-ups. Get your oil changed.

Today's increased competition doesn't allow all broadcast properties to be cash cows. But, imagination combined with a good signal will produce winners in most situations.

"Luxuries" like a great copywriter or top production person get results for advertisers. Skimping on impact diminishes income. A few "wise dollars" allocated to "sizzle" will come back many-fold. Every station, regardless of size should have an "agency": an outside creative entity that understands your priorities and gets involved to get results, not win awards on your tab.

How much is the great idea worth? What's the limit of ad dollars generated by a lasting service customized for your community? What's the residual benefit from a crisp, clean positioning statement? The flip of a program, careful adjustment of personality, a new format clock or timely design alteration are big factors that demand regular review. These seemingly simple twists are often very difficult to see from the inside.

In these days of the Q.T.O. (quick turnover) the first year of station ownership needs to be designated as "the building year." Developing a facility should look terrible on paper. But, once the dynasty is on the way to being established, subsequent years will show that desired cash flow. Sooner or later, the proven execution of total packaging and operational efficiency will take the scare out of turnarounds.

Prepare weekly checklists. Get actionable plans on paper. Build confidence through organization. Invest in creativity and keep the technical facility up to standards. Worst to first is possible when there's common sense and solid direction.

It's all show business, offer the act that's unique. The right flair, strong copy, good people, designs and ideas will always build a winner.

In life, you can dress someone up but can't necessarily take them everywhere. In broadcasting, if you spend a little time, money and thought on the dressing you can, in fact, go anywhere! ■



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# Datebook

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## This week

**May 7-10**—*Canadian Cable Television Association* 32nd annual convention and "Cablexpo." Theme: "Picture Tomorrow." Metro Toronto Convention Center, Toronto. Information: (613) 232-2631.

**May 7-10**—*Association of National Advertisers* advertising financial management conference. Innisbrook, Tarpon Springs, Fla. Information: (212) 697-5950.

**May 8-9**—*Corporation for Public Broadcasting* board meeting. Washington.

**May 9**—*Action for Children's Television* Achievement in Children's Television awards. Bartos Theater, Massachusetts Institute of Technology Media Laboratory, Cambridge, Mass. Information: (617) 876-6620.

**May 9**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Ted Turner. Question and answer session follows speech. Beverly Wilshire hotel, Los Angeles. Information: (818) 769-4313.

**May 10**—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Dick Kurlander, VP-director of programming, Petry Television, Copacabana, New York. Information: (212) 765-2450.

**May 10**—*Foundation for American Communications* public and the press conference, "Fear,

Trust and Acceptable Risk: New Challenges for the Public and the Press." National Press Club, Washington. Information: (213) 851-7372.

**May 10**—*Connecticut Broadcasters Association* annual spring convention. Parkview Hilton hotel, Hartford, Conn.

**May 10**—*Academy of Television Arts and Sciences* screening of first and second place winners in 10th annual Frank O'Connor Memorial College Television Awards. DGA Theater, Los Angeles. Information: (818) 953-7568.

**May 10-12**—*Concert Music Broadcasters Association* annual meeting. Adam's Mark hotel, St. Louis.

**May 11**—Presentation of National Media Owl Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605; (312) 427-5446.

**May 11**—*New Hampshire Association of Broadcasters* radio sales seminar. Sheraton Wayfarer, Bedford, N.H.

**May 11**—*Virginia Association of Broadcasters* annual congressional visits. Quality Inn-Capitol Hill, Washington.

**May 11-15**—*American Women in Radio and Television* 38th annual convention. Theme: "Taking Charge of the Future." Speakers include FCC Chairman Dennis Patrick; Elizabeth Dole, secretary, Department of Labor; FCC Commissioner

James Quello; Brenda Fox, VP-general counsel, National Cable Television Association; Jeff Smulyan, president-chairman, Emmis Broadcasting, and Stanley Hubbard, president-CEO, Hubbard Broadcasting. Waldorf-Astoria, New York. Information: (202) 429-5102.

**May 12**—*Oregon Association of Broadcasters* sales seminar. Hilton, Eugene, Ore.

**May 12**—*MTV Networks* local advertising sales workshop. Hyatt Regency O'Hare, Chicago. Information: Brad Samuels, (312) 565-2300.

**May 12-13**—*Iowa News Broadcasters Association/Radio-Television News Directors Association* region six conference, Cedar Rapids, Iowa. Information: Ned Dermody, (712) 246-5270.

## May

**May 14-16**—*National Federation of Community Broadcasters* annual conference. Berkeley conference center, Berkeley, Calif. Information: (202) 797-8911.

**May 15**—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

■ **May 15**—*Women in Cable, New York chapter*, meeting, "Woman at the Top," featuring speaker Kay Koplovitz, president-CEO, USA Network. Viacom Conference Center, New York. Information: (212) 889-4670.

■ **May 16**—"Cable Day," sponsored by *Women in*

## Major Meetings

**May 11-15**—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

**May 17-20**—*American Association of Advertising Agencies* 71st annual convention. White Sulphur Springs, W. Va.

**May 17-21**—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

**May 20-23**—*NBC-TV* annual affiliates convention. Hyatt Embarcadero, San Francisco.

**May 21-24**—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

**June 3-6**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 5**—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and *BROADCASTING* magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

**June 10-13**—*American Advertising Federation* annual national conference. J.W. Marriott, Washington.

**June 12-15**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 17-23**—16th International Television Symposium. Montreux, Switzerland. Information: 41-21-963-3220.

**June 20-23**—*National Association of Broadcasters* summer board meeting. Washington.

**June 21-25**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* 33rd annual seminar. Cobo Center, Detroit.

**Aug. 20-23**—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

**Aug. 27-29**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Future convention: Sept. 16-18, 1990, Washington Convention Center, Washington.

**Sept. 13-16**—*Radio-Television News Directors Association* annual convention. Kansas City Convention Center, Kansas City, Mo.

**Sept. 13-16**—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans. Future meetings: Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

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

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

**Oct. 5-8**—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: 1-800-225-8183. Future convention: Oct. 11-14, 1990, St. Louis.

**Oct. 12-16**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates. (212) 750-8899. Future convention: Oct. 11-15, 1990, Cannes.

**Oct. 21-25**—*Society of Motion Picture & Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

**Nov. 13-15**—*Television Bureau of Advertising* annual meeting. Century Plaza hotel, Los Angeles.

**Dec. 13-15**—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

**Jan. 3-6, 1990**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 7-10, 1991, Century Plaza, Los Angeles.

**Jan. 16-19, 1990**—27th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

**Jan. 18-21, 1990**—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas. Future conference: Feb. 1-4, 1991, Loews Anatole, Dallas.

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

**Jan. 27-31, 1990**—*National Religious Broadcasters* 46th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

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

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

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

**Sept. 21-25, 1990**—International Broadcasting Convention. Brighton Convention Center, Brighton, England.



Cable, Chicago chapter. Hyatt Regency O'Hare, Chicago. Information: (312) 696-1234.

**May 16**—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon, honoring Larry King. Waldorf-Astoria, New York. Information: (212) 867-6650.

**May 16**—Advanced television systems symposium sponsored by *Society of Broadcast Engineers*, chapter, with national SBE. Studio 8G, NBC, Rockefeller Center, New York. Information: D. Bialik, (212) 752-3322.

■ **May 17**—*Washington Area Broadcasters' Association* awards dinner, honoring Jim Gibbons, former Washington broadcaster, and FCC Commissioner James Quello. Congressional Country Club, Bethesda, Md. Information: Marion Thompson, (202) 364-7808.

**May 17**—*New Jersey Broadcasters Association* annual engineering seminar. Woodlawn, Douglass College, New Brunswick, N.J. Information: (201) 247-3337.

**May 17**—*Academy of Television Arts and Sciences* forum luncheon. Keynote speaker: William Sessions, FBI director. Beverly Wilshire hotel, Los Angeles.

**May 17**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: George Back, president. All American Television. Copacabana, New York.

**May 17-18**—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

**May 17-20**—*American Association of Advertising Agencies* 71st annual meeting. Speakers include NBC News President Michael Gartner. Greenbrier, White Sulphur Springs, W. Va.

## Errata

In April 17 story on Broadcast Financial Management Association convention, **Harrison, Bond & Pecaro** was incorrectly identified as law firm. It is consulting firm to broadcasting and other communications companies.

□

April 17 "For the Record" on WAPE(AM) Jacksonville, Fla., incorrectly listed **WAXY(FM) Fort Lauderdale, Fla.**, as part of Evergreen station group. Station belongs to **RKO General**.

□

May 1 "Changing Hands" item on sale of **United Broadcasting stations** omitted **Jack Minkow**, who served as broker.

**May 17-21**—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

**May 18-20**—*Puerto Rican Radio Broadcasters Association* annual convention. Regency hotel, Condado, P.R.

**May 19-21**—*Vermont Association of Broadcast-*

*ers* 38th anniversary convention. Sugarbush Inn, Warren, Vermont.

**May 20**—41st annual Los Angeles Area Emmy Awards presentation (teletext), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

**May 20-23**—*NBC-TV* annual affiliates convention. Hyatt Embarcadero, San Francisco.

**May 21-24**—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas. Information: (202) 775-3629.

**May 21-27**—*Input '89*, international public television screening conference, "annual forum for the exchange of program ideas among producers, programmers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

**May 22**—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

**May 22-24**—*Association of National Advertisers* creative advertising media strategy, promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

**May 23**—Presentation of Best on Long Island Awards for "outstanding marketing and advertising campaigns," sponsored by *Long Island Advertising Club*. John Cranford Adams Playhouse, Hofstra University, Hempstead, N.Y.

**May 23**—*Broadcast Pioneers, Philadelphia chapter*, "Person of the Year" award, to Eugene McCurdy, past president of Pennsylvania Association of Broadcasters and past chairman of Association of Independent Television Stations. Adam's Mark hotel, Philadelphia.

## Advertisement

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

### CRONKITE'S CLOUT ABUSE

Walter Cronkite in a new documentary titled "Big Fears...Little Risks" says, "There is increasing evidence that the presence of trace amounts of chemicals in the environment poses no threat to human health." He explains that the mere fact that chemicals can be found in foods doesn't mean that they are a hazard. He reports that world-famous biochemist Dr. Bruce Ames has concluded after much study that these tiny amounts of natural and synthetic chemicals are not causing cancer or any other health problems in humans.

Cronkite concluded, "In looking for the causes of premature disease and death, society does not have to find its culprit in 'parts per billion' of a synthetic organic molecule. The real threats to public health are much simpler...cigarette smoking, poor dietary habits, drug and alcohol abuse, unsafe sexual behavior..." This is not the message that the public is getting from most of the media. Cronkite commented, "It takes courage to hold up our modern myths to the mirror of truth."

Walter Cronkite is to be applauded for

having had the courage to narrate this important documentary, which attacks one of the favorite myths of many of his liberal friends. To be sure, he was paid \$25,000 by the American Council on Science and Health (ACSH) to do the narration, but he appeared to really believe what he was saying. But Walter Cronkite's courage failed him when he discovered that the message in his film could be used to criticize a program done by "60 Minutes." When this was called to his attention, he took an extraordinary action for a newsman. He prevented the showing of his own film at a press conference in Washington.

The film was to be shown at the National Press Club at a news conference on April 24. A press release issued by the sponsor, Consumer Alert, said the film would be followed by remarks by Reed Irvine of Accuracy in Media on "the pesticide/apple scare: a hoax perpetrated by '60 Minutes' and the Natural Resources Defense Council," (a title not approved by Mr. Irvine). That release was faxed to Cronkite in France by Betty Furness, an old friend now with NBC News. Furness said he was upset about juxtaposition of the film with a criticism of "60 Minutes."

Cronkite demanded that the film not be shown at the news conference. Dr. Eliza-

beth Whelan, who heads the ACSH, said Cronkite threatened to take legal action if the film was shown. Frank Powers, the head of the company that produced the film, promised Cronkite the film would be withdrawn. He acknowledged his primary interest was in maintaining a good relationship with Mr. Cronkite and indicated he would attend the news conference himself to stop the showing. That proved to be unnecessary. Consumer Alert withdrew the film in deference to Dr. Whelan, who had provided the tape. Walter Cronkite suppressed his own film, and he diminished his reputation in doing so.

The "60 Minutes" program on apples was based on the myth that tiny traces of chemicals in food cause cancer. Whether he likes it or not, Cronkite's film attacks the errors on which that program was based.

### AIMO

A three-minute radio commentary available five days a week as a public service. For a sample tape, please call Deborah Lambert

**ACCURACY IN MEDIA**

1275 K Street, N.W., Washington, D.C. (202) 371-6710

**May 24**—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president. Corporation for National Research Initiatives. Washington Marriott.

**May 24**—Entertainment and sports conference, sponsored by *Foundation for Accounting Education*. Grand Hyatt, New York. Information: (212) 973-8374.

**May 24**—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: David Poltrack, senior VP-research and planning, CBS Marketing Division, CBS/Broadcast Group. Copacabana, New York. Information: (212) 765-2450.

■ **May 24**—*New Jersey Broadcasters Association* annual sales seminar. Rutgers Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

■ **May 26**—Deadline for entries in Regional Fellowship Program of *Center for New Television, Great Lakes Region*. Information: (312) 427-5446.

**May 31**—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

**May 31**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Edward Bleier, president, pay TV, animation and network features, Warner Bros. Copacabana, New York.

## June

**June 1-3**—*South Dakota Broadcasters Association* annual convention. The Crossroads, Horon, S.D.

**June 2**—*Women in Communications, Washington chapter*, Matrix luncheon. Speaker: Barbara Cohen, Washington bureau chief, CBS. Capital Hilton, Washington. Information: Cindy Bissett, (202) 463-5682.

**June 2-4**—*Chesapeake Associated Press Broadcasters' Association* annual convention. Dunes Manor Inn, Ocean City, Md. Information: (301) 539-3524.

**June 3**—*Florida AP Broadcasters* 41st annual meeting and awards luncheon. Airport Marriott hotel, Tampa, Fla.

**June 3-5**—Sixth annual ShowBiz Expo, exposition of tools, techniques and services for film and video professionals. Los Angeles Convention Center. Information: (213) 668-1811.

**June 3-6**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 3-6**—Summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Center, Chicago. Information: (202) 457-8700.

**June 4-10**—Banff Television Festival, sponsored by governments of Canada and Alberta, Canadian TV stations, corporate sponsors and individual contributors. Banff, Alberta. Information: (403) 762-3060.

**June 5**—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and BROADCASTING magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

**June 6**—*MTV Networks* local advertising sales workshop. Hyatt Chatham Center, Pittsburgh. Information: David Zagin, (212) 944-5596.

**June 7**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Meister, president, Financial News Network. Copacabana, New York.

**June 8-10**—*National Association of Telecom-*

*munications Officers and Advisors* regional telecommunications conference. Desmond Americana hotel, Albany, N.Y.

**June 8-11**—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

**June 9-10**—Sixth annual Broadcasting-Taishoff seminar, sponsored by *Signa Delta Chi Foundation*. Speakers include Van Gordon Sauter, former president of CBS News, and Arthur Lord, director of special news operations, NBC News. Los Angeles. Information: (312) 922-7424.

**June 10-13**—*American Advertising Federation* annual national conference. J.W. Marriott, Washington. Information: (202) 898-0089.

**June 11-14**—*JCPenney-University of Missouri* Community Leadership Television Awards workshop. University of Missouri, Columbia, Mo. Information: Karlan Massey, (314) 882-7771.

**June 11-14**—International Conference on Communications, sponsored by *Institute of Electronics and Electrical Engineers*. Sheraton-Boston hotel, Boston.

**June 12-15**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 13**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Lee Iacocca. Beverly Wilshire hotel. Los Angeles. Information: (818) 769-4313.

**June 14**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jack Valenti, president-CEO, MPA. Copacabana, New York.

**June 14-16**—*University of Missouri School of Journalism* management seminar for broadcast news directors. UM campus, Columbia, Mo. Information: Charles Warner, (314) 882-6883.

**June 14-16**—International Radio Festival of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-4481; fax, (914) 238-5040.

**June 15**—Corporate Communications Workshop, hosted by *Association of National Advertisers*. Plaza hotel, New York. Information: (202) 659-3711.



## What's sauce for the goose

EDITOR: What is all this fuss about letting; the telcos into cable. The telcos have pointed out the obvious: "Competition is good for everyone." How can anyone deny that basic American premise? Why it's like denying mom and apple pie.

And, since the telcos brought up the subject, it got me to thinking. Why not competition for the telcos? Fiber optics take up so little space. And, if there's room on the poles for the telcos to put up their version of cable TV, then there's probably room for a new eight-digit telco.

Now that we have "equal access" it should be no problem for the different telcos to interface. Think of the benefits competition could bring to the telephone business. Why the telephone business would be improved just like they're going to improve the cable TV business and I'm sure the telcos will be enthusiastic about that!—*Lawrence J. Tighe Jr., president, WRNJ(AM) Hackettstown, N.J.*

## Premier praise

EDITOR: I just received my first issue of BROADCASTING ABROAD and I wanted to let you know I was very pleased.

As vice president of marketing services for Harmony Gold, I deal with both domestic and international press relations. On the domestic side, I have been receiving BROADCASTING for quite some time.

With the recent changes in the international marketplace, I look forward to reading your new issue.

I wish you the best of luck.—*Sheila Morris, vice president, marketing services, Harmony Gold, Los Angeles.*

## Regional reply

EDITOR: your March 20 feature on the rep business was most interesting, but our peo-

ple were disappointed there was no mention of our company.

Regional Reps Corp. is one of the oldest (founded by Leonard Auerbach in 1956) and perhaps the largest regional rep firm in the country. We represent more than 400 stations in the Midwest and Southeast with sales offices in Cincinnati, Cleveland and Atlanta. Our Atlanta office opened in October, 1987. While we agree with the view of others in our industry that it is increasingly expensive to provide representation and there is increasing competition from many directions, we are excited about the future and are investing in people and systems to meet the challenge.

Your article highlighted several important issues facing the industry; one, however, was missed. Any rep is only as good as its stations enable it to be. Stations that accede to the pressures of agencies to work "direct" damage their rep and, in the long run, themselves. When the agency recommends "no radio" (or TV), or the client downgrades the importance of a market, there is no one to sell against such proposals. In addition, creating and developing new business requires risk-taking as well as extraordinary investments of resources; station owners and managers unwilling to provide strong support for their rep should not be surprised the rep is not as productive as they would like. Growth in the 1990's will demand better partnerships between reps and their client stations with each partner sharing a strong commitment to the other's success.—*Stuart J. Sharpe, president, Regional Reps Corp., Cleveland.*

## Pro Patrick

EDITOR: I want to send a great tip of the hat—and so should the entire industry—for your April 10 editorial regarding FCC Chairman Dennis Patrick.—*Allen Embury, Packerland Consultants, Oshkosh, Wis.*



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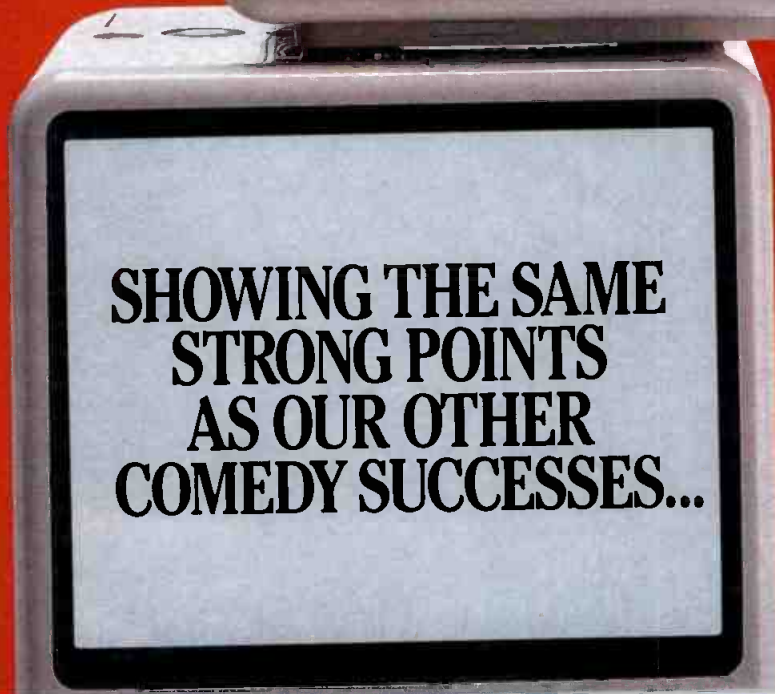


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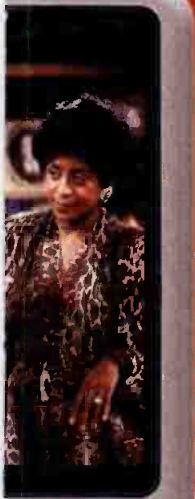
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# Broadcasting May 8

Vol 116 No. 19

TOP OF THE WEEK

## Bursting at the seams in Las Vegas

**Record crowd attends NAB meeting, including growing number from production houses; cable and telco executives court broadcasters; Fritts says there is room for both broadcasting and cable**

It was anything but business as usual at last week's National Association of Broadcasters annual convention in Las Vegas. Yes, the halls were bustling with activity, but there was an undercurrent of uncertainty about radio and television's future, especially TV's, where technological developments—HDTV and fiber—may present it with some hard choices. All against a backdrop of cable television, which many believe has the legislative and regulatory upper hand.

NAB's preoccupation with the future was apparent by the lineup of keynote speakers, neither a broadcaster: Raymond Smith of Bell Atlantic and John Malone of Tele-Communications Inc. (see page 30).

And the association rolled out two major promotional campaigns aimed at letting consumers know just how important and necessary television and radio are. The "Free TV" campaign will compare the virtues of over-the-air television (page 68) with cable—or, as NAB has started to call it, fee TV.

Radio hopes to increase awareness (page 52) with its promotion, "Radio. What Would Life Be Without It?"

Broadcasters appear to be increasingly leary about telco entry. John Abel, NAB's executive vice president for operations, told a Broadcast Education Association audience that the potential of a fiber network operated by telephone companies could put both cable and broadcasters "out of business." And U.S. Telephone Association President John Sodolski's pitch to the Association of Maximum Service Telecasters board was greeted with hostile questions.

Both Smith and Malone talked of partnerships and of a peaceful coexistence with broadcasters. Malone envisions a future where broadcasters will become multichannel programers and look to cable as a means to broaden their distribution. Smith's overture to NAB was a first for the telephone industry, and he detailed that telco's plan to become a full-fledged player in the video marketplace. He suggested broadcasters would be better off with the phone industry than with cable.

NAB President Eddie Fritts, however, responded cautiously to Smith's offer for a fiber-to-the-home experiment between

broadcasters and Bell Atlantic. Fritts wants the telcos to put their legislative initiatives on hold first.

The news from Capitol Hill was mixed. Hill staff warned broadcasters to prepare for perhaps another congressional attempt to impose fees on the transfer of broadcast properties to generate new revenue to offset the federal budget deficit (page 44), while more positive news came from some lawmakers who said radio would not suffer for its role in mobilizing opposition to the proposed congressional pay raise (page 35). Still others, like Representative Norman

NAB convention (he has resigned, effective upon his successor's confirmation).

On the technological side, high-definition television stole the convention limelight. More than twice as many transmission system proponents were in the NAB '89 Advanced Television Exhibit than in NAB '88's, many of them with prototype hardware (page 32). HDTV production equipment in the 1,125/60 format was greatly improved, and there were glimpses of other production formats that might receive greater support from broadcasters.

□

If success is measured by numbers, this year's NAB qualified. It drew a record 50,136. But the numbers don't tell the whole story; indeed, the annual meeting is becoming a mecca not only for broadcasters but is enticing an increasing number of representatives from production houses and tele-production companies (those in the teleconferencing and corporate video businesses). But while there is no question that the convention is appealing to a broader base, said NAB's Abel, broadcasting remains its central focus. Advance registration for radio, according to one NAB source, was down a hundred or so, but overall radio attendance should wind up better than last year. He also said more cable operators are frequenting the convention to look at production equipment; they use the same switchers, towers, trucks and cameras as do broadcasters.

Much of the changing face of the convention seems to be the result of exhibition hall activity. According to an NAB source, the association sold nearly 73,000 exhibitor guest badges as opposed to 51,000 last year. Sony alone was said to have about 700 people at the Las Vegas show, virtually taking over the Tropicana hotel. The convention also drew broadcasters from around the world; Abel expects that number has doubled from last year's 4,500.

But there were indications that some in radio may be feeling a bit overwhelmed by the television and engineering thrust of the convention. And even some people had the impression that fewer top management from the television side of the business attended this year's show. Even Wall Street may have had a lower profile. The National Association of Media Brokers annual meeting last week at the convention could be its last. "For many firms, the \$7,000-\$12,000 suite bill is not money well spent in the spring," said Robert O. Mahlman, president of The Mahlman Co. "A lot of the



Lent (R-N.Y.), the ranking Republican on the House Energy and Commerce Committee, thought radio "hurt the cause" for license renewal reform legislation (page 62). And FCC Commissioner James Quello thinks radio spoiled its chances for convincing Congress to pass beneficial legislation (page 42).

FCC Chairman Dennis Patrick urged broadcasters to remain true to the marketplace and to the First Amendment (page 38). It was his last major address before an

group heads and a lot of the people you usually see are not here in the spring."

That sentiment was supported by Transtar President Gary Fries, who explained how the radio networks had generally decided not to maintain a presence at the convention, adding that Transtar would probably not reopen the part-time suite that it had at this year's show. But Satellite Music Network was so pleased with convention results that it planned to bid for a bigger exhibit space next year, according to Charlie Strickland, vice president of affili-

ate sales.

Still, the annual spring convention is thriving, according to Fritts. The exhibit floor for NAB's 1990 convention in Atlanta is already sold out, he said, adding that the request for radio-audio space in Atlanta far exceeded requests for space in Las Vegas. "It [radio space] sold first, it was the first to go." The radio networks pulled back, said Fritts, because they wanted to target the radio-only meeting—partly because there were a lot of "freeloaders from other segments of the industry" crashing their

suites. "I might point out that those suites were swooped up by the brokers and by the financial institutions. We sold all the suites we had available," said Fritts.

NAB conducts extensive research on attendance following the show. "It has always shown us that the radio component is very popular. Our attendees are about a third, a third and a third, radio, television and engineering." The annual spring meeting "is the one show that brings the entire industry together," he said.

Is the convention getting so large it is out

## The Las Vegas line: issues and answers

### THOMAS GOODGAME, PRESIDENT, WESTINGHOUSE BROADCASTING'S TELEVISION STATIONS GROUP—

"Broadcasters are in a hell of a good position. We are being wooed by the telephone and cable industries and by 17 different HDTV manufacturers. The problem is we have to make a decision and move rapidly."



Goodgame



Morgan

### W. ROBERT MORGAN, OWNER OF KRAD(AM)-KJFK(FM) PERRY, OKLA.—

While business hasn't been too good lately, Morgan is optimistic it will improve this year. His are the only stations in this town of 10,000 and his biggest problem is that "I can't get a national rep. They think we're too small." His optimism for the future spills over in his feelings for the medium. This lawyer/broadcaster says "radio is a marvelous business. There's more opportunity for public service than any other." While he attends both NAB conventions each year, he prefers this one to the radio-only gathering in the fall.

□

**JIM HERZIG, GM, KOLO-TV RENO**—The first quarter was below last year's, but he chalks that up to the Olympics. And the second quarter is "much better." National spot sales are "going great. Way ahead of last year." The bulk of the increase involves automotive sales. He said the station is "over 13% better" than last year. He has "mixed emotions about the future." The economy is good in northern Nevada, but beyond the year, it's hard to predict. His biggest worry is competition. He's in the 119th market, yet it has three network and two independent stations, and another is coming in. "There are 18 cable companies in the area and cable penetration is over 60%." HDTV: "It's here. It will be good for the future."

□

**EDWIN J. KENNEDY, PBS ENGINEERING LABORATORY SUPERVISOR, WASHINGTON**—"Radio

still has a part in [the NAB convention], but not a big part. The wealth of the equipment demonstrations all seem to be oriented toward imaging or television types of transmission. The radio stuff is still there...but as far as the equipment display, they have taken a back seat. In the engineering sessions, I think there is still a wealth of information coming out." As for the future, "fiber optics, I think, will be the telling thing. If the telcos manage to wire every household in the country, over-the-air broadcasting is going to have to...take a different look at the future. The bandwidth will be in every home. You won't have to have over-the-air for a lot of things that are coming over the air now. I think that fiber optics offers the widest avenue in the future."

□

### CARL HIRSCH, CO-CHAIRMAN AND PRESIDENT, LEGACY BROADCASTING

—How is business? "Excellent. The Los Angeleses, the New Yorks, the Washingtons are totally on fire. In Los Angeles we're up more than 25% over a year ago. In New York we're up handsomely, definitely more than 10%. Washington is up 10%-20%. I want to think it's because we have good management but I'm almost hopeful that it's really the market. The first quarter started out a little sluggish and then it started to grow and March was great. What's interesting is that April looked like a disaster—it was the end of one quarter and the beginning of another. It was totally empty but it began filling in. And May is fantastic. A number of years ago we used to be able to plan what the coming year was going to be, and we'd see annual budgets from advertisers as we talked to media planners at agencies. Now they're living hand-to-mouth, everybody is very concerned about the economy, and about this and about that. And yet, while they're all skittish, the economy's been growing."



Hirsch



Allen

**BOB G. ALLEN, VP-GM, KCRG-AM-TV CEDAR RAPIDS, IOWA**—"My reaction to the advanced-television



of control? "My perception is that this convention has run much smoother than any convention we've had before." It is a huge convention, he added, but it is just now growing into one of the top 20 trade shows in terms of attendees and in square feet sold.

□

At the close of the convention Fritts shared his thoughts about his industry's future. "What I did hear [from Malone] indicated to me that there will be room for both

broadcasting and cable in the future. There is a certain interdependence between the two. I think cable is less than a year away from saying that, as we expand our cable capacity, we may be able to offer you guys additional channels to program yourself. I think some broadcasters look at that as an opportunity."

Moreover, Fritts thinks there is a growing recognition that broadcasting needs cable and cable needs broadcasting. "I think eventually we will sort out must carry. Cable has a track record with

broadcasters and they are willing to work with us to sort things out," added the NAB president.

The phone companies, he continued, say "we'll give you this, this and this. But that is a promise and they cannot deliver on that promise for probably 15 years. Not only do they have to run a wire to the home but they have to rewire the homes and that is going to be a very expensive proposition."

(For BROADCASTING's complete NAB coverage, see pages 35-75.) □

exhibit is that it doesn't matter whether it is 1,125 lines or 525 lines, bad programing is still bad programing and good programing is still good programing and it is programing that will decide the future of the business. Going back to the AM model, there are a lot of AM stations making money with good programing. The people who believed in the medium and who worked hard have prospered. Those who believed they were inferior to FM created the prophesy and they died. I think broadcasters have got to believe in the medium, they have got to believe in their ability as programers, as people who know their communities; that is more important than the technology."

□

**VIC KASPAR, GM, KWTX-FM WACO, TEX.**—"My biggest concern and hope is that radio as a people-moving medium will market itself to the advertising community." Although the Radio Futures campaign launched at NAB is a step in the right direction, "from what I heard, it could have been stronger." Kaspar says he recognizes the difficulty of coordinating a unified pro-radio voice since the industry's "biggest strength of diversity is also its biggest marketing problem." Among other concerns he holds for the radio industry is its ability to stay on the leading edge of technology while experiencing limited sales growth. "To afford the technology, you need to have the advertising. We have the circulation; we just need the sales."



Kaspar



Ransdell

**MIKE RANSDALL, GM, KTTN-AM-FM TRENTON, MO.**—A primary concern this year is anticipation of a drought in his broadcasting area for the second consecutive year. "We've been able to keep up a healthy business, but our main problem is keeping down expenses." Earlier this year the station reluctantly dropped its newswire service. "We never wanted to do that," because it meant giving away valuable advertising avails to a network. Likewise, he says, the station reluctantly cut back on full staff insurance in order to reduce costs. "We're in an area that's not growing," and retailers in the community are reluctant to advertise. "We try to tell them this is the time they need to be promoting

more and more" but the message is often ignored. Ransdell says the spring conference was valuable for him as a broadcaster because his station needed to learn more about license renewal and also needed to look at some new equipment.

□

**JOE D. BUYS, VP-GM, WOW(AM) FORT WAYNE, IND.**—Radio needs to come to terms with the "tremendous divergency of competition" that has evolved within the past eight years. One area of competition that concerns Buys is cable television, although so far the medium has not had much impact, he says. "It's the potentiality more than the reality." One way cable may hurt radio is by taking away some of its advertising salespeople, says Buys, adding that the growth of independent television stations may have the same effect.



Buys



Everette

**JACK EVERETTE, VP, MIDWEST TELEVISION, CHAMPAIGN, ILL.**—"No doubt about it, the business is changing. There is more equipment to buy, more ways to go, quicker and faster, decisions have to be made over a shorter period of time. There are different cameras, different equipment within the control rooms and different formats. Where we used to have one or two tape formats, now we are looking at five or six. As a result it makes it almost impossible to plan out in the future to see where you want to be five years from now."

□

**TOM TOLAR, PRESIDENT-GM, WRCB-TV CHATTANOOGA.** Business has not been as good as it's been in past years, "but it is better than last year. We are pretty positive about the future, increasing the staff in news and commercial production." His biggest concern involves the station's relations with its network, NBC. The relationship has been changing and he is worried about compensation and alternative program sources (CNBC). He feels cable will be an important part of the station's future, in terms of carriage.

# Bell Atlantic sees television in its future

**BA's Smith suggests broadcaster/telco fiber-to-home experiment; NAB's Fritts, however, cautions against such a move unless telcos are willing to drop legislative drive to become video providers**

The telephone industry laid it on the line last week when Bell Atlantic President Raymond Smith told broadcasters his company wants to get into the television business not only as a delivery service but as a programmer. Smith spoke at the NAB convention.

He argued that broadcasters would be better off dealing with the phone industry than cable. "It's obvious to me who is more likely to give you in the broadcasting business the opportunity to be full, creative participants in the broadband fiber future. But don't take my word for it—ask the cable operators if they're prepared to make you a better offer."

Smith talked about forming a partnership with broadcasters. Taking that a step further, he called for a joint venture: a telephone company/broadcaster trial. "I am confident that such a collaboration will demonstrate, beyond any doubt, the kind of value we can bring to one another." Later, Smith told reporters he envisions a trial similar to the fiber-to-the-home experiment Bell Atlantic has under way with cable in Perryopolis, Pa.

"Perhaps before we launch into an experiment, the phone companies would be willing to put a moratorium on their legislative initiative, until the experiment is completed," said NAB President Eddie Fritts. "If he is really serious about an experiment...let's see the results before pursuing legislation," added Fritts.

Smith also asked NAB to put together a team representing all facets of broadcasting to "examine the possibilities of partnering with the telephone companies."

His appearance marks the first public overture by a telephone industry official to broadcasters and lays bare at least Bell Atlantic's ambitions concerning television. Smith made it clear that he was not speaking for the telephone industry as a whole. "We're a long way from having a consensus on these issues, sometimes even within my own company, let alone the industry."

The BOC's face several legislative and regulatory hurdles if they are to enter the television business. Under U.S. District Court Judge Harold Greene's modified final judgment, they are barred from offering information services and from manufacturing equipment. The FCC's telco-cable crossownership rules prevent telephone companies from owning cable systems in their service areas; those restrictions are codified in the 1984 Cable Act.

Smith made no bones about Bell Atlantic's desire to become a full-fledged competitor in the video entertainment business. However, he said, "we're potential competitors who can also offer you tremendous

advantages."

An ideal partnership could emerge, he said. Bell Atlantic needs broadcasters. "Unlike cable companies, we have a need for your most valuable commodity: your programming expertise. So it would be in our best interest to pursue joint ventures, provide seed money and otherwise stimulate



Smith

the supply of high-quality, innovative programming for our network."

And why does Bell Atlantic want to get into the television business? According to Smith, it has do with the company's plans to build the "network of the future," a broadband switched fiber optic network before the year 2000. But the only way to make such an endeavor financially feasible is by offering a service with the most consumer appeal, such as entertainment and informational video, he said.

Smith said Bell Atlantic has installed more than 300,000 miles of fiber-optic cable in its service area. But almost none of it, he said, goes into the homes of residential customers because installing fiber into the home is extremely costly.

Operating simply as a "video dial tone" service and hoping that we can entice programmers" is far too risky, he said. "What we need is the flexibility to partner with you and others to assure that the fiber will be used—before we build it. But we can't do that if we're barred from the field, barred from sharing the risks of program development."

But Bell Atlantic's yen to become a video supplier extends beyond its business plans. Smith said it is a First Amendment issue. "Like you, we believe passionately that we have rights under the First Amendment of the Constitution to own and publish our own information."

As for advantages telcos could offer broadcasters, Smith said there are plenty. The broadband fiber network he envisions "offers distribution with a difference: one that inheres in our tradition and experience in the telephone industry. That difference is 'common carriage'—the obligation, dating to the Communications Act of 1934, to make our network accessible to all potential

users.

Must carry would not be an issue with telcos, said Smith. There will be virtually unlimited bandwidth capability on a fiber network, he said, noting that "we have every economic incentive to open our network to any and all comers."

He also indicated that broadcasters would receive a favorable location on such a network. The telephone industry's success has been incumbent upon its success on the local level. "That's our strength and our heritage—and the foundation of our future."

But on the thorny question of free carriage of broadcaster signals, Smith would make no commitments. If Bell Atlantic operates as a traditional cable company, then there would be no charge. However, he said that if the company provides telephone service, data transport and videotext in addition to broadcast programming, new pricing structures would evolve to provide "fair access for all potential users."

Smith went on to illustrate how a telco fiber network might benefit broadcasters. It may offer broadcasters the "best chance" for gaining access to the home to deliver HDTV programming.

"Imagine the possibilities of a technology that would free you from restrictions of a single channel and enable you to develop new programming services: several channels at once, with different formats, different time-frames, different audiences. In fact, you could, in effect, become your own cable company, your own network."

Smith continued: "For example, what if you could meet VCR's head-on with your own time-shifted lineup—*Oprah Winfrey*, *Days of our Lives*, *David Letterman*—all in prime time?"

He warned broadcasters to be wary of cable's arguments against the telcos. "Cable will say we will cross-subsidize and compete unfairly," Smith said. But how could this happen, he asked rhetorically, when phone companies are closely regulated by the FCC? "You know better than most about the fair and equal practices of the cable industry."

Smith's remarks elicited some response from cable. John Sie, senior vice president, Tele-Communications Inc., challenged Smith's assertion concerning the costs of deploying a fiber network by 1992 at \$1,500 per home. As Sie pointed out, that would only cover the costs of fiber for plain old telephone service (POTS) and the telco would still not have the capability for a switched network.

Indeed, Irwin Dorros of Bell Communications Research stood up to clarify Smith's comments. Dorros admitted that \$1,500 is the estimated cost for using fiber for POTS. "I think what Ray [Smith] was referring to is that once that choice is there and once there is a motivation for putting it in for other purposes, then carrying TV service...would be a decade away, but nevertheless, it's upgradable for the future."

As one observer later said, Dorros "really blew him [Smith] away," showing the telco argument on fiber is "a lot of smoke and mirrors." □



# Malone envisions synergies in cable-broadcasting future

**TCI president sees broadcasters of future as multichannel programers, with distribution left to cable; says telcos have no place in cable**

John Malone's vision for the future of broadcasting was made known to a standing-room-only audience at the NAB convention last week. Essentially, it was as a supplier of programming to cable—the medium which, as head of its largest MSO, he so effectively dominates.

As the Tele-Communications Inc. chief sees it:

"Broadcasters will begin to realize that what they are, in effect, is programers. They've been a one-channel programer. In the future they will be multichannel programers. They will look at cable as something to broaden their distribution."

That's already begun at the network level, he said, noting there are eight cable networks being marketed by two of the big three. "One tried," he said, referring to CBS Cable, which was discontinued after the expenditure of \$40 million. "We hope they'll revisit."

Malone noted the irony that the networks "push us to expand our channel capacity for cable networks and then complain of the fractionalization" of the TV marketplace.

TCI is prepared to accelerate the rush of broadcasting into the programer category. Within 90 days, Malone said, one or more of its regional sports channels will solicit proposals from broadcast stations to provide regional news and other non-sports programming. Eventually, he said, "we'll see a lot of joint ventures between broadcasting and cable."

Asked if local or regional cable news offerings would hurt national news services like CNN, Malone said, "It's one more hog at the trough." But, he said, the impact would be insignificant because the local and regional services would not compete for national advertising dollars.

Malone said he sees the regional services offering a mix of sports and broadcaster-produced programming as a substitute for regional distant signals that TCI systems may drop because of the FCC's new syndicated exclusivity rules. Dropping the signals is an alternative to deleting and replacing programs on the distant signals to comply with the rules.

Malone had begun his remarks with a recollection of his first appearance before an NAB convention, when he was asked "How come all cable guys [that the questioner knew] are bastards?" He responded by saying bastard spoke more of the parents than the progeny, and noted another speaker had said cable sprang from the loins of broadcasting. That fearless approach seemed to win the crowd over, if not to intimidate it. At the end, when questions were solicited, not one came from the delegates at large (a reporter, who wasn't supposed to, got one in). Indeed, the failure of

the audience to ask questions became as remarked upon as his speech itself.

"The cable industry is doing very well," he said. "We seem to have found the right formula with our subscribers. We find niches and then fill them, to pursue another level of penetration." He said cable had



Malone

just experienced its best first quarter in growth, and predicted it would achieve penetration of 70% by the mid-1990's.

The most important thing on the immediate agenda between broadcasters and cable is must carry, Malone said, saying he strongly supported legislation to write that policy into law. As for channel positioning, he thought the on-channel approach the most appropriate. "We really need to put this to bed between our industries to guarantee distribution into the future."

Addressing syndicated exclusivity, Malone said he would not contest the new FCC rules but would try to make them work. At the moment, it's essentially a tug of war between broadcasters. "The earlier the broadcast establishment can tell us what their pleasure is the more we can keep it a

private issue," he said, suggesting that failure to agree would send cable to the court of public opinion—that is, inciting its constituents to protest the loss of broadcast signals. His basic opinion about syndex was that "they loaded a cannon and shot at [Ted] Turner but they didn't hit Turner." Instead, he said, the impact will fall primarily on regional signals.

Cable, he said, is anxious to know "to what degree their signals are going to look like Swiss cheese." The sooner it knows, "the more smoothly we can make the transition."

The TCI chief made clear his reservations about telephone company entry into the television universe. To begin with, he said, the architecture of their networks doesn't fit together (point-to-point versus distribution). Moreover, while he asserted anyone should be allowed to compete in the field, he would exclude those "who bring an unfair advantage" that would lead to cross-subsidization. Malone recounted the days early in his cable career (at Jerrold) when telephone companies, then the number-one cable operators, always paid full price for equipment for which smaller cable operators would seek 30%-40% discounts. That was because the telcos were rate-regulated based on asset investment, in Malone's opinion "a very bad motive."

Furthermore, he said, the FCC is "pathetically understaffed" to audit the workings of the telcos, for which "they would need an organization about the size of NATO." Drawing on his early employment in the telephone industry, he recalled sending the FCC "four boxcar loads of microfilm" and, when asked for summaries, denying there were any.

Malone said, however, that if the telcos are allowed into cable, then cable should be allowed into the telephone business, primarily for business customers and to access long-distance carriers. "If they can bomb us, we should be able to bomb them," he said. □

## WJLA-TV may launch cable news service

Allbritton Communications' WJLA-TV Washington will apparently need little prompting to accept Tele-Communications Inc.'s President John Malone's invitation to produce programming for cable (see story above). The ABC affiliate is already developing a 24-hour-a-day cable news service for distribution over cable systems in the Washington market, according to Malone.

Malone disclosed the station's plans during an impromptu press conference following his NAB speech. The disclosure was apparently premature, judging by the station's and Allbritton's "no comment" public stance.

TCI is financing and contracts for the programming of District Cablevision Inc., the partially built cable system serving Washington. Malone said he would consider carrying a WJLA-TV-produced news service on the system.

The disclosure by Malone follows by several months news that certain NBC O&O's and affiliates had discussed launching 24-hour local news operations on cable in their areas. Discussions have occurred in Washington, Los Angeles, New York and Cleveland.

NBC Cable President Tom Rogers said the company continues to look at local cable news "very closely." He said "a number of affiliates have approached us." Before proceeding, he said, it's important "to make sure we have people in place." It's very costly because "each service needs a separate facility and separate staff," he said. The cost can run into the 10's of millions of dollars, he said. "It needs a fair amount of planning."

# High definition's high visibility in Las Vegas

**NAB convention features latest advances in advanced TV; agreement expected between Sarnoff, Faroudja**

They were all in one place last week: the producers of high-definition television programs, the manufacturers who make HDTV cameras, videotape recorders and other HDTV production equipment, the proponents of various technologies to send HDTV over the air and the broadcasters who hope to be able to transmit new, high-quality television to their viewers. They were all in Las Vegas for the NAB convention. Although it will take years for HDTV to begin traveling the airwaves, many who passed the several equipment demonstrations left with a renewed confidence that the new technology is coming.

During a management session on HDTV, Preston Padden, president of the Association of Independent Television Stations, said that there is "misinformation that is floating around...that broadcasters are dragging their feet and opposing the development of high-definition television." Richard Wiley, chairman of the FCC's advisory committee on advanced television service (ATS), agreed. "I think that's a bum rap. If there has been any delay at all, it's been in the readiness of proponents to be tested," he said.

Broadcasters are not dragging their feet, according to Thomas L. Goodgame, president of the Group W television group, New York. But because they were a bit late in approaching the HDTV issue, they are taking their time in choosing both transmission and production standards to determine which will be in their best interests. The question is: "What is good enough?" Goodgame said. "We don't necessarily want the absolute best in the sense of cost relationship, but you certainly want a system that will deliver a satisfactory-quality picture."

At another panel session, the three top engineering executives from the three commercial networks and Michael Rau, NAB vice president, science and technology, were asked when they expected terrestrial HDTV transmissions to begin in the U.S. Rau's answer was 1994.

Julius Barnathan, senior corporate vice president in charge of technology and strategic planning, Capital Cities/ABC, said that transmissions would begin in two to three years. The standard will be a one-channel, NTSC-receiver-compatible system, such as SuperNTSC or ACTV. The cost of conversion for broadcasters will be minimal. At the same time, broadcasters must be assured of gaining additional spectrum for the future. "We can't design in a vacuum. Tests are being done right now to see if we can transmit over two channels.... Once it has been determined that this can be done, those channels must be granted to us before we can proceed any further."

A very similar scenario was predicted by Michael Sherlock, president, operations and technical services, NBC. The NBC-sponsored ACTV-I or something like it will

be broadcast in 1993 or 1994. At first, the cost to the broadcaster will be slight, but "there is no question that if you're trying to improve in the long run, in a dramatic way, then ultimately you're going to have to pay for that in terms of spectrum."

In the beginning, it will be expensive for TV facilities to convert, according to Joseph Flaherty, vice president, CBS engineering and development. The evolution is progressing much the way color TV was introduced, he said. At first, the richer, larger-market stations will equip for HDTV, with all stations converting years later. Eventually, HDTV gear will be so pervasive that it will be cheaper to stock a facility with HDTV equipment than NTSC. Flaherty did not predict when HDTV transmissions will start, but said: "I think you have to be on the air before the turn of this century, or you're going to be a second-class service. The alternate media will, in fact, be on the air."

At the convention center, NAB's Ad-



HDTV monitor on NAB exhibit floor

vanced Television Exhibit covered 22,000 square feet. Eleven proposed systems were demonstrated, with five of those proponents demonstrating hardware. That compares to the 1988 demonstration, which covered half as much space and included only five proponents, one with hardware.

The largest exhibitor this year was NBC/Sarnoff, with the ACTV systems. Among the highlights of its presentation was a tape of the first broadcast of the one-channel, receiver-compatible ACTV-I, which took place on April 20 ("In Brief," April 24). At the same time, it announced that the 6 mhz augmentation channel that is planned for gradual implementation after ACTV-I will be all-digitized. "If we have an all-digital channel, we can use clever techniques in a signal that is less prone to interfere, a la Zenith, then we wouldn't have to wait for the existing population of receivers to die out," said James Carnes, vice president, consumer electronics and information sciences at the Sarnoff Center.

However, NBC said that the hardware for ACTV-I will not be ready for testing by the Advanced Television Test Center

(ATTC) for another full year, a delay of about four months from its previously announced goal. "Getting this hardware working and working well has been harder than we thought," Carnes said. "That's not an ACTV system issue. That's a solder joint, bits running here, bits running there issue...We had expected to be working on the [ATTC] hardware earlier."

Faroudja Labs' SuperNTSC system was demonstrated in over-the-air transmissions for the first time during the NAB convention. KBLR(TV) (ch. 39) Paradise, Nev., suspended its normal programming for the four days of the convention to send the pictures over its transmitter from Television Technology Corp. (TTC), with a SuperNTSC encoder installed. The signal was displayed on line-doubling sets at the Faroudja booth in the exhibit hall, the TTC booth and TTC's hospitality suite, but not in the ATV exhibition room.

Although the Faroudja proposal has called for 4:3 images in the past, the aspect ratio on the pictures during the demonstration was adjusted to 5:3. "We're saying that it's not our problem," said Tom Lyon, Faroudja vice president of engineering. The company will adjust its aspect ratio to fit the industry's desires. It is a decision for the broadcasters, program producers and TV manufacturers, he said. A new aspect to the SuperNTSC signal was that it was sent with two-channel digital stereo sound using an audio encoding system developed by Dolby Labs, San Francisco. According to Dolby, the circuitry to receive the digital audio system could be built into consumer sets for an additional \$10.

Tele-Communications Inc., the largest U.S. multiple cable systems operator, has been an advocate of the Faroudja system. TCI President John Malone said that the company plans to implement SuperNTSC in one of the company's cable systems, hopefully in cooperation with a broadcast station. Plans are for the system to be implemented within the next year.

Scientific-Atlanta, proponents of the HDB-MAC system for satellite distribution only, announced that the first "commercially available" transmissions of HDTV will be available in HDB-MAC in October of this year. At the same time, it announced that its first customer will be Telesat Canada, an Ottawa-based satellite broadcast services company. HDB-MAC is an advanced version of Scientific-Atlanta's B-MAC system, which is used today for teleconferencing and private industrial networks. Telesat Canada will use the high-definition system for the same purpose. "We really feel that there are going to be a number of corporate types of applications where even further definition [than B-MAC] will be needed," said William E. Johnson, chief executive officer, Scientific-Atlanta. "One of the other applications for B-MAC in its current version is with the Mayo Clinic, which uses it for remote diagnostics. Clearly, high definition in those types of applications adds whole new possibilities for them." HDB-MAC delivers 16:9 pictures with hori-



zontal resolution of 950 lines and vertical resolution of 480 lines.

The Japan Broadcasting Corp. (NHK) developed the oldest and most advanced HDTV transmission system, MUSE-E. But because that system is not compatible with NTSC sets without a converter attachment to a consumer set, NHK developed a series of compatible MUSE systems. The MUSE-6 (one-channel, compatible), MUSE-9 (one-and-a-half-channel, compatible) and Narrow-MUSE (two-channel, simulcast) systems were shown at NAB '88 in computer simulations. In less than a year, NHK was able to develop them to the hardware stage. This year's exhibit marked the first time that hardware has been shown in the U.S. According to Yozo Ono, manager and chief engineer of NHK's General Bureau for America, the hardware for the three systems is constantly being refined, and even better pictures than were shown at NAB will be possible when the hardware is sent to ATTC for testing around the start of 1990.

Also in the hardware stage now is North American Philips's HDS-NA (high definition for North America) system. The 6 mhz + 3 mhz augmentation terrestrial design is proposed with a satellite feeder signal that would allow for all media—broadcast, cable and DBS—to evolve to HDTV at the same pace. Philips's goal is to have the 27-board encoder shown at the convention reduced to three boards by the end of the year, when the system will approach readiness for ATTC testing.

Zenith's Spectrum-Compatible HDTV system was demonstrated for the first time at an NAB convention. Computer simulations of the simulcast system were shown. Zenith plans to have hardware developed by the end of the year. The featured aspect of the SC-HDTV system is that the incompatible HDTV channel is digitized and the power needed to send the signal is reduced by 99%, according to Zenith. This would, in theory, allow "UHF taboo" spectrum to be allocated without fear of intolerable adjacent-channel interference.

The New York Institute of Technology's (NYIT) VISTA two-channel, augmentation system was also demonstrated at NAB in hardware. But William Glenn, developer of the system, was not at NAB because he was committed to speak at a different HDTV conference in Italy. A week earlier, Glenn resigned his post at NYIT, Dania, Fla., to set up a new research lab at Florida Atlantic University, Boca Raton. The VISTA system will continue to be demonstrated by NYIT.

Conspicuously absent from the Advanced Television Exhibit was the Del Rey Group and its proposed HD-NTSC system. Del Rey founder Richard Iredale said that the \$400,000 contributed toward development of the system last year by Cox Enterprises, Tribune Broadcasting and Group W Broadcasting was not enough to develop a computer simulation for Las Vegas. The three organizations have indicated that they will not contribute more funds, Iredale said. □

**Next week: Report on latest advancements in HDTV production equipment will be part of complete roundup of broadcast equipment at NAB.**

## No 'Passion' or 'Scandals' for ABC

**Iger cancels specials, says similar shows will be evaluated case by case**

So-called "reality television" was in the spotlight once again last week with word that ABC Entertainment was reexamining the appropriateness of scheduling the genre on the network in prime time. In the space of a week, the network pulled two reality specials, *Crimes of Passion II*, scheduled for Saturday, April 29, and *Scandals II*, which was to have run last Saturday evening (May 6). Future programs of a similar nature will be evaluated on a "case-by-case basis," said Robert Iger, president of ABC Entertainment.

The move was being interpreted differently by media watchers. Some suggested that Iger, newly installed in his post, was simply sending a message to the industry about the kind of programming environment he would establish for the network.

However, others suggested ABC's statement was further evidence that a broader reevaluation, and perhaps rejection, of such programming by advertisers and viewers is

gaining momentum.

ABC acknowledged it was not able to sell any advertising time for *Crimes of Passion II*. The ratings for programs without paid advertising are not published in Nielsen's regular local or national ratings reports, though they can be specially ordered.

The network made the decision to pull the show, from Arbus & Horvath & Ross Inc., in association with ITC Entertainment, a network spokeswoman confirmed, on Friday, April 28, "in the best interests of the network and its affiliates." The program featured stories about jealousy murders and other crimes.

The network confirmed last week the programs would never air on the ABC Television Network. Whether the rights would revert back to the producers for possible distribution to some other outlet, such as syndication or cable, was not clear.

Other reality programs scheduled to air on ABC that will be reevaluated include *Unclaimed Fortunes*, scheduled for this Thursday (May 11), and *Under Fire: The Real Story*, scheduled for May 21. □

## Viacom making comedy channel pitch

**It's the latest entry in what appears to be the latest cable programming competition**

The race to produce a comedy channel for cable television is on, as Viacom has contacted operators with plans for its own comedy service. "We're going to do one" is the word from Viacom, said one cable executive, "so don't sign any deals now." The call for caution is because HBO, Viacom's chief competition, has already made the rounds of cable operators and will be showcasing its comedy channel plans at the National Cable Television Association convention in two weeks.

Ironically, HBO has stolen some of Viacom's thunder. As long as a year ago, Viacom pondered launching a comedy channel, or converting VH-1 to a part-time or full-time comedy channel. Many cable operators have favored the latter, and some say there is still internal debate within Viacom on which direction to go.

But according to Cablevision Industries, Viacom wants to program a comedy channel separate from VH-1. (Viacom executives declined comment.) Mike Egan, CI vice president, programming and marketing, said Viacom pitched Cablevision several weeks ago, discussing a stand-alone comedy channel with comedic elements pulled from series, specials and movies. Typically, two-to-three-minute clips from movies can be shown without incurring copyright liability. The service would be basic, and of low cost to the operators, according to cable operators. Don Mathison, Media General vice president, programming and marketing, said he's also been contacted by Viacom, which has urged a wait-and-see

attitude on comedy channels.

"There's room for one," said Egan, but probably "not room for two." And HBO and Viacom's proposals are not the only ones floating around. Cox Cable has been linked with comedy channel discussions, purportedly with Columbia Pictures. And there apparently are more. A Tele-Communications Inc. executive said TCI has five comedy channel proposals before it.

Viacom, through its pay services, Showtime and The Movie Channel, has a bevy of comedy movies available. Showtime also has a library of comedy specials, series (such as *It's Garry Shandling's Show*) and its programming from comedy nightclubs across the country. Comedy series also appear on MTV and VH-1, and Nick at Nite's prime time lineup is filled with black and white sitcoms geared to baby boomers.

One MSO programming executive expressed reservations about a vertically programmed comedy channel. He felt comedy did not lend itself to a "grazing format" of very short comedy bites, unlike a weather or news channel.

"Conceptually, it's a good idea," said Egan, "but it's not a sure bet." Unlike other vertically integrated services, comics can vary greatly, said Egan, making scheduling a more difficult task. Henny Youngman and Eddie Murphy, for instance, appeal to two separate audiences, he said. The answer may be to group comedy elements by daypart.

In addition to programming, distribution will be key in any new service getting off the ground. With the Time-Warner merger, HBO will have 5.5 million subscribers in co-owned companies, and its presentation has impressed other cable operators. □

## Wright says future of television is pay

**NBC president says television in new media mix "can't make it" on advertising support alone**

While broadcasters meeting in Las Vegas were being asked to hold the line for free over-the-air TV last week, NBC President Robert Wright was all but conceding that territory in a speech to business editors and reporters attending a conference of the Society of American Business Editors and Writers in New York. The country, Wright said "has switched over to pay television." It happened "a couple years ago," he told the group, calling it a "private crossing...no celebration."

Although Wright said of the switch, "It's not bad or good, just different," the additional revenue stream from pay television was a difference he appeared to welcome. So much so, in fact, that he redefined the medium's halcyon days to accommodate it. "Many people who have been in television for years," Wright said early in his speech, "[are] so sad to see the Golden Age disappear....And I guess I couldn't disagree more." After pointing to the explosion of television distribution vehicles, including "23 major nationally distributed or world distributed cable networks" and "40,000 home video stores," Wright said: "We're going to go from a period in the late seventies where there was an insignificant amount of total dollars contributing to or driven by television, to the so-called Golden Age of television in terms of actual cash paid by consumers."

Wright projected that in a few years the U.S. television household base will be 100 million, with an average 1.7 television sets per home, and that cable penetration will reach 70%. "At that point, television will cost one dollar per set per day," Wright



Wright

predicted, and will generate some \$43 billion in annual revenues.

That money, said Wright, will "give us the opportunity to pay more for programming," and "would also mean that you

would have a lot of viable services that are adequately financed to do a lot more than they do today. That's one of the reasons we're in the pay television programming business." (NBC has moved heavily into cable. It launched CNBC, the cable business news service, three weeks ago, is part owner of Arts & Entertainment and, through its association with Cablevision Systems, owns partial interest in seven regional sports channels, Bravo, AMC and Long Island News 12. It will also partner with Cablevision in offering pay-per-view 1992 Olympics coverage on cable.)

In the future, said Wright, all services, "with the exception of the few of us that have lived this far on advertising support," will be pay services, or have multiple sources of revenue. "You just can't make it" with advertising support alone in the new media economy, he said. Consumers will pay, and the media will be well financed, said Wright, with perhaps half the resulting profits reinvested to strengthen programming lineups and keep systems up to date technologically.

Wright said he wasn't sure what the social impact of the shift to pay television will be. "It could be grand," he said.

Myron Kandel, financial editor, CNN, and a former president of the Society of American Business Editors and Writers, said he thought Wright gave a "pretty frank" assessment of where the television medium is headed. "Look at the figures," said Kandel. "He was talking about the realities." Implicit but unstated in Wright's remarks, Kandel suggested, was the continuing erosion of over-the-air network shares. "As a network executive he emphasized the positive and avoided the negative. And the positive is the continuing growth of cable. You don't get cable for nothing."

## Cable, overseas program markets targeted by ABC

**New unit will produce entertainment fare for domestic, foreign buyers**

Capcities/ABC will form a new in-house venture to supply programming to the U.S. cable and international TV markets.

Details of the plan were still being worked out late last week, but the unit, based on the East Coast under the ABC Video Enterprises division, would supply a range of entertainment programs not only to cable networks Arts & Entertainment and Lifetime, in which ABC has interests, but to other cable programmers as well.

Notice of the venture, similar in concept but separate from a new network production unit headed by ex-ABC Entertainment President Brandon Stoddard, was given by Chairman Tom Murphy at the company's annual shareholders meeting in Durham, N.C., last Tuesday. A formal announcement may come as early as this week.

At the shareholders meeting, Murphy said both this new programming venture and

Stoddard's are designed to expand in-house production capability for the network as it approaches the lifting of consent decree production limits in 1990.

ABC's latest move positions it to take advantage of both the increasing desire by most U.S. cable networks for original programming and an overseas demand for U.S. program fare spurred by deregulation and competition from new media.

The new unit, according to one company source, is the brainchild of Murphy and Jack Healy, president of ABC Distribution Co., the company's sales arm reporting to Video Enterprises. Healy or an executive under him is expected to head the venture.

In another recent, but separate, effort, ABC has put down stakes in the European production field, beginning earlier this year by buying into Munich-based producer-distributor Tele-Munchen and expanding in the next six months with three more deals on the continent, including one with a producer in Spain and another in either Italy or

France ("Closed Circuit," April 24).

ABC Video Enterprises President Herb Granath recently told BROADCASTING that a key purpose of these European equity positions is to increase co-production of programs in Europe for U.S. cable networks.

ABC has already produced extensively for both A&E and Lifetime, both of which are run in a joint venture with Hearst Corp. and others. Most recently ABC has produced for Lifetime *Days and Nights of Molly Dodd*, following its short run on the network, while its production for A&E includes the 13-part *The Eagle and the Bear*, a documentary series produced with former ABC newsmen Av Westin.

According to Hearst Corp.'s Raymond Joslin, head of the company's new Entertainment and Syndication Group under which the cable interests are run, some new projects are under study with ABC, but he was aware of no specific developments for A&E and Lifetime as a result of the new ABC unit. □





**You'd better sit down.**

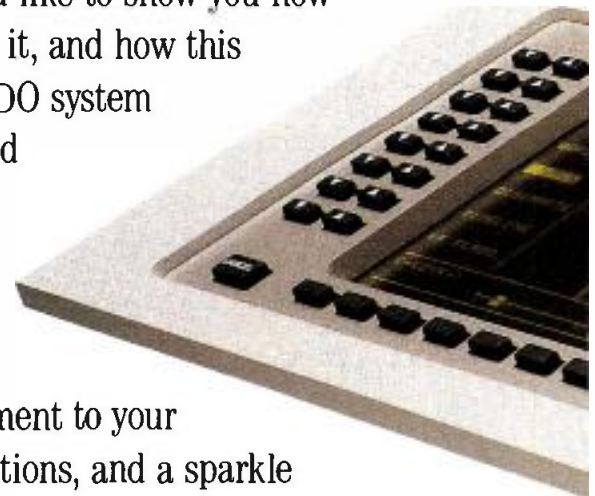
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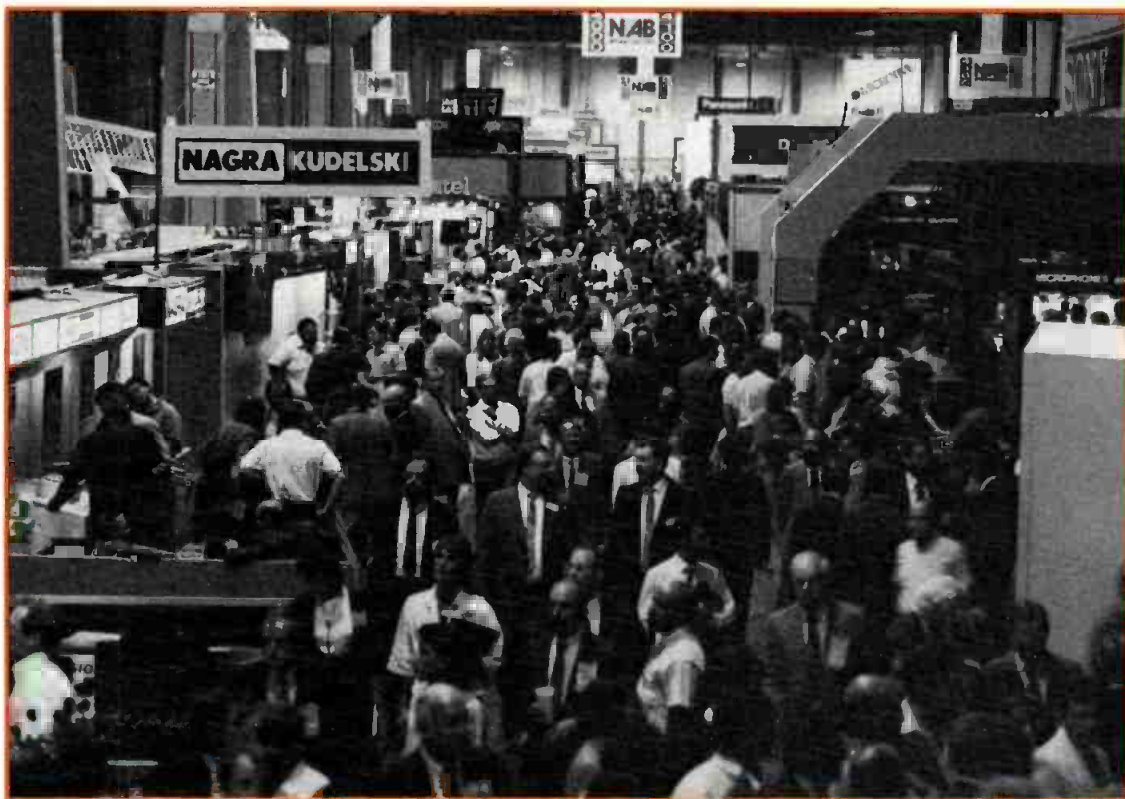
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# NAB '89



## Broadcasters get hopeful news from Hill

**Congress will not retaliate for radio opposition to pay raise, say panelists; little chance given for campaign reform legislation**

The good news at a panel of four members of Congress was that there is no chance that Congress in the current session will pass campaign reform legislation that could hurt broadcasters financially. There was really no bad news. An additional dollop of good news was that Congress, while still seething, apparently, over the role radio disk jockeys played in mobilizing opposition to the proposed congressional pay raise, will not pass legislation to punish the industry. Or so they said.

The panel, at the NAB convention in Las Vegas, featured Democrats Al Swift (D-Wash.) and Henry Waxman (D-Calif.) and Republicans Michael Oxley (R-Ohio) and Dan Schaefer (R-Colo.). All are members of the House Energy and Commerce Com-

mittee and all but Waxman are members of the subcommittee on telecommunications.

And while there was disagreement among the four on a number of matters, there was none regarding the chance of passage in the present Congress of campaign reform legislation designed to reduce the high cost of political campaigning by reducing the cost of campaigning on radio and television. Bills have been introduced to provide candidates with further discounts, even to assure them free time. The congressmen agreed the chance of passage of such legislation is, as Oxley put it, "relatively slim."

Swift, the author of one of the bills—it would give those members who accept caps on spending in primary and general election campaigns a 30% discount in their purchase of broadcast time—said in fact that chances for reform were eroding, not improving. He said that since the 1988 election, "the two parties have moved farther apart on the

issue." Furthermore, he said, "when you have divided government"—the Presidency controlled by one party, the Congress by the other—"any realistic person would have to be pessimistic."

However, Oxley said legislation to curb political action committees may be possible. And Swift did not rule out a limited campaign reform bill, one focused on relatively noncontroversial issues. But an indication of the difficulty of developing a consensus on the issue was provided by Waxman. "I'm uncomfortable with the request that you [broadcasters] charge lower rates [for time sold to political candidates]. You're in business. We don't ask newspapers or consultants or brochure publishers to take a discount." So there is no consensus, even among Democrats.

How can broadcasters head off legislation aimed at their bottom line? Swift suggested "a positive strategy," one designed to show "the industry has gone beyond the



L-r: Tarleton, Oxley, Schaefer, Waxman, Swift

call of duty; show that you have done what is needed." He talked of the need for in-depth coverage of candidates that goes beyond "15-second sound bites" and focuses on what the candidate is saying, rather than on the internal workings of a candidate's campaign. Waxman said broadcasters could help their cause by providing candidates time for expressing their views—"and not just in paid commercial time."

The question of talk radio's opposition to the congressional pay raise was put to the panel by moderator Cullie Tarleton, senior vice president-general manager, WBTV(TV) Charlotte, N.C. Was Congress upset? Swift said he was "amused at how self-righteous those guys are" in claiming credit for the defeat of the pay raise. "All that those guys and Ralph Nader had to do was run to get in front of the parade that was already marching down the street." He noted that congressional pay raises have been easy targets since the founding of the republic. "Yeah, we were damned angered" about the collapse of the pay raise proposal, Swift said. "But Congress is not going to pass legislation of a punitive nature."

Oxley agreed. But he sees consequences for those, like himself, who oppose the effort now under way in Congress to codify the fairness doctrine. He sees the episode as providing new ammunition for those who favor the doctrine. In the "barrage of calls," he said, "there was no discernible effort to present the other side."

A member of the audience, Joe Jerkins, KOCO-TV Oklahoma City, helped raise the level of emotion at the session with a few remarks. First, he said the station does not sell time to independent groups that want to attack or support a candidate. Then he said he would "feel better" about the lowest-unit rate requirement if candidates were obliged to deliver the entire message in the commercial—instead of permitting most of the time to be occupied by others—to qualify for the rate.

He immediately got into trouble with three panelists. Oxley said denying time to independent groups constitutes "prior restraint." He also said it is "wrong for you to decide what is fair and what is not," and added, "Your attorney should be careful in advising you on this."

He, along with Waxman and Schaefer, also vigorously disputed Jerkins's suggestion that candidates be required to fill all the time on a commercial to qualify for the broadcaster's lowest-unit rate. "The purpose of the campaign is to allow the candidate to present ideas and proposals in the best way possible," said Waxman. And Schaefer said, "There are different kinds of

commercials. Some require skills and personality, so you're taking away a lot of the uniqueness of the campaign." Oxley said simply, "I agree with Henry. I don't often do that."

Only Swift supported Jerkins. He saw the idea regarding the lowest-unit rate as a means for dealing with the problem of negative advertising: Candidates presumably would not want to mouth the nasty things about opponents now left to surrogates. He saw it "as an idea whose time has come." He also conceded that, as a former broadcaster who handles the microphone easily, he might have an

advantage over his opponents. And as for Jerkins's policy on independent expenditures, Swift said voters who do not like the negative advertising independent groups often run cannot hold the groups responsible. "What you've done is reasonable, not irresponsible," said Swift.

Another proposal to be picked apart was contained in the bill introduced by Senator Claiborne Pell (D-R.I.) that would require broadcasters to make free time available for candidate debates. "I don't want broadcasters to be told to give time for debates," said Schaefer. "In the last campaign, broadcasters gave us plenty of time, more than I could fill." Oxley was equally vehement in his opposition. But he also disclosed the self-interest involved in his position: "Right now, the strategy of incumbents is: 'We don't need it. We'll win. There is no need to give the opponent free time.'"

Finally, Swift suggested efforts "to establish a perfect system" are ultimately futile. "There is no perfect system," he said. But Congress has not been helpless in the matter. "The most important law we passed," said Swift, "is the public disclosure law. We have to say that's the primary law." □

## Fairness doctrine law still 'quid' to broadcasters' 'pro quo'

**Broadcasters given advice on getting on good side of Hill; price of renewal reform remains 'fairness' reprise**

Congressional staffers on a panel that preceded the NAB convention in Las Vegas last week offered some advice on how the new FCC chairman—at the time not yet identified—could improve the commission's frequently strained relations with Congress. But some of the answers during the panel—part of a day-long workshop jointly sponsored by the American Bar Association and NAB—made it clear that the passage of legislation broadcasters want hinges on whether the fairness doctrine is written into law. If it is not, a bill benefiting radio only could be one of the casualties.

But a presidential veto of the fairness doctrine bill now moving through Congress—and President Bush has indicated a veto is likely—apparently would not cause Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Commerce Committee, to defer indefinitely hearings on the President's FCC nominees, as he did in the last Congress. "I believe Hollings will hold hearings, even if Bush vetoes the fairness doctrine bill," said Antoinette Cook, Democratic counsel to the committee. "We are planning to hold hearings on the nominees when they come up [to the Senate]."

The advice on mending fences was provided by Larry Sidman, staff director and chief counsel of the House Telecommunications Subcommittee, and was based on what he said were the errors of chairmen named by President Reagan—Dennis Patrick and his predecessor, Mark Fowler. Sidman offered these "important precepts":

Show respect for "process" and pay "respectful attention to members of Congress, particularly those on committees authorizing appropriations for the commission." In other words: Keep the members informed. As for policy, the subcommittee's chairman, Edward Markey, favors "an integrated approach to issues." Sidman said some of the commission's deregulatory actions were taken without regard to their impact on the overall telecommunications structure. And, finally, "reach out to Congress to work with it on important issues."

The commission did not take that kind of approach when it repealed the fairness doctrine in August 1987. Its action was abrupt, taken virtually concurrently with the adoption of a study on alternative means of enforcing the doctrine, a study Congress had asked be done before the vote on repeal. Shattered relations between Congress and the commission was the result.

Lex Felker, chief of the commission's mass media bureau and a member of the panel, did not concede serious error. "There might have been ways to improve at the margin," he said, in response to a question from the moderator, Richard E. Wiley, a former FCC chairman. "But knowing what I know now, the way it played out was the way it would have."

But if the fairness bill is vetoed, the panel suggested, don't look for action on the measures the broadcasters want, like must carry. David Leach, an aide to Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, said Dingell views broadcasters as entitled to special treatment because of their special obligations. "Without fairness, he would have a difficult time looking at



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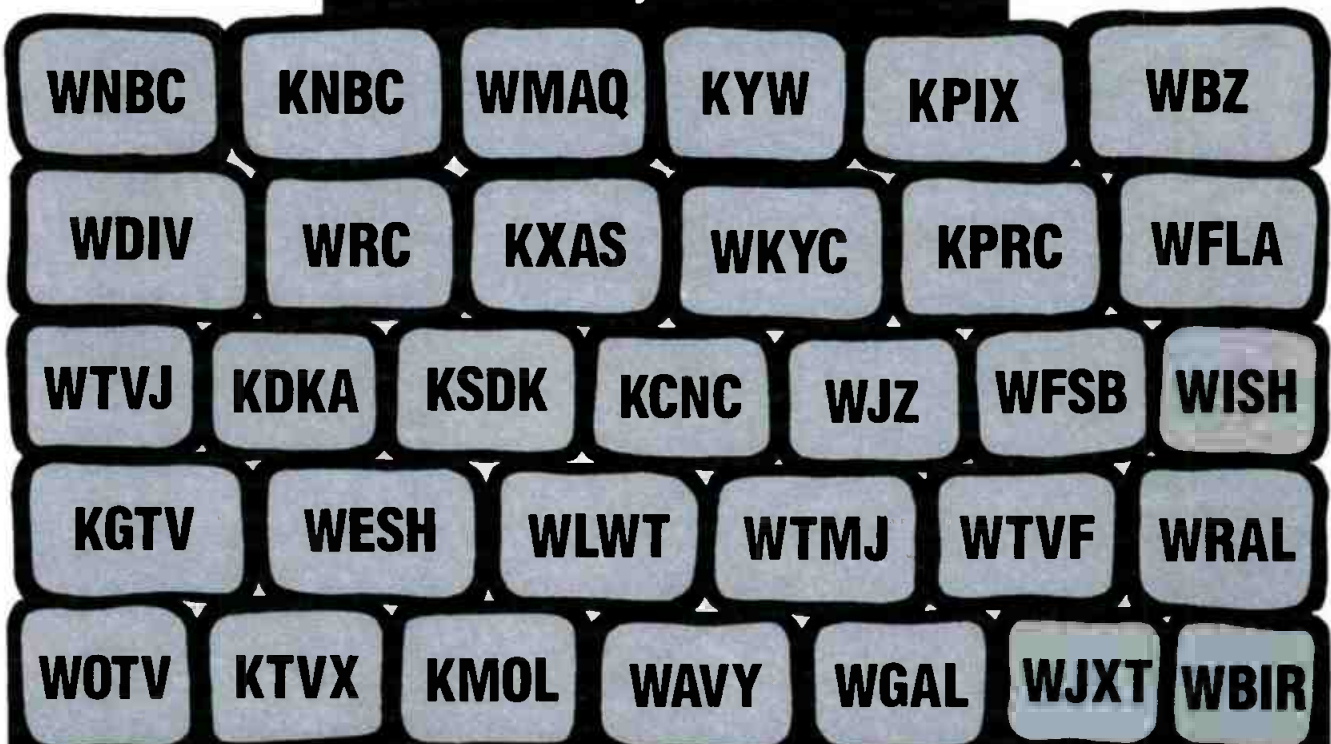
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things they want," Leach said. "For the next two years, [the committee] will be preoccupied with fairness."

And Sidman advised broadcasters not to "hold their breath" awaiting action "in the near term" on legislation modifying the comparative-renewal process. He said that would follow issues of higher priority, such as must carry—which he ranked third, behind fairness doctrine and children's television legislation.

Wiley had asked Sidman specifically about a radio-only bill. The subcommittee staffer did not address that matter, but the answer suggested such a proposal would not get special attention.

Terry Haines, minority counsel to the House Telecommunications Subcommittee, indicated that congressional concern about the fairness doctrine is not one-sided. "Members see it as the linchpin of the public interest standard," he said. He also said "it ties in with concern about equal time. Members are afraid that if the fairness doctrine unravels, equal time will be in jeopardy. There is an understandable fear of change."

If broadcasters cannot look forward to

legislation they would like passed, in the event of a veto of the fairness doctrine bill, there is a good chance they will find doing business with the commission more expensive than it has been. Cook and Leach said their respective committees were charged with responsibility for raising funds to help ease the budget crunch. (She noted that Hollings's controversial and doomed proposal last year to set a fee on station transfers was the result of a similar obligation.)

Cook said that Hollings and Senator Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee, had not yet reached a decision on how a Senate Budget Committee resolution directing the committee to raise \$680 million in new revenues should be implemented. The Bush administration has proposed an auction of non-mass media spectrum.

As for the House, which is operating under the same kind of pressures, Leach said the committee he serves is likely to target the FCC as a means of raising revenue. Leach said Dingell objects to the auction proposal; those who pay for their share of the spectrum would not be bound by a public interest standard. But he said an in-

crease in the cost-of-regulation fees broadcasters pay is likely. The commission raised \$45 million from that source last year. And when Felker said the new chairman "will have trouble making ends meet," Leach agreed. "But there will be no new money for the FCC," he said, "until we get fees covering existing costs."

One proposal the commission has been pondering as a means of saving money and time has not attracted important support in Congress—the use of lotteries instead of comparative proceedings to settle contests between mutually exclusive applications. Cook, who was understood to be speaking for Hollings, said the proposal "will be controversial," and added, "I don't see lotteries as serving the public interest." She suggested the FCC consider "alternatives."

Dingell is also cool to the use of lotteries. Leach said the commission's record in using them in the past is "mixed." They have worked well in the case of low-power television. But he said other lotteries, such as the one used in distributing spectrum for cellular radio, would be more appropriately conducted in a Las Vegas gambling casino than in a government agency. □

## Patrick bequeaths First Amendment fight to broadcasters during NAB valedictory remarks

**Outgoing FCC chairman says broadcasters have duty and bottom-line need to resist 'second-class status'**

FCC Chairman Dennis Patrick, who plans to leave the agency upon the swearing in of his yet unnamed successor, bequeathed to broadcasters the ideas that have shaped the agenda and undergirded the accomplishments of his two-year chairmanship: competitive and open markets, intellectual property rights and "true First Amendment freedom" for broadcasting.

Delivering his "swan song" at the NAB convention's all-industry luncheon last Tuesday (May 2), Patrick said he could think of no ideas "more important," and urged broadcasters to incorporate them into their long-term strategy. "You must have a vision," he said.

Patrick's extremism in the pursuit of his goals alienated some broadcasters, but those at the luncheon sent him off with a standing ovation—albeit not a particularly enthusiastic one—and interrupted his speech several times with applause.

Above all else, the idea of full First Amendment rights for the electronic media guided Patrick's policy. In August 1987, it led the FCC to repeal the fairness doctrine to air all sides of controversial public issues, despite considerable congressional opposition.

"You must have full First Amendment rights," Patrick said. "We, the members of the public, want to hear what you have to say. We deserve to know your opinions. You have a constitutional duty to shout out news of oppression, of environmental disaster, of government wrongdoing, of world policy, of the issues—large



Patrick

and small—that impact upon all of our lives," he said.

Beyond the duty, Patrick said, there is a business reason for broadcasters to stand up for their First Amendment rights. Broadcasters' "bottom line" will suffer if they accept "second-class" First Amendment status, he said. "If you accept government programming requirements, you will lose the flexibility to please your audience, while your competition will labor under no such constraints."

Patrick's commitment to intellectual property rights and to contractual rights led the FCC to reimpose syndex rules that protect local exclusivity of broadcasters' syndicated programming and to recommend to Congress that it repeal the compulsory license that allows cable systems to carry local and distant broadcast signals without paying copyright fees set by the marketplace.

The compulsory license must be repealed, Patrick said. "Why should the cable industry—a business that is hugely successful by anyone's standards—receive a welfare check in the form of subsidized programming?" he asked.

"Cable, like everyone else in the video industry, should purchase the programming they choose to show their viewers," he said. "They should no longer be permitted to take the product you have bought, you have promoted, you have earned, and pass it off, without asking, as theirs."

Patrick acknowledged that the idea of open markets and competition cause "some anxiety." But, he said, "we're not here to protect you from competition. We're here to insure that you become competitive, that you listen to your audience."

Patrick said broadcasters should not expect to diminish competition. "The competitive genie is out of the bottle," he said. "Neither the Congress nor the commission will stuff her back in."

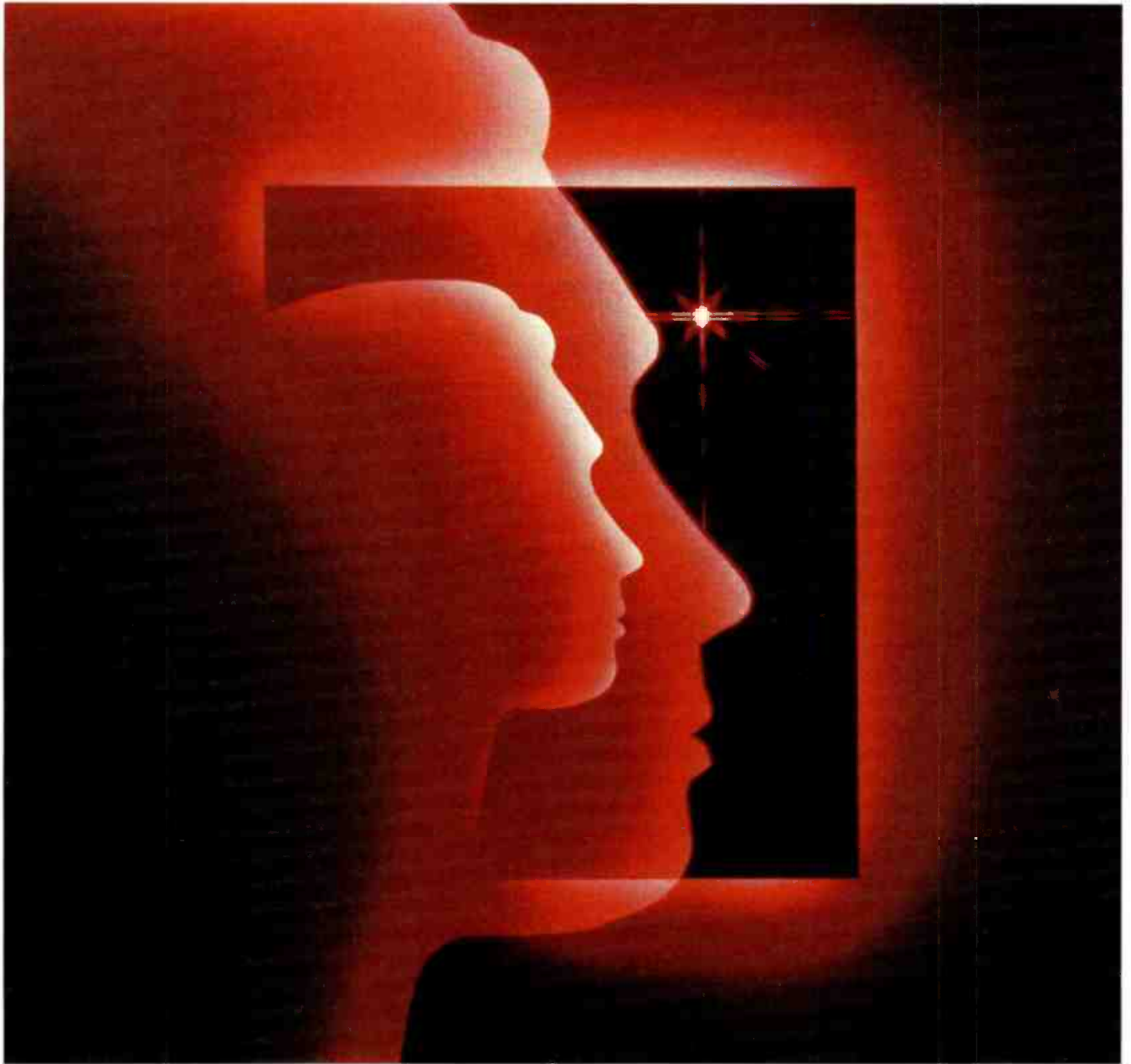
Along with opening up markets to competition comes the obligations of insuring that the competition is fair, said Patrick. The FCC has tried to make sure competition among broadcasters is fair by taking steps to improve the technical quality of AM radio and to eliminate the advantages FM translators gain because of the FCC's unclear rules. "As long as translators have none of the obligations of full-powered stations, they should not be permitted to operate technically as full-powered stations."

To make sure television broadcasters are able to compete with other media, Patrick said, the FCC has "moved aggressively to encourage speedy development of HDTV technology for terrestrial broadcasters so that you will not be disadvantaged vis-a-vis

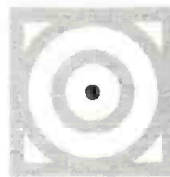


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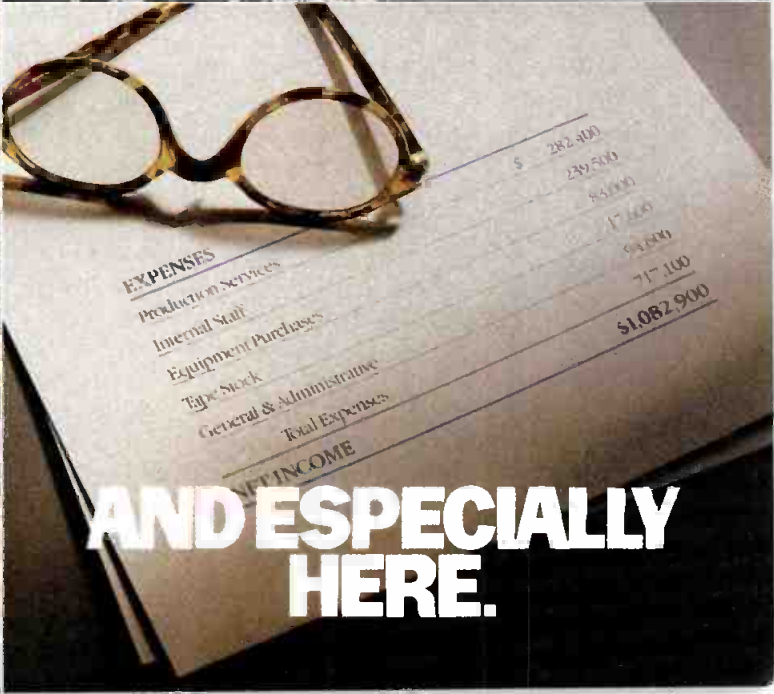
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other media."

Patrick hinted that the agency may be willing to set an HDTV transmission standard. "Our role in HDTV—standard setting—has not received the attention of the popular press, but it is an extremely important and difficult one nonetheless." □

## Fritts sounds charge: It's free versus fee TV

**Includes radio in call to drive home message of broadcasting's uniqueness as free, universal service**

NAB President Eddie Fritts urged his membership to reaffirm its commitment to public service and to work with the association to meet the challenges that face the industry. At stake, he said, is the future of free broadcasting.

The call for action was sounded during Fritts's keynote address at NAB's annual convention last week. He said it is imperative for radio and television to work together: "Together, we are the only media that are universally available...and we are the only media that serve the public free of charge." It is a system that is the "envy of the world," said Fritts.

But the industry has obstacles to overcome. Indeed, the NAB president said, there are troubles that cannot be ignored. For radio, a license renewal bill is of paramount importance. A radio bill (H.R. 1136) is pending in the House, with 43 co-sponsors, he reported. "That is a good start. But we need more co-sponsors and more [congressional] contacts by individual broadcasters."

Television's future, however, is far more precarious, according to Fritts. It is threatened by the "unfair competitive advantage Congress awarded cable" through deregulation.

Radio, he said, has served the nation well for almost 70 years. But the public takes it for granted, said Fritts, and that is why NAB and the Radio Advertising Bureau have created a "Radio Futures Cam-

paign" to promote radio. "This campaign will start with public awareness and, through careful targeting of advertising and marketing materials, will then proceed to drive home to advertisers and agencies the message of what a great advertising medium radio is," he said. The entire broadcasting industry needs to support it, said Fritts. "To demonstrate radio's impact, we need to have not 2,000 but 10,000 stations taking part."

A similar crusade is under way for television. The "Free TV" campaign was launched at the convention (BROADCASTING, April 24) and is aimed at informing the public of the differences between free over-the-air television and cable. And to remind them, said Fritts, that "it is important not to divide our nation's television service into one system for the haves and another for the have-nots."

## Broadcasters have created congressional antipathy toward radio, says Quello

**Chances for legislation beneficial to broadcasters, such as 'radio-only' legislation, may have been hurt by radio broadcasters who campaigned against congressional pay raise; Congress may also reimpose transfer fees, says congressional aide**

FCC Commissioner James Quello lashed out again at radio talk show hosts and disk jockeys for their role in arousing public opposition to a 50% pay raise for congressmen and high-level officials, including FCC commissioners.

Getting an NAB convention breakfast off to a rousing start with FCC officials and congressional staffers, Quello said broadcasters, by giving free rein to critics of the pay raise, may have shirked their responsibilities as licensees "a little bit" and damaged their chances of convincing Congress

Said Fritts: "It would not be right for sports events, for example, to be kidnapped from free television to benefit the shareholders of fee television at the expense of the public. It would not be right to siphon away to pay services the audiences whose size we depend on to attract advertising...which finances our community programming for audiences of all ages and financial capabilities."

Cable's unregulated monopoly must be "reined in by a restoration of must carry with channel positioning rules," he told broadcasters. And free TV must be on "equal footing with other video media when an advanced television system is chosen for this country."

NAB's agenda is simple, he said. "It is an agenda of free and fair competition restored. It is an agenda that our united industry is working to achieve." □

to pass beneficial legislation. "From an owner and management standpoint," he said, "you shot yourself in the foot."

Broadcasters who opposed the hike were on a "messianic binge," Quello said. They "resurrected from the dead" consumer advocate Ralph Nader because of his opposition to the pay raise, he said. Nader, he said, "is the greatest overzealous regulator of them all."

Quello's comments were a reprise of those he made last March at a meeting of New York broadcasters (BROADCASTING, March 13).

Public opposition generated in part by radio personalities caused Congress to back off from the pay raise at the 11th hour last February. And, as Quello said, the affair created some antipathy toward radio among the lawmakers. House Majority Whip Tony Coelho (D-Calif.) was especially vocal in

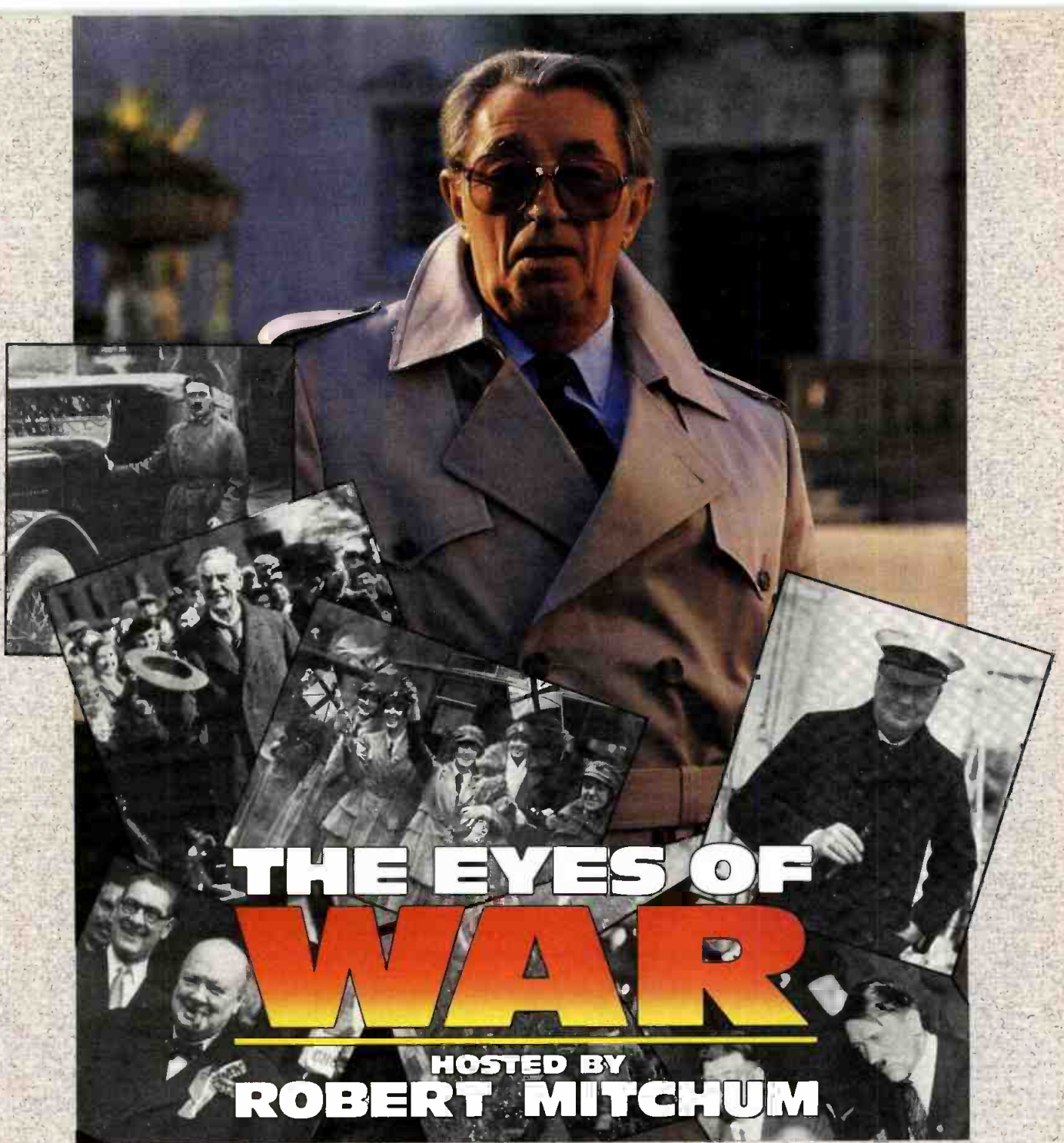


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rebuking radio broadcasters for whipping up anti-pay-raise sentiment.

Certain to suffer most from the ill will is the so-called "radio-only" legislation that would create a two-step renewal process for radio and, thereby, make it easier for stations to win renewal.

Terry Haines, minority counsel, House Telecommunications Subcommittee, said he agreed with Quello that prospects for radio-only legislation had been hurt.

According to Haines, the legislation will pass only if radio can "differentiate" itself from television, which has been Congress's principal concern. Congressional support for the fairness doctrine requiring broadcasters to air all sides of controversial public issues is "a reaction to the power of

television," he said. The pay-raise episode has "muddied the difference [between radio and TV] just when you needed to make that point the most," he said.

Congressional aides had other bad news.

Dan Craig, an aide to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), said Congress may once again consider imposing fees on the transfer of broadcast properties as a way to generate new revenues for the federal government.

The Senate Budget Committee has approved a resolution directing the Senate Commerce Committee, the Communications Subcommittee's parent, to come up with \$680 million in new revenues. Under similar instructions two years ago, Commerce Committee Chairman Ernest Hol-

ings (D-S.C.) had proposed a transfer fee on broadcast properties, but due in part to the opposition of the broadcasting industry, the measure died on the Senate floor.

Larry Sidman, top aide with the House Telecommunications Subcommittee, said what most broadcasters already know: that must-carry legislation and other legislation on broadcasters' wish list will not be taken up by Congress until it has passed legislation limiting advertising in children's television and resurrecting the fairness doctrine, which was repealed by the FCC in August 1987.

"I would be less than candid if I was overly encouraging about chances for near-term action" on broadcasting's legislative initiatives, said Sidman. □

## Broadcasting versus the telco monster

### BEA, NAB confront threat of telco entry into cable TV; NAB's Abel says fiber could put broadcasters 'out of business'

Telephone company entry into the cable television business, as full-fledged programmers as well as distributors, emerged as one of the principal issues at the National Association of Broadcasters convention in Las Vegas last week. Indeed, even before the convention got under way, the issue had demonstrated its capacity for generating concern and heightening emotion.

"The very definition of broadcasting is at stake," said John Abel, the National Association of Broadcasters' executive vice president, operations, at a session of the Broadcast Education Association convention on Friday. And if that weren't enough, he said, the capacity of the new fiber technology is such that it would enable the telephone companies to put cable and broadcast television "out of business."

The name that BEA conference planners had given the session caught the mood: "The Telcos Are Coming! The Telcos Are Coming!"

The two FCC commissioners on the panel also helped set the tone. Commissioner James Quello described the issue as "the most vital, far-reaching topic on the future of telecommunications in America." And when asked by the moderator, Jerry Udwin, vice president of Westinghouse Broadcasting Co., how telephone company entry into cable would affect broadcasting and what the commission should do about it, Quello said simply, "I don't know." Commissioner Patricia Diaz Dennis said, "This issue will fundamentally change the broadcasting landscape."

The session, which also featured members of the two other affected industries, followed a panel on the same subject that was part of the day-long workshop sponsored jointly by the American Bar Association's Forum Committee and the NAB.

There, too, telco entry into cable, as a consequence of the emergence of fiber technology and its virtually infinite capacity, was discussed in cataclysmic terms. This time, though, the alleged danger to broadcasting was sketched by a member of the cable industry, Brenda Fox, the

National Cable Television Association's general counsel and vice president for special projects. "We're not talking about telco in the cable business but in the television business," she said. "They're in the business of providing and distributing programming."

What's more, she said, "telcos have the revenues and incentives to dominate the distribution business. And the telephone industry could bring resources to bear that would leave broadcasters in the dust in buying product." Later, at the BEA panel, her colleague, Decker Anstrom, executive vice president of the NCTA, fleshed out that remark. He noted that the seven regional Bell holding companies last year reported revenues of \$74 billion, and that the revenues of the smallest of the seven matched those of the three major networks combined. Southwestern Bell last year generated \$8.5 billion in revenues, compared to the \$8.9 billion in revenues recorded by the three networks.

The telephone industry representatives on the panels did not deny interest in entering the cable business as programmers, but neither did they stress that interest. James R. Hobson, assistant vice president and Washington counsel, GTE Service Corporation, said that the experiment the FCC has authorized GTE to conduct in connection with a fiber optic network in Cerritos, Calif., is designed to demonstrate the new services the new technology makes possible." Then he said: "You can't roll out new services and not be associated with content." The attraction of the Cerritos system will be near-video on demand, a pay-per-view service that permits viewers to see programming within 30 minutes of choosing it.

The issue was also discussed at meetings of the Association of Maximum Service Telecasters held during the convention. Abel conducted a slide-show presentation on the implications of telephone company entry into cable, while Anstrom and John Sodolski, president of the U.S. Telephone Association, argued the cases for their respective industries at a board meeting. Abel and some of the authors of the NAB book "Telco Fiber & Video Market Entry"—Werner Hartenberger of Dow, Lohnes & Albertson and Michael D. Berg of Miller &

Holbrooke—summarized their findings at a convention session. Nor was that all: Raymond W. Smith of the Bell Atlantic Corp. addressed the convention on "Television and the Telephone Company" (see "Top of the Week").

But it was the BEA panel that provided the main forum for the debate. John R. Gunter, Bell South's vice president, information services and market plans, opened the discussion with a slide show on the development of fiber technology as a replacement for copper. Fiber would become cheaper than copper by the early 1990's, he said, and, in response to a question, said the last home would be tied into the fiber network by 2015-2020. "But," he said, "that's the wrong question. You don't need the last home before starting service." Various speakers last week estimated that fiber would effectively replace copper in 10 to 20 years.

And Gunter, who had almost the last word at the session, used it to dismiss "the gloom and doom" he had heard in the preceding hour. He noted that radio remains viable despite predictions television would kill it. "I'm not persuaded that cable or telephone companies will be the death knell for television. We'll compete, but that doesn't mean there won't be television. That would not be consistent with history."

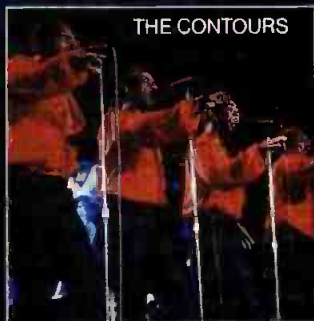
Telephone companies—particularly the Regional Bell Operating Companies—have a number of hurdles to overcome before they can enter the cable television business. There are the restrictions imposed on all cable systems by FCC rules and the Cable Act of 1984. Those ban entry only in the telephone companies' respective service areas. Then there is the ban in the consent decree that ended the government's antitrust suit against AT&T. It applies throughout the country.

Still, members of the cable and broadcasting industries see those barriers crumbling. And NCTA's Anstrom said that the telephone companies "don't talk about the history of those restrictions," restrictions that he said grew out of telcos' long history of anticompetitive behavior." He said that "many question whether safeguards can be erected" against telephone company cross-subsidization of affiliated cable television



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The NAB board has not yet adopted a position on the telco-cable issue. It may do so at its meeting in June. But Abel last week seemed way out in front on the issue, at least as concerned about telephone company entry into cable as representatives of the cable industry. And they see it as a clear and present danger.

The terms in which the issue is generally discussed are whether telephone companies should be permitted to provide programming. The National Telecommunications and Information Administration has endorsed the idea of a video dial tone or video common carriage. The cable industry is comfortable with the current law, which restricts telephone companies to the construction of plant for cable franchisees. But Abel said he "can't imagine it to be in the long- or short-term interest of television for telcos to be a programmer or distributor, and made it clear he would ban telephone companies from distribution as well as programming. Abel noted that other technologies, like cable and translators, emerged as distribution systems only to grow into programming operations as well. He believes history would repeat itself once the restrictions are lifted from the telephone industry.

Abel did not say telephone company entry into cable would be all bad. It would, for instance, provide competition for cable television. But he had a list of disadvantages: As a carrier, Abel said, telephone companies would levy fees on broadcasters as well as those receiving the signals. And that would impose a social cost: Such pay service would divide the country into those able to pay for the service and those who could not, he said. Abel also saw the existing broadcast system transformed, as telephone companies carried the signals of, say, a Seattle station into homes in New York. That, Abel said, would destroy broadcasting's "uniqueness, and lead to a lower level of local service." Indeed, he said, telephone companies would make it

possible for networks and producers to bypass stations entirely. And as providers of programming, telephone companies, he said, would cause program costs "to skyrocket." What's more, he sees them providing no significant advantage as programmers.

"The very definition of broadcasting is at stake," said Abel. "We are programmers and distributors. If you take away one aspect, we are no longer broadcasters." But that could be merely academic, he suggests. For fiber would make it possible to choose from a menu that could include the programming of every radio and television station in the country, and much more besides. "Both cable and television," said Abel, "would be out of business in that environment."

Confronted with that list of horrors, what will the FCC do? As Quello indicated, the answer has yet to be formulated. He had supported the commission's tentative decision, last summer, to recommend Congress lift the restriction on telephone company entry into cable. But he has rethought that position. "I see the efficiencies of telephone companies," he said. But he has expressed concern about the possible impact on over-the-air service, and he appears to share some of Abel's concerns. "One company having all that power," Quello said. "We may be replacing an unregulated monopoly [cable] with a regulated monopoly." Quello's only comfort seems to be in the prospect that an effectively universal fiber network will not become a reality for possibly 10 years. "And by then," said the 75-year-old Quello, who has served 15 years on the commission, "I'll be long gone." But his current term does not end until June 1991. The commission will be confronting some of the tough telco-cable questions before then.

For her part, Dennis, who has expressed support for the idea of a video dial tone but who has not yet resolved the question of whether telephone companies should be allowed to serve as programmers, suggested a world in which telephone companies and

cable systems would offer the same services. "I start with two premises," she said: that the public would be better served if there were competition in both the cable and telephone industries, and that it might be possible for cable as well as telephone companies "to offer broadband services."

She said that whether such competition develops depends on technology (the convergence of the two technologies involved is already under way), economics (telephone companies see cable as a "cash cow") and government regulation (the responsibilities of federal, state and local authorities would have to be sorted out). But one thing seems clear to Dennis: With fiber, "the television of abundance" would finally be realized. NCTA's Anstrom suggested that vision might not be realized: "We're not looking to get involved in the telephone business," he said.

But Dennis also spoke to the competition cable already has. "I think it is time [for the commission] to reexamine the competitive issue," she said. The commission, in accord with a directive of the Cable Act of 1984, had determined that three television stations putting a grade B signal over a community would constitute the kind of competition that would free a cable system of local rate regulation. Cities and some members of Congress have blamed that state standard for rapidly rising cable subscriber fees. Dennis noted that Congress has asked the commission to review the question by 1990, and added, "We have to wrestle with the question of what is competition for cable."

That question was tough enough in 1984. With telephones now eager to contribute to the competitive mix, it is considerably tougher. □

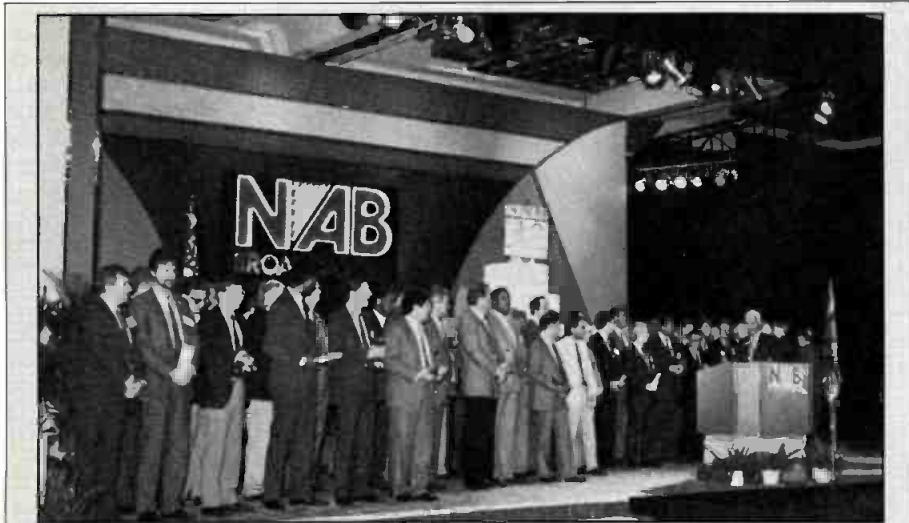
## Duffy: praising the messenger

Duffy wins NAB's Distinguished Service Award; says broadcasting can be 'central force' in helping to solve many social problems

Broadcasting is a "powerful messenger," and James Duffy would like to see the industry's role in that area expanded. He said broadcasters must work with all sectors in society to address the nation's problems. Duffy, president of communications for Capital Cities/ABC, and received NAB's Distinguished Service Award at last week's convention.

He was recognized for, among other things, his efforts on behalf of Project Literacy U.S. (Plus), the literacy public service campaign of ABC and the Public Broadcasting Service. Duffy is a 40-year veteran of ABC, having risen through the ranks to become the network's president for 15 years until 1985, when he assumed his present post.

Upon receiving the award, Duffy urged his colleagues to respond to what he feels is a "human resources crisis that threatens our economy, our communities and our quality



**Birthday celebration.** NAB held a 40th anniversary salute to those stations that have been on the air since before the FCC froze spectrum allocations in 1948. Pictured above are the 108 stations NAB honored. Singer Gladys Knight dropped in to sing "Happy Birthday NAB." The celebration also featured a video collection of reminiscences by broadcast veterans. And there was a presentation of a Broadcasting Hall of Fame Award to Sid Casear, who appeared in person to accept the award. The late Ernie Kovacs also was inducted into the Hall of Fame.





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Duffy

of life."

He fears that the U.S. could become a second-class nation and "ill-prepared to face the 21st century."

He noted that 23 million Americans are functionally illiterate. "We are losing our leadership in the world market as the quality of our workforce diminishes."

Today's youth, Duffy said, is even more ill-prepared for the future. "A recent study showed that three out of five 20-year-olds could not add up their own lunch bill." And he fears that the country is becoming a society of "haves and have-nots." Said

Duffy: "We must find a way to help people in the underclass...and all sectors...move into the mainstream of our society and productive work."

Broadcasting, he said, can be a "central force" in helping to solve these problems. "We can be the facilitator...the unifier...the town crier...and caller to action on the crippling problems that affect our youth...our workforce...our quality of life."

Project Literacy "has made maximum use of one of the most powerful facets of our industry—coordination of both the national and local dimensions of the network system over an extended period of time in the service of a critical national issue," said Duffy.

The network executive also shared his views on industry issues at large. He called for revisions in the FCC's financial interest and syndication rules and for reregulation of cable. The entry of investors who treat broadcasting like a commodities market is a disturbing trend, said Duffy.

And he is equally concerned about the "sudden growth of 'tabloid TV' and 'schlock jocks' on radio." Said Duffy: "I fervently hope that this trend has peaked and will wane and will always be more than counterbalanced by a willingness to hear responsible critics and by dedication to quality." □

## Lawmakers express support for must carry and cable reregulation

Television broadcasters heard some encouraging news last week as House members expressed their support for mandatory cable carriage rules (must carry). Participants on the NAB panel also voiced concern about cable's market power.

"There ought to be some regulation of cable," said Representative Bob Carr (D-Mich.) in response to moderator Ron Townsend's question about must carry and cable reregulation.

James Sensenbrenner (R-Wis.) was even more specific in his views on cable. He thinks the industry should be regulated like a utility. "Cable is just as essential as a telephone in the house," he said.

Republican Bob Whittaker of Kansas is a strong proponent of must carry because he feels cable has the "financial incentive not to carry" broadcaster signals. Howard Berman (D-Calif.) told the group he does not think Congress will reregulate cable because broadcasters say they have an unfair disadvantage. Rather, he thinks such a move will result from public outcry over cable rates.

"Everybody supports must carry," said Berman. But there are other items on Congress's agenda, such as the fairness doctrine and children's television, that take precedence, said Berman.

Asked if cable's compulsory license should be maintained, there was a mixed response. Mickey Leland (D-Tex.) said it should. Sensenbrenner suggested it was an idea that has "come and gone." Indeed, he said "free TV" is at cable's mercy.

Asked whether the telephone industry should compete with cable, Sensenbrenner seemed to think it deserved consideration. Whittaker said the idea raises questions. It is an issue, he said, "like quicksand...you start sinking into uncertainty." Michael DeWine (R-Ohio) favors competition, he told the broadcasters. The congressmen also expressed concern about the consolidation within the cable industry. The lawmakers also had doubts that Congress would adopt so-called moral rights legislation. "I do not envision our country will adopt such a standard," said Carr. DeWine was also hesitant about "changing a position we have had for years." □

## FCC 'gets tough' on EEO enforcement

Attorney advises colleagues on commission's new policy, says going simply by numbers is not good enough

Communications attorneys have been put on notice—in case they had missed it—that the FCC is carrying out "a dramatic—though quiet—revolution" in its enforcement of equal employment opportunity requirements. The numerical "safe harbors" on which broadcasters could count are no more. Now the commission focuses on a licensee's "best efforts" in recruiting, hiring, training and promoting minorities and

females. And those "best efforts," the lawyers were warned, "must be unflagging."

The alert was sounded by Susan Wing, a communications attorney and partner in the firm of Hogan & Hartson, in a luncheon speech at the eighth annual legal forum held in connection with the National Association of Broadcasters convention. The forum is jointly sponsored by the American Bar Association Forum Committee and the NAB.

Wing noted that the change had occurred in 1987. No longer could a broadcaster feel secure if it employed minorities and females at 50% of their presence in the workforce and was not the target of EEO complaints. Now, if "best efforts" could not be demonstrated, no percentage of workforce parity would be high enough.

But unlike the adoption of the policy on indecency—which the commission trumpeted two years ago with release of public notices and news releases, and even the referral of one case to the Justice Department for possible criminal prosecution, Wing said, the commission has been restrained regarding its new EEO enforcement policy. She said "notable cases have been decided on circulation and released one by one, with little or no fanfare." And EEO cases, Wing noted, "affect dramatically more daily decisions at stations than do [commission] decisions concerning indecency."

And the policy shift is having a substantial impact, causing renewal applicants considerably more trouble than they might have expected. The commission's Mass Media bureau chief, Lex Felker, while participating in a panel discussion at the ABA-NAB workshop, said: "The commission is getting tougher" in its EEO enforcement and that "there have been a lot of deferrals on [renewal applications], slowing down renewal actions." He also said that more cases than in the past "are submitted to the commission for resolution."

Wing listed four primary areas the commission examines in enforcing its EEO regulations: Contacts of female and minority referral sources for every job opening must be "genuine and substantial"; the frequency and regularity with which referral sources are checked; whether record-keeping is sufficiently precise to enable licensees to reconstruct the referral sources which were used. As a corollary to the last point, Wing said, licensees should obtain follow-up information from every applicant whose referral source, race and sex are not readily apparent on their resumes.

There was one other element of the process Wing described—the staff-level review to determine compliance with the new "best efforts" requirements. That staff-level review, she said, is being administered "with teeth." Indeed, she said, "it is a truism today that licensees may no longer breathe easy if the deadline for petitions to deny passes with no filing. For...follow-up inquiries initiated by the staff are becoming more common." She also predicted the release within the next couple of months, of "several cases potentially assessing sanctions on renewal applicants against whom no petitions to deny were filed."

Wing, whose invitation to address the



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luncheon was issued several months ago, at a time when she was considered a front-runner for one of the FCC vacancies, did not take issue with the commission's tough new EEO policy. She said that, based on President Bush's campaign statements looking forward "to a discrimination-free society," she was confident there "will not be, nor should there be, any EEO retrenchment at the FCC," whatever its new make-up.

"Indeed," she said, "I think that the industry and our communications bar should embrace the new regulations and their rigorous enforcement, taking all steps needed to spur the progress toward fuller minority and female participation in our industry." □

## Jorgenson lauds NAB lobbying

Joint board chairman says association's "strengthened presence" on Capitol Hill bursts 'paper bag' label on lobbying efforts

It is a new and improved NAB, joint board chairman Wallace Jorgenson of Hubbard Broadcasting told attendees at the convention's opening session. He elaborated on the changes in the association that have led to a more effective government relations operation.

"Never again should any member of Congress allege that 'broadcasters can't lobby their way out of a paper bag,' " said Jorgenson, referring to a statement Senator Bob Packwood (R-Ore.) made six years ago disparaging the association's effectiveness on Capitol Hill.

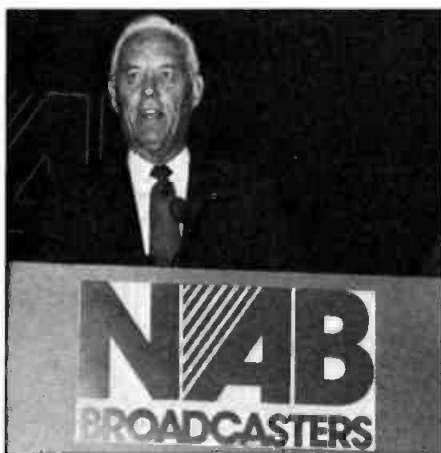
Jorgenson said NAB has worked hard over the past year to revitalize its government relations department, beginning with the selection of Jim May as head of the department. Under May's leadership, said Jorgenson, the department's size and budget have nearly doubled: "With that increase in resources and people has come increased professionalism and a strengthened presence on Capitol Hill."

Jorgenson drew on a baseball analogy in boasting of the successes during the last session of Congress: "That record in the last Congress—15 legislative wins, eight 'no decisions' and only one real loss—was a record which I consider to be outstanding and clearly would put us in contention for the league pennant."

Some, he added, may argue with his method of scorekeeping. Nevertheless, "no one can deny that we achieved positive results on Capitol Hill and set the stage for continued results in the current Congress."

He said the association also "demonstrated great political management in the way we handled children's television legislation, and by doing so, we helped establish a new tone and relationship for broadcasters, even with some of our former detractors on Capitol Hill."

Yet other changes have occurred. The NAB has revamped its television and radio political action committees. "Up until now,



Jorgenson

our best year for raising funds netted us around \$180,000. This year already, we have commitments for more than \$260,000, and we plan now to reach or surpass the \$300,000 mark in 1989."

NAB has built a "first-class government relations system that is ready to build on the proud traditions which this convention is helping recognize. And we are beginning to make our presence felt on a regular basis throughout the halls of Congress." □

## Lottery law is proving no instant winner

Indian gaming law has opened door to 'multimillion-dollar' business; but it is argued that lottery ad law may prove step backward

Legislation enacted last year to ease restrictions on advertising for lotteries and Indian games of chance were hailed by broadcasters at the time as tickets to new and important revenue sources. Six months later, broadcasters still have reason to regard the Indian gaming law as important. The lottery law—which is to become effective May 7, 1990—is another matter.

"It appears that there is less to this law than meets the eye," said Arthur B. Good-

kind, a partner in the Washington law firm of Koteen & Naftalin. Indeed, he said the new law "may be a step backward."

Goodkind discussed the new law last week on a panel at the National Association of Broadcasters convention in Las Vegas. Sharing the podium with him were Michael Cox, the Department of Interior's lead attorney on Indian games and the Indian Gaming Regulatory Act; Ramsey Woodworth, a partner in the Washington law firm of Wilkes, Artis, Hedrick & Lane, and Charles Kelley, chief of the FCC's enforcement division. Julie Ronces of the NAB served as moderator.

Woodworth advised the broadcasters on commission rules regarding contests generally: disclose the rules; conduct the contest in accord with pre-announced terms, and supervise employees responsible for the conduct of the contest. Kelley reminded them that the commission's existing lottery rules will remain in effect for more than a year. That means that, unless all of the proceeds go to someone other than the promoter, the only lotteries that broadcasters may promote are those that are state run. The three elements of a lottery are prize, chance and consideration.

The Indian Gaming Regulatory Act—which was designed to clarify and settle conflicting state laws and court decisions regarding Indian gaming—paves the way for broadcast advertising of what the NAB says is the "multimillion-dollar Indian gaming industry." The law refers to three classifications of gaming, but it is Class II on which most attention is focusing. It includes traditional and related bingo games and nonbanking card games, like poker. The law allows both in-state and cross-border advertising.

As for the lottery law, it offers broadcasters some benefits, Goodkind acknowledged. It expands the present exemption permitting advertising of a state-operated lottery in that and an adjoining state, if the second state also has a lottery. The new law permits a station to carry advertising for any state lottery, regardless of the state's proximity, provided the home state also operates a lottery.

The new law appeared to constitute a breakthrough in permitting broadcasters to carry advertising for new categories of lot-



L-r: Ronces, Cox, Kelley, Woodworth, Goodkind



teries. One involves any noncasino game conducted by a not-for-profit organization or a government agency; the other, any such game conducted by a business where the lottery is "a promotional activity" and "ancillary to the primary business" of the organization.

But, Goodkind noted, there is a large "if" after both of those grants of authority: if the lottery involved is authorized and not otherwise prohibited by the state. And Goodkind said most states "appear to ban games of chance." In fact, Congress delayed the effective date of the law for 28 months to give states the opportunity to enact restrictive legislation.

As for the new law being a step backward, Goodkind noted that, under existing law, there was a debate over whether federal law preempted state law on the lottery issue. But under the new law, Goodkind said, the federal government defers to the state.

"If in your state chance is prohibited," Goodkind said, "you're out of luck." He also told the broadcasters they would have to check with their local lawyers on the state law; that is not an area of their Washington lawyer's expertise.

Goodkind had another piece of advice: "Changing state law may be a good campaign over the next few years." □

## Broadcasters get help with their taxes

Session provides tips on how to give IRS less

How to keep a greater portion of one's profits was the goal of "These Taxing Times: Tax Issues for Broadcasters," a Tuesday morning convention session moderated by Mark Fratrack, NAB's director of financial and economic research.

Dan Phythyon, NAB vice president, congressional liaison, discussed legislative efforts to tax broadcasting revenue. He said that efforts to tax broadcast advertising of specific products, such as alcohol, might increase: "Next year the Gramm-Rudman [budget] reduction targets are much higher," he said. Spectrum fees are also being increasingly eyed by members of Congress, he added. States would continue efforts to tax broadcast advertising as "more and more states are coming to the conclusion that their economies are based on services."

Preston Barnett, assistant vice president, director of corporate taxation, Cox Enterprises, said that taxable income is not reduced by a partial write-down of programming—as opposed to a complete write-off. He suggested that in some cases it might make more sense to try to get the program's syndicator to buy it back, or even just take it back so that a write-off could be taken.

Next discussed was a topic receiving recent publicity, the depreciation for tax purposes of the value allocated to FCC licenses, network affiliation agreements and cable franchises. Only for the latter "intangible asset," said J. Michael Hines, senior



L-r: Fratrack, Barnett, Bond, Hines, Phythyon

attorney at Dow, Lohnes & Albertson, had the Internal Revenue Service issued a private letter ruling, which was in favor of treating franchises as a depreciable asset.

The "bad news," said Hines, is that the ruling will "probably be revoked." Motivated by the need for additional revenue, the service would now reason that the applicable code section (1253) was intended to apply to commercial, not governmental, franchises.

"The good news," Hines said, "is that they let it [the private letter ruling] stand for two years, thus indicating it was not an unreasonable interpretation." He said that fact would serve MSO's should they decide to challenge any unfavorable IRS ruling in court.

Hines said he expected the IRS to take a negative view of attempting to depreciate an FCC license.

As for tangible assets, the treasury department's Depreciation Analysis Division (DAD) is currently studying the broadcasting industry, said James Bond Jr., a partner with Harrison Bond & Pecaro. Most broadcasting equipment is currently depreciated over five years, and the Treasury is considering recommending to Congress that it string out the depreciation further, thereby lowering the annual amount depreciated and thus its reduction of taxable income. The NAB and others have been working with DAD on a voluntary, random survey to be distributed later this year, whose purpose it is to determine age, useful life, value and other equipment characteristics. Their input has convinced Treasury, said Bond, to reduce the length of the survey and to accept some estimates along with precise numbers. For determining useful lives of equipment, DAD may also agree to treat rarely used standby equipment as a separate category, rather than averaging it with operating equipment.

Bond also discussed the form on which station transaction values are allocated. One part of the form requires disclosure of any noncompete or consulting agreements, implying, he said, that the IRS may scrutinize such consideration more carefully.

Bond said that one IRS official, Charles Reynolds of the service's Chicago office, has taken it upon himself to develop expertise in the broadcasting area and has recently taken a hard line on allocations, influencing other agents. Bond added that at the conferee level, Reynolds is "less powerful...Those undergoing audits, however, are likely to be affected." □

## Inside scoop: New taxes on the horizon

Congressmen on NAB panel predict tax increases are on the way; broadcasters fear spectrum tax and limit on advertising deductions

Will Congress act on the budget deficit and, if so, does that mean a tax increase? The consensus among congressional panelists at one convention session was yes: Lawmakers will be on the prowl for additional revenue.

"My guess is that there will be a tax increase in the budget," said Senator Charles Grassley (R-Iowa). He said they would start out with a "laundry list." Broadcasters fear there will be an effort to tax their use of the spectrum or limit the amount of deductions for advertising expenses.

NAB is "well-served" to focus on the budget, said Representative Jim Bates (D-Calif.). He was also highly critical of the proposed budget pending in the House, calling it a "sham and a real disgrace."

George Crockett (D-Mich.) said Congress may not call it new taxes. "We may call it revenue enhancement. The bottom line is that somewhere we have to find the money." Henry Hyde (R-Ill.) said he thinks an excise tax on gasoline is almost a certainty, at least at the state level. And he suggested there may be an effort to tax leveraged buyouts.

Representative Hal Rogers (R-Ky.) said he voted against the budget resolution adopted by the House Budget Committee. He, too, called it a "sham," noting that it calls for \$2.5 billion in user fees, but it does not specify from where the fees will come. The House Ways and Means Committee will handle that chore. However, he cautioned broadcasters that "everything is on the table."

As for proposals to limit the deductibility of advertising expenses, there was little support among the panelists. Rogers said he feels broadcasters have "reason to be nervous" about the issue, and recommended they argue that advertising is a "legitimate and necessary expense of doing business." □

# R A D I O



## Radio futures campaign launched

**Radio stations asked to air promotional material and subsequent 30 seconds of silence to increase radio awareness; Red Barber, Nathan Safir honored**

The long-awaited NAB-Radio Advertising Bureau Radio Futures campaign was launched at the convention as part of a full agenda scheduled during a radio leadership luncheon May 1. As expected ("Closed Circuit," April 17), the campaign is asking radio stations nationally to air a 60-second commercial and subsequent 30 seconds of silence May 26 at 7:42 a.m., local time. The campaign, NAB President Eddie Fritts told luncheon attendees, is intended to increase radio awareness among listeners, advertisers and public officials.

"We need solidarity," said Jerry R. Lyman, president and chief executive officer of Radio Ventures L.P., who co-chaired the Radio Futures committee (along with Nationwide Communications President Steve Berger) and who labeled the planned event as unparalleled in his 25 years in the broadcasting business.

The campaign, centering on the tagline "Radio. What would life be without it?," features a 60-second announcement by ac-

tor James Earl Jones, followed by 30 seconds of silence. The theme song for the commercial is sung by Richie Havens. The radio commercials, created by Warwick Advertising, are expected to run in two separate six-week flights during 1989 and will be accompanied by trade and consumer print ads in the fall. Radio stations nationally are now receiving packets in the mail that include necessary materials to participate in the campaign, which Lyman said encompasses about 14 commercials with celebrity endorsements that include pop star Debbie Gibson and the *Today* show's Willard Scott.

The NAB and RAB reported that the total cost for the campaign should be about \$100 million in donated airtime and up to \$1.5 million in marketing, promotion, advertising and professional fees. A strong lineup of group owners has already committed to the campaign.

RAB President and CEO Warren Potash, who introduced the recorded spot at the luncheon, said the campaign is important because "our audiences love us, but they take us, to a large degree, for granted." He added "We need to get in there and start blowing our own horns."

In a separate appeal, the luncheon also provided the opportunity for a pitch to radio broadcasters from fellow radio broadcasters by the All-Industry Radio Music License Committee. Group W Radio Chairman Richard Harris, who heads the committee, said there is still about \$100,000 in debt from the last round of contract negotiations with ASCAP and BMI, which are up for renewal at the end of 1990. He appealed to operators for more information on fees paid and financial support. "Some important people in the industry," he said, "have failed to contribute."

Harris was followed by Bob Fox, the committee's chief fund-raiser, who asked radio broadcasters to contribute 2% of their annual license fees to the committee's efforts. Last year, he said, 97% of the industry offered no support while about \$125 million was paid to the music licensing organizations by the industry last year. "Think about the results of a 10% or 15% increase," he told the audience.

Aside from pitches for support, the luncheon agenda also featured this year's inductees into the Broadcasting Hall of Fame: veteran sportscaster Red Barber and Hispanic broadcasting pioneer Nathan Safir. □



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# RAB's Potash promotes radio and addresses his critics

**He appeals for greater station involvement in Radio Advertising Bureau and addresses concerns about his ability to lead organization**

Making his first major state of the industry address since taking office as president and CEO of the Radio Advertising Bureau, Warren Potash made an appeal for more station involvement with the RAB and addressed in blunt terms some speculation about his ability to lead the RAB.

During his presentation, Potash, who has kept a low profile since taking the RAB post last February, may have set the tone for an association that is going to pride itself on its bluntness. He acknowledged from the podium that some RAB executives were "nervous" about his strategies, pointing to long-time RAB executive Wayne Cornils as among those expressing concern. He also mentioned being rejected by "an alleged member" of the RAB staff, referring to an unsigned letter criticizing his leadership that had been circulated to members of the press (BROADCASTING, May 1).

"I have a lot to learn," said Potash, "and I think my colleagues know that they have a little bit to learn too." He said that a major overhaul did not appear necessary at RAB, operations, although he said he could see some time-shifting of employee schedules to better serve members outside the eastern time zone.

RAB Board Chairman Carl Wagner of Great American Broadcasting, who attended the convention and was scheduled to introduce Potash, was not present, reportedly due to business commitments.

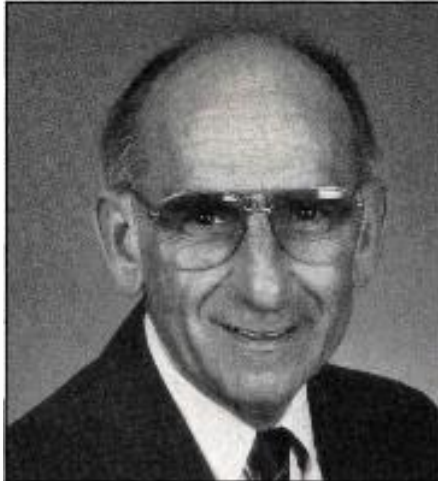
In line with Potash's expressed concerns about determining firsthand what is on the minds of radio broadcasters, he agreed to an unscheduled question-and-answer session at the request of several audience members.

An early question from the audience was if Potash would name three specific things he intended to do for RAB. "No, I won't," he said. "I think I'd like a little more time before I give any specifics." At this stage, he said: "I'd like to know mostly from our members and especially those who are not, what they would like from us."

One primary concern that Potash mentioned during his presentation was that the radio industry is too passive about its successes. "We should get bragging about ourselves," he told the assembled radio broadcasters.

Armed with a handful of articles citing advertising problems in the newspaper industry, Potash said that radio could capitalize on their losses. He said that radio broadcasters, however, are doing very little to "exploit" the situation.

Potash, a long-time Capital Cities/ABC radio executive who came out of retirement to take the RAB post, said he recalled the days when "you couldn't bust a newspaper rate." He said he also recalled a lot of talk in recent years about the death of AM ra-



Potash

dio, an area that he said is now vibrant and needs to be promoted as such.

"Look at this," he said, holding up a clipping about the teabag congressional pay raise protest organized recently by the nation's radio talk show hosts. "AM radio making national policy. Can you believe it? I thought I'd die!"

Potash appealed to stations to support the RAB by sharing their expertise. "If we're going to increase the share of the pie one-tenth of 1%...it's going to take \$118 million net new dollars," he said, adding: "If you think five people sitting in New York are going to do that, you're in for a big surprise."

Stations could share expertise, in part, by providing creative advertising ideas, said Potash, which in turn could be presented to major advertisers that have turned to RAB for help. "I ran radio stations for years and never thought that some turkey was going to walk into RAB's offices with 18 million bucks," said Potash, "but they do."

One of Potash's closing comments was to urge radio stations not to allow advertisers to assess listeners in terms of gross rating points. "Talk to them about how hard you worked to build up that audience," he said. "Don't let them buy you as a commodity, because you ain't."

## Promotions and community projects help make profits in small, medium markets

Among the most well-attended radio sessions at the convention was "Reap Revenues, Ratings and Listeners in Small and Medium Markets," featuring a panel of broadcasters who have focused on promotions and community involvement as methods of generating profit in markets where advertising dollars are not always readily available. On the topic of ratings, the panelists generally agreed that although they should not be ignored, they should also not

be considered all-important to smaller market stations.

Moderator Jim Kokesh of KHAS(AM) Hastings, Neb., began the session by describing how his station decided to take on competition in his market by "playing their ball game by our rules." He said KHAS, a stand-alone AM station with six years of billing declines, fought back in part by hiring a salesman who had been retired from a competing station.

Kokesh's approach set the tone for the session, which focused on how small- and medium-market stations have found new ways to backstroke when faced with the prospect of sink or swim. Panelist Bill Willis of WFLQ-FM French Lick, Ind., generated supportive laughter from the audience for his station's unusual way of capitalizing on the popularity of Boston Celtics player and French Lick native Larry Bird: at local town parades, the station provides a car with a life-size cutout of Bird and an amplified tape recording of his voice.

During the December holidays, Willis recommended his station's unorthodox approach toward selling greeting announcements. Each year, he said, the station sells 10-second greetings at \$3.50 each and then plays them back at six per minute. He said that last year's ads, which were purchased by local retailers and individuals in the community, brought in approximately \$10,000. A positive aspect of the spots, he said, is that "virtually anyone you see is a prospect."

The panelists also stressed the importance of maintaining a strong local presence in their respective communities. "If anything is happening in the market, we are there with our mobile units," said Clyde Price, of WACT-AM-FM Tuscaloosa, Ala. "Whatever happens, you have got to be there with your mike flag on."

In the area of promotions, Price said his station's most successful promotion has been an annual "Hawaiian Getaway." The prize in the contest is one week at a Waikiki condominium, which Price said cost \$12,000 to purchase and which has brought in about \$300,000 in extra business since launching the contest a few years ago.

Price warned fellow small-market broadcasters not to focus too much on ratings. "We don't tie our entire operation to ratings, because it can kill you," he said. "If they're nice, we talk about it; if they're not, well, we don't believe in them anyway."

Added panelist Bob Doll, co-owner of WSHY-AM-FM Shelbyville, Ill., and editor of Small Market Radio Newsletter: "I don't care if the rating book is a good one or a bad one; if you're going to tie yourself to ratings, you're going to be frustrated all of your life."

Stations need to remember their market status, he said, adding that "a lot of people in small and medium markets get into trouble by trying to do what the big guys are doing." Doll noted that ratings should not be disregarded, however, and urged stations to repeat their call letters frequently.

On the topic of promotions, Doll recommended that stations be certain that such efforts are able to be conducted annually. One such promotion, he said, is an annual trivia tournament that has been held for the



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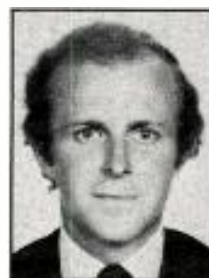
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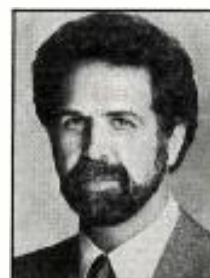
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past eight years at WISS-AM-FM Berlin, Wis.

On the topic of small market advertising sales, Doll offered attendees a well-received piece of advice: "When an advertiser asks your station how many listeners there are, you say, 'how many do you need?'"

## Radio renewal: deciphering postcards

Communications attorneys explain what commission short form requires

There have been drastic changes in the FCC's license renewal process since deregulation. An NAB panel of communications lawyers (entitled "Radio Renewal: Is Your Station Prepared?") attempted to answer the question of what exactly is still required by the commission, and, beyond that, what stations should do to defend themselves from a petition to deny or competing application.

The update on the requirements was given by Craig Blakeley of Schnader, Harrison, Segal & Lewis. "The renewal application is just the tip of the iceberg," he said. "You're running on your record of the last seven years." In addition, Blakeley added, there is work to be done before filling out the actual renewal form, with pre-filing announcements that must be aired on the first and 16th days of the month, two months before the expiration of the license. There are also the post-filing announcements. Certification that they all were run must be put into the station's public file.

The actual documents that must be submitted to the commission, explained Blakeley, are form 303S (the so-called postcard renewal), a form 396 EEO report for the preceding year, an RF radiation statement indicating compliance with the FCC's guidelines and form 323, the ownership statement. The last does not have to be submitted if there have been no changes since the last one filed; a certification to that effect will suffice.

Moderator Robert Branson of the NAB asked Brian Madden of Cohn & Marks whether broadcasters need any longer be concerned with the type of programming they air. Madden answered that while the FCC's requirements of at least 6% nonentertainment programming for FM's and 8% for AM's no longer apply, broadcasters would

do well to continue along those lines because there is no legal precedent in the courts for any standards other than the 6% and 8% figures. Overall, said Madden, "your safest course is to treat the rules as if they hadn't changed."

That applies to ascertainment of community problems as well, the attorney added. Stations should find out what issues concern their community and include them in the required quarterly program report. In addition to listing the on-air methods of addressing the problems in the quarterly, Madden suggested listing nonbroadcast activities that the station and its personnel are involved in, such as charities and fundraisers.

To qualify for a renewal expectancy, Madden said, a station should air at least seven hours of public affairs programming each week. That total can include news, traffic and weather reports, PSA's and public affairs. Of that seven, said Madden, one hour should be issue-responsive and at least half of that hour should be locally produced and not aired during the graveyard shift. Another reason for continuing to do formal ascertainment is that it gets the station out into the community and in front of the community leaders.

Addressing the question of what stations have to do in the area of equal employment opportunity was John Quale of Wiley, Rein & Fielding. "The key thing the FCC is looking for is your success in implementing your EEO program," Quale told the audience. The commission is very serious about this, he said, and has doubled its staff and increased the reviews of stations. The three areas to address, he said, are (1) tapping minority and female employment sources for each job opening; (2) keeping accurate records of job referral data, and (3) realizing "you can't use after-the-fact excuses for failure." Quale added: "You're safe only if [minorities and women at a station] are at parity with the workforce." And Blakeley suggested that the station keep careful documentation of efforts to announce jobs to minority and women's organizations. Keep copies of letters and file memos on phone calls about each job opening, he said, and make sure all openings are announced to such groups.

The next question was put to Nathaniel Emmons of Mullin, Rhyne, Emmons & Toppel. Branson asked whether the FCC still cares about character issues. "Yes" was his answer, but not in the comparative context. Character, Emmons said, comes down to: "Do you tell the truth to the FCC?"

Dishonesty is about the only way to lose your license." Avoid the "temptation," said Emmons. "Don't lie to the commission." Don't answer a question on the renewal form untruthfully thinking that the commission will not catch it, he said. The FCC probably wouldn't take away a license for not meeting some standard, but it will if the licensee lies about it. □

## A.M. radio: laughs or lawsuits

Lawyers advise radio stations on what could be dangerous ground for 'outrageous' morning shows

Morning men who harass their newswomen on the air may find themselves in trouble with the law, according to a panel of lawyers who addressed the legality of outrageous morning show behavior at a convention session entitled, "Funny, Yes—Legal, No: Danger Lurks in Morning Drive."

Understandably, radio stations do not want to inhibit spontaneity during morning shows, acknowledged panelist Frederick Polner of Rothman, Gordon, Foreman & Groudine. Nevertheless, he said, such programs can open stations up to lawsuits and loss of license if not kept under guard.

Polner specified the potential danger of verbal harassment of women newscasters, a popular feature of many programs nationally. Title 7 of the equal employment opportunities law may protect women against harassment on the air, he said, and it appears that the EEOC is "aggressively" enforcing cases that could be classified as an individual employed in a "hostile workplace."

Polner recommended several precautions to guard against lawsuits, including pre-employment screening of on-air talent, along with signed contracts and knowledge of the personality's complete employment history.

Station management may want to request that on-air talent provide them with written sketches prior to airtime, according to panelist Harry F. Cole of Bechtel, Borsari, Cole & Paxson. Exactly what to look out for is not always easy to find, but panelists pointed to certain precautions.

Commenting on businesses is a special risk, said Daniel M. Waggoner of Davis, Wright & Jones. "You are safest when you are talking about very public, very important people in your community," he said, adding: "You are also safest if you're talking about aspects of their life that are also public." Statements of fact are often a good way for on-air personalities to protect themselves, he said, but even facts may be protected if considered private.

Added moderator Steve Bookshester of the NAB: "The more you keep these things to public figures, the more protected you are."

Among the safest routes, said Waggoner, is to avoid specifically addressing anyone. "The problem, of course...is that you want to do something that grabs people's attention."

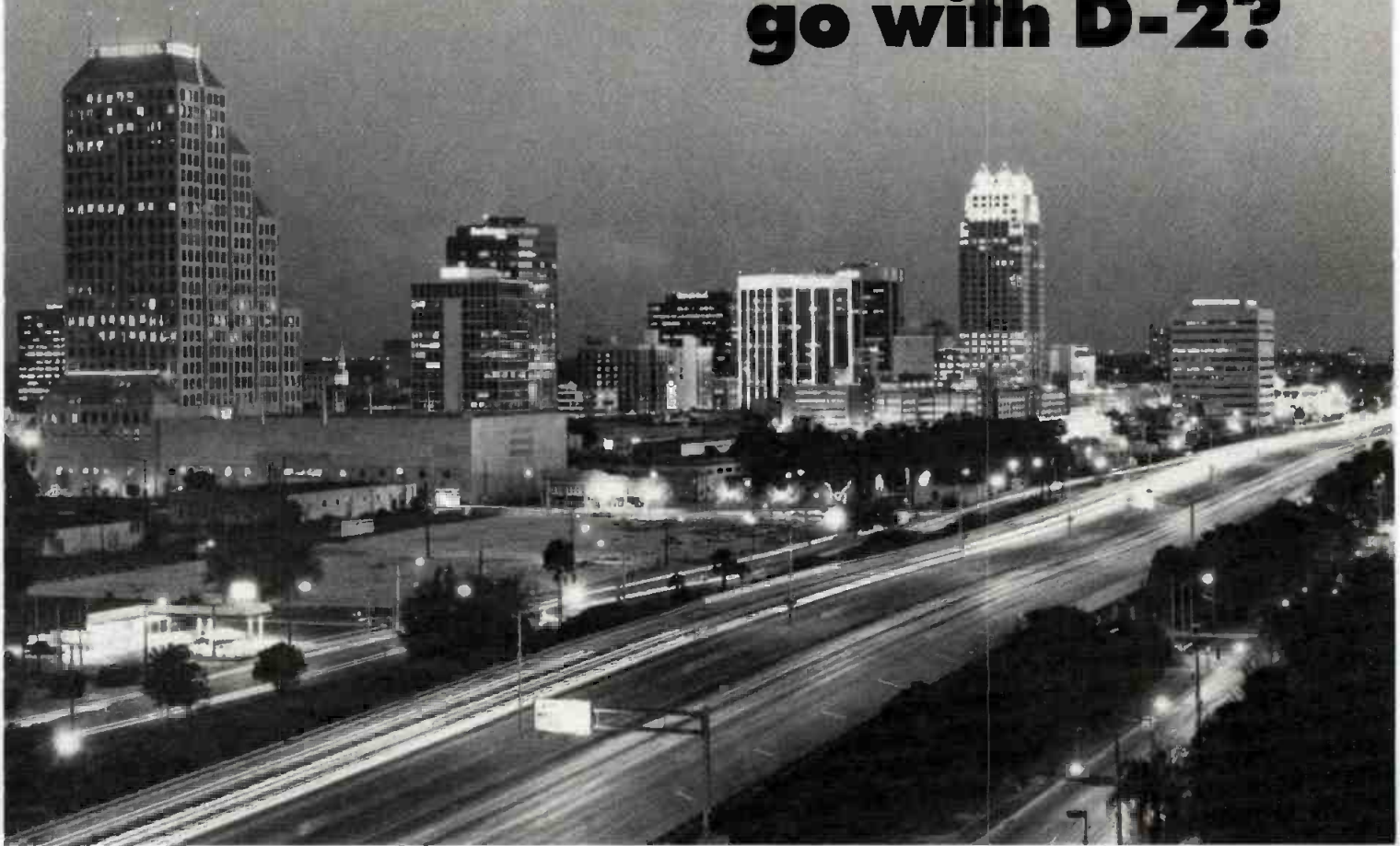
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fessional Insurance also reminded broadcasters to guard against use of celebrity impersonators under certain circumstances. Possibly heading to the Supreme Court, he

said, is a pending case in which Bette Midler is suing the Ford Motor Co. for use of a celebrity sound-alike in one of its ad campaigns.

Among the last warnings from the panel of lawyers was one by Waggoner: "An apology after the fact does not absolve you." □

## U.S. radio eyes Europe for new opportunities

**Britain, West Germany are fast-growing markets holding prospects for American radio community; session draws several hundred attendees**

Members of the American radio community who have sometimes been thought of as parochial, concerned only with prospects in the U.S., may be looking outward, to Europe. A session on opportunities for American companies in European radio—"Getting a Slice of the European Pie"—attracted an audience of a few hundred at the NAB convention in Las Vegas last week. And the three panelists made presentations likely to stimulate interest in testing market opportunities across the Atlantic.

There were stories of rapid growth and expanding opportunities. Of course, there is a downside. Government regulations and business practices would be problems to overcome. So would the language barrier and differences in culture. Working with nationals in the countries chosen for American invasion was among the recommendations heard at the session.

Great Britain was held up as a potentially

sweet piece of the European pie. Simon Cole, chief executive of PPN, a national network company, said Great Britain is the "fastest-growing radio market in Europe, and Europe is the fastest-growing market in the world." And the best, he suggested, is yet to be. He said Great Britain has the "largest potential for growth in the world." Why? Because deregulation "is still to take effect." And because radio has yet "to realize its full potential as an advertising medium." He called it "the sleeping giant of advertising."

A government policy paper proposing major changes in the broadcasting industry in Britain are to take effect by 1991. There will be more radio stations—present regulations limit the number to one for each market (except London, where two are allowed)—and more national commercial networks. What's more, the Independent Broadcast Authority, created in 1973 to regulate the newly authorized commercial stations, will be revamped, as will with what Cole said was its heavy-handed regulation.

What's in it for Americans? Cole said he is interested in using "American expertise

to help develop what we're doing in the United Kingdom." Among other things, he cited a need for research. "The research done in the UK is primitive," he said.

There are also opportunities for "sponsorship and more creative advertisers" in Great Britain, Cole said. He recalled that he had called on Pepsi-Cola in London a few years ago to solicit its account and was told he was the first representative of radio to make the pitch. He got the account.

Mike Haas, program director of Antenne Bayern, the national radio station for the state of Bavaria, based in Munich, arrived at his job from Sheboygan, Wis., by way of America's Armed Forces Radio in West Germany. He contended that the potential for radio in West Germany matches that in Great Britain.

"The country is so well off and there is so little advertising," Haas said. He also said the number of radio stations in West Germany—100—would double by 1992. What's more, Americans would find an audience not unfamiliar with their work. "West Germany grew up on American-style radio," thanks to Armed Forces Radio, said Haas.





But there are obstacles to doing business. For openers, each state has its own "media constitution," or mini-FCC. And while there are no restrictions on ownership of broadcast stations, even by foreigners, "it is impossible [for foreigners] to buy into West German broadcasting properties." Haas said the mentality and psychology of West Germans militate against the sale of broadcast stations to foreigners. But Haas suggested a way around that barrier: Establish relations with a West German group that has an ownership interest in a station.

But apart from ownership, there are opportunities for Americans in West German radio. Haas cited sales training. He said this is a critical need as West German radio moves into a more commercial environment. He also said there is a need for program syndication and, as in Great Britain, for market research and market surveys. There are "good research companies in West Germany," said Haas, "but they are not geared to radio."

France is also a place where fortunes can be made in radio. Jean-Paul Baudecroux, managing director of NRJ Radio, told of starting his radio operation in 1981 and of franchising the service at a time when advertising was forbidden. Now he owns 25 radio stations in the largest markets in France and services a network of 125 FM's. He said revenues have increased enough to top \$55 million this year.

Ownership of French stations is not an option for Americans. The government pro-

hibits non-Europeans from acquiring more than a 20% interest in a station. But American programmers, like Westwood One, are doing business in France. That market is "wide open," said Baudecroux.

But in seeking and conducting such business in France, Baudecroux said, Americans would be well advised to work through a French company. "The U.S. lacks the language and knowledge of the culture," he said. □

## Big bang, small budget

**Radio consultant gives advice to small-market stations on how to get most kick out of shoestring promotional budget**

Sales and promotion are the lifeblood of a radio station, especially a small-market one. Combine that with ways to keep costs down and you have the radio session "Small Market Promotions with Little or No Budget," hosted by Darrell Solberg of DDS Sales Training, Sioux Falls, S.D.

Solberg, a former radio salesman, sales manager and general manager, offered the overflow crowd a number of general and specific suggestions on promotions that cost little or no money.

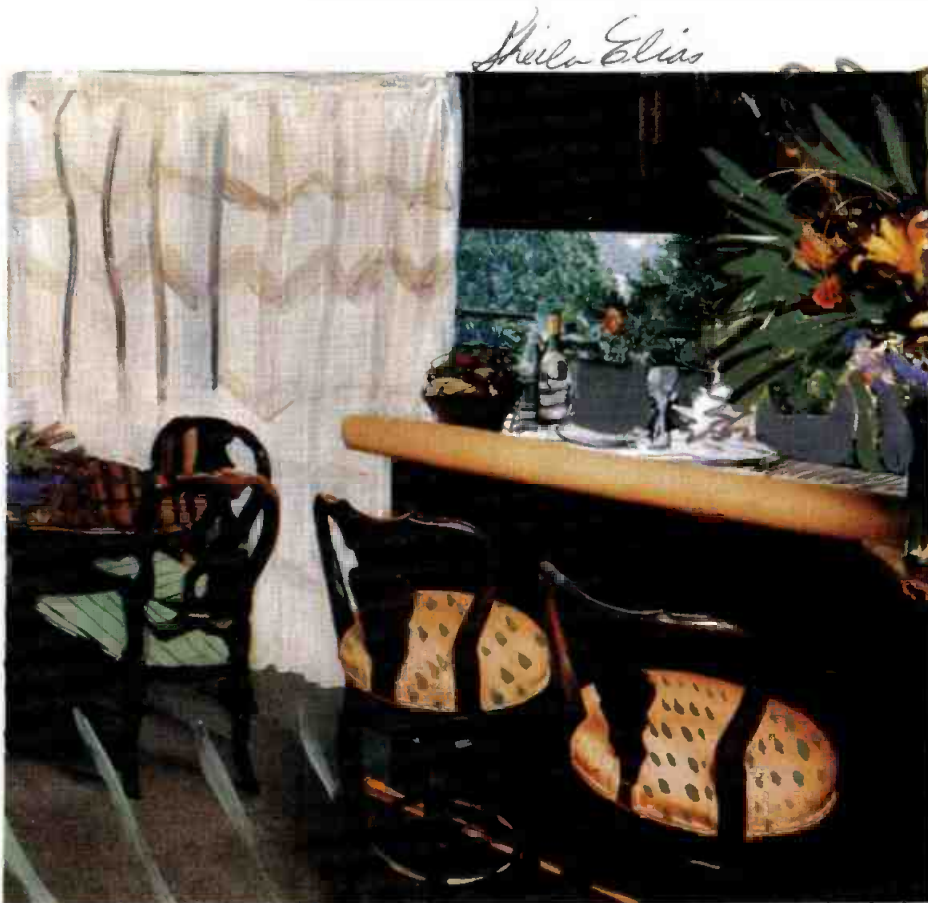
Starting with the general: To make low-

cost promotions work, a station must have a specific objective. Not just increasing sales, but increasing sales by a number of dollars. Promotions work best when they are part of the overall advertising plan. Solberg listed three categories of promotions: (1) Station sales; (2) Station audience (build loyalty and attract new listeners), and (3) Individual client promotion (increase store traffic, sell more product). "We should work to make promotions so exciting that the listeners don't want to miss them and the clients don't either," said Solberg.

He recommends one major promotion per quarter. The way to go about planning one, he said, involves first defining the objective (is it to help the station or advertisers?). The next step is to generate an idea based on the objective. The important thing, he said, is to include sufficient frequency to generate the maximum impact, something radio is particularly good at.

Some logistical tips: The revenue or billing objective must be realistic. Make sure the sales staff goes after new clients and doesn't trade dollars by moving existing advertisers' schedules into the promotion; instead, a good promotion is an excellent opportunity for current advertisers to increase their commitment.

The selling for the promotion, said Solberg, should be done in a short time period—3-10 working days—because you will get a more concentrated effort from the sales staff, he said. Require that all sales be in two weeks before the start of the promo-



A suite at L'Ermitage Hotel as interpreted by Sheila Elias, Los Angeles.

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tion to avoid scheduling and other last-minute foul-ups, he advised.

Presentations should be tailored to each client and there should be a formal, written presentation and demo tape for each to help make this intangible promotion idea tangible, said Solberg, adding that the salespeople should also be made to "role play" before hitting the streets: "Don't let them practice on their best prospects."

A good promotion, said Solberg, will "create excitement, be unpredictable, get the audience involved, increase listenership and increase the length of time the audience spends listening."

One of the specific promotions: The Block Party—This contest has as its prize a block party for 150 friends of the winner. The station sells time to a variety of advertisers who also contribute the makings of the party: hot dogs, rolls, ice cream, soda, potato chips, gas grills, and the like. The station gets the necessary permits to block off the street by the winner's house and throws the party complete with station air personalities.

Remote broadcasts are another good tool, said Solberg, but he emphasized that they are tools, not ends in themselves. A remote "should showcase an event or sale." And it should be used to kick off an event, not end it. When used at the start, it offers much greater impact. □

## Lawmakers outline obstacles to radio bill

The prospects for passage of a license renewal reform bill for radio appear uncertain based on the remarks of key congressmen during one convention session. There is not necessarily considerable opposition to the idea of establishing a two-step license renewal procedure for radio, but there are other impediments.

"We will have to dispose of the fairness doctrine and children's TV issues first," Representative Matthew Rinaldo (D-N.J.) told the group. Rinaldo is the ranking Republican on the House Telecommunications Subcommittee and the author of the radio-only renewal bill (H.R. 1136).

"There is no way this bill will get out of the Commerce Committee until fairness is signed into law," said Rinaldo. He also emphasized that members need to hear more from broadcasters. Congress is concerned about the budget deficit and other public policy issues. It is up to the industry to convince lawmakers that there is a need for license reform, the congressman said.

Rinaldo was joined by fellow Commerce Committee members Billy Tauzin (D-La.), John Bryant (D-Tex.), Cardiss Collins (D-Ill.), Jack Fields (R-Tex.), Norman Lent (R-N.Y.) and Tom Bliley (R-Va.).

Collins said she would not support any radio bill unless it addressed equal employment opportunity, minority ownership and minority programing issues. "I am dead serious about EEO," said Collins.

And Bryant was hesitant to embrace the renewal bill. He has qualms about the in-



Representatives Bliley, Bryant, Collins, Fields, Lent, Rinaldo, Tauzin

dustry's ability to self-police. He was particularly irked by the activities of an afternoon talk show host on KLIF(AM) Dallas. Bryant characterized the show as "dishonest and irresponsible."

Susquehanna Broadcasting (the owner of KLIF) is making money by disseminating "misleading information," said Bryant, adding that he knows "most of you don't do that."

Later, when taking questions from the audience, Bryant asked if there weren't some broadcasters who agree that some of these talk show hosts have crossed the line. Bill Clark, with Shamrock Broadcasting, responded. He said he has indeed heard some outrageous things, but, "I do not think there should be any legal imposition to control speech."

Also, congressional frustration with radio stemming from the role it played in generating public outcry over the proposed congressional pay raise is still alive, according to the panelists. Lent said the pay raise episode hit "close to home." Many members, he commented, received "tea-

bags and nasty phone calls." He thinks that activity "hurt the cause."

Tauzin agreed there may be some in Congress that resent radio for "trashing" the pay raise. But he thinks lawmakers must endure the criticism and stay committed to the First Amendment.

As long as newspapers editorialize and there are talks shows "we have to learn to live with them," said Bliley.

Tauzin, a co-sponsor of the radio measure, warned that the bill could become mired in controversy. "There are lots of other issues. Keep in mind that the Senate has no rules on germaneness...it can complicate this issue, unless we keep it targeted."

Fields told the broadcasters to step up their grass-roots lobbying. "I have never heard from any radio managers on this piece of legislation. I have not talked to anyone in Houston," he said. When asked if any of the other congressmen had heard from broadcasters about the radio bill, Bryant, Collins, Fields and Lent said they had not.

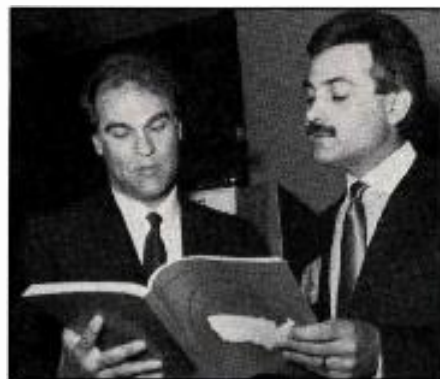
## Survey says radio programmers need to change with their audience

Radio program directors need to change their ways of thinking as a "new America" of individuals subjected to information-overload has emerged, according to a nationwide poll released at the convention by Toronto-based Joint Communications and the NAB.

The "new America," according to Joint Communications' John Parikhal, is characterized by a population that within the past 10 years has found itself with too much media choice and information overload, while becoming more time-sensitive and less listener-loyal to any particular station.

"This is the new America, and it's come on us with blinding suddenness," said Parikhal. The change has dictated the top concerns of program directors today, which, according to the survey, include 50% fearing there is too much choice for their audience; 19% concerned about declining loyalty; 15% worried about time sensitivity, and 10% concerned about the issue of information overload.

In order to contend with those concerns, said Parikhal, program directors are concentrating on differentiation and awareness. "You can be the most different station in the world," he said, "but if they don't know where you are, it isn't going to do you any good."



Oakes and Parikhal

Strategic marketing techniques intended to develop that awareness, as cited in the survey, were as follows: for CHR stations, on-air promotion is first and contests are second; for AC stations, on-air promotion is first and special event promotions are second; for AOR stations, on-air promotions precede special event promotions; for country stations, on-air promotion is first and special event promotions are second; for news/talk stations, off-air promotion is first and on-air promotions are second; for easy listening, off-air promotion is first and on-air promotions are second, and for gold,



on-air promotion is first and special event promotions are second.

"Most program directors think the same way," said co-presenter David Oakes, and most of those program directors are using the same old solutions to try to solve new problems. "The program directors must be more inventive and creative," he said.

A winning strategic focus for program directors, said Parikhal, should include music ("be best or be different"); morning drive ("use it to differentiate"); on-air promotion ("use it as a marketing tool"); off-air marketing ("use it to build awareness"); promotion budget ("be competitive"), and research/information ("get the facts about your market").

Recent programing experiments were cited as attempts to confront a changing marketplace: The Krusher; Z-Rock; The Wave; classic hits; all-sports; all game shows; all motivational; all-Beatles; all-Elvis; Precision oldies; Format 41; The Edge, and Pirate Radio. Regarding Satellite Music Network's Z-Rock, Parikhal predicted that it is "a format that you are going to see a lot of experimentation with in the next year."

Parikhal also noted the following daypart experiments: Howard Stern; jazz flavors; music for lovers; Dr. Ruth; Psychedelic Sunday, and morning zoos. While he said the programs have been successful by creating innovative approaches to radio, some may be losing direction. At the nation's morning zoos, for example, he said: "I think we need to clean the cages."

"To grow," said Parikhal, radio "needs to feel that it is different and important."

The programing study was based on about 500 questionnaires completed by program directors representing a wide variety of formats, market size and years of experience. □

## Panelists discuss how to assess Hispanic radio

**Among suggestions offered: disregard ratings; check station's advertising sales track record, and scrutinize station's management team**

Opportunities abound in the area of Hispanic broadcasting for those lending institutions willing to assess the market in other than general market terms. That was the word from a panel of broadcasters and investors assembled at a session titled, "Banking on Spanish Radio."

"We're talking about a market that is isolated from the general market," said panelist Marcos Rodriguez Jr. of KESS(AM)-KOJO(FM) Fort Worth. "I would encourage bankers to take a few elements into consideration."

Rodriguez said the Hispanic audience differs from the general market audience in that, among other reasons, stand-alone AM stations are considered a viable entity and advertisements a source of information.

His overall advice to bankers scouting



Hispanic properties was to disregard ratings; look at the station's advertising sales track record; visit the station during one of its major public events; look at its engineering log; search its public file, and obtain any available EEO reports.

Panelist Katherine C. Marien of Bank of New England singled out the station's management team as the "first and most critical" prerequisite for bankers evaluating a station. In her role as lender in Spanish Broadcasting System's ambitious launch of WSKQ-FM New York, she said, management's ability to control expenses was a key factor. Also cited as important factors are signal coverage; technical quality, and potential of audience share growth. "The numbers are really the last thing you have to look at," she said. "Without [the other factors], you can throw the numbers in the circular file."

Marien's presentation was followed by a spirited attack on bias against Hispanic media by Cecil Heftel, a Hollywood, Calif.-based Hispanic broadcaster.

"We have to be ready to criticize and challenge the system to spend the kind of dollars that they should," said Heftel. He drew attention from the audience by noting that a major Southern California lender that provides money to Hispanic broadcasters has balked at advertising in the medium.

"Our challenge going forward is not how to compete with each other," he said, "but how to compete with that bias."

Despite any cries of bias, the Hispanic broadcasting industry is making a list of inroads that were outlined by panelist John Page of Barclays American Business Credit. According to Page, advertising expenditures among the top players in the Hispanic market during 1988 were \$20.77 million by Procter & Gamble; \$13.1 million by Philip Morris; \$8.6 million by Anheuser-Busch, and \$7.9 million by Colgate-Palmolive. □

**Sale of Orban to AKG Acoustics prompts speculation that less development money will be invested in Orban's broadcast processors; Orban denies rumors**

Just prior to the opening of the NAB convention, AKG Acoustics Inc., Stamford, Conn., completed the acquisition of Orban Associates, San Francisco. According to Robert Orban, founder of Orban Associates, the company's line of audio and video signal processing equipment for TV and radio stations will continue to be sold under the Orban name. Orban will continue to serve as chief engineer, and his partner, John Delatoni, will continue as general manager, headquartered in San Francisco. No sale price was announced.

AKG Acoustics Inc. is the U.S. subsidiary of AKG Acoustics of Vienna, Austria. It specializes in broadcast microphones and headsets and introduced a RAM-based digital sound editor at this year's NAB equipment exhibition.

Some speculation on the exhibit floor was that AKG acquired Orban to concentrate on its studio equipment and that less development money would be invested in Orban broadcast processors, which include units with National Radio Systems Committee filters, for AM radio stations and TV stereo exciters. Orban's sales manager, Howard Mullinack, denied the rumors, saying: "AKG bought us for our broadcast expertise.... We have been very strong in the broadcast business, and with the AKG partnership we will be even stronger."

In fact, some sources close to the AKG-Orban deal said that AKG is also interested in buying another unnamed signal processing company. Such a deal is said to be near and will take place in the next few weeks if it happens. □

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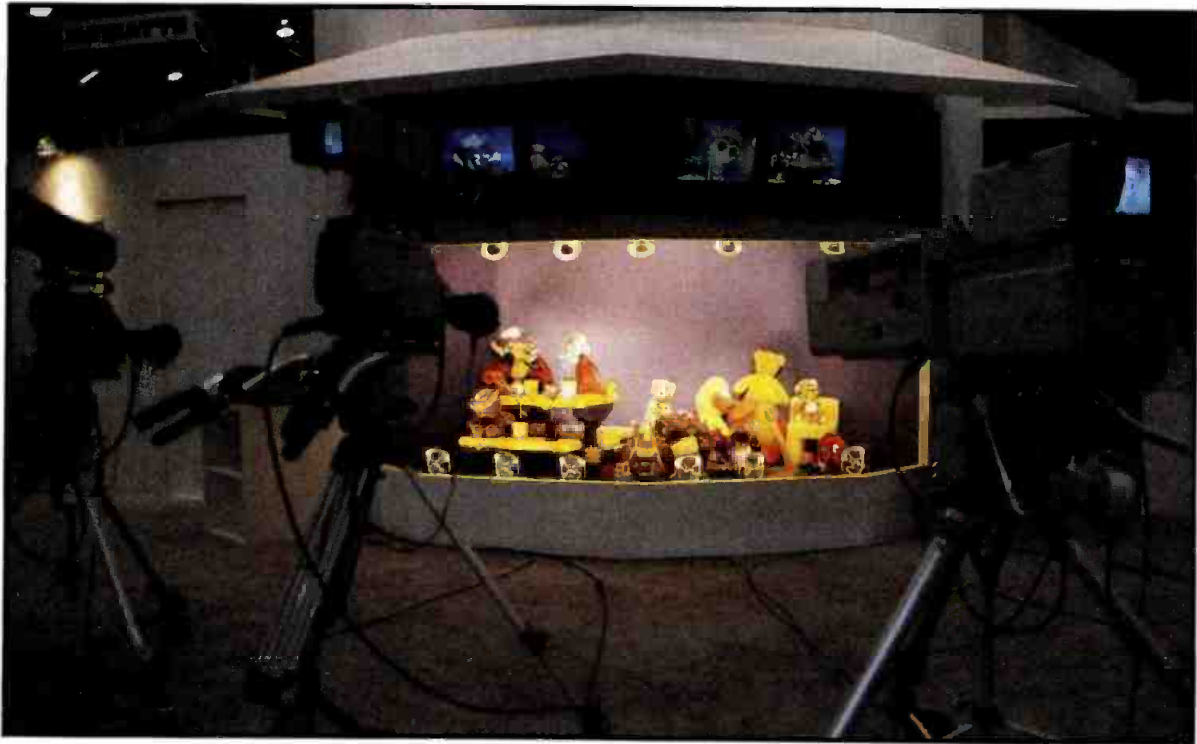
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# T E L E V I S I O N



## Broadcasters pick from technological buffet

**Computers, automated libraries, robotic cameras are hot topics; among big sales is CBS's \$5 million purchase of Sony Library Management Systems**

Robotics and computer control of nearly every function of a TV station were hot topics at the NAB equipment exhibition. Nearly every major supplier of automated videotape libraries, robotic camera systems and newsroom computers had large sales to announce at the show. In a technical session, some broadcasters who have already equipped their stations with such systems provided advice for those budgeting to make the conversions next.

Automation was perhaps the second hottest topic among TV engineers, besides the now-annual number-one: high-definition television. At a panel session on HDTV, Julius Barnathan, ABC senior corporate vice president, technology and strategic planning, was asked whether broadcasters should be concerned that the studio equipment they buy today could become obsolete when new TV systems are adopted. He replied that stations are safe buying current systems and added: "I'd buy the robots."

But before buying a library system, James Hall, chief engineer for WTVT(TV) Milwaukee, said many stations should consider scrapping their old two-inch "quad" spot players. He cited NAB survey results revealing that 84% of TV stations today still have quad machines and that the majority of production houses still dub on two-inch machines to send taped commercials to those stations. "It's 1989 now and the two-inch tape machines have served us well, but at this point in time are outdated," he said.

Hall recommended replacing the quad machines with one of the several cart systems based on the half-inch component analog videotape formats. The lower cost of maintenance alone would pay for the conversion, he said. Because no manufacturer makes quad machines today, repairs are costly. Blank tapes are also expensive because only Ampex continues to supply them. The saving in storage space also justifies the change, since half-inch cassettes are less than half the size of quad cassettes.

Another concern for those looking to buy library systems are the numerous satellite delivery formats designed to be picked up by automated tape players, according to Tom O. Mikkelsen of WTMJ(AM) Milwau-

kee, who presented a paper with Hall. "We need subcarrier standards for operational reasons and also must encourage receiver manufacturers to continue to implement audio subcarrier demodulators. They must be designed so they may be controlled remotely via computer interface to meet today's pressing need for higher levels of automated broadcast operations." Mikkelsen noted that an NAB committee is studying the problem and called on NAB to standardize a solution. Another problem, he said, is that a limited number of manufacturers make satellite-receive antennas with audio subcarrier demodulators.

On the exhibit floor, Sony Corp. started off the convention with the announcement of a \$5 million sale of its Library Management Systems (LMS) to CBS. The systems are configured to hold composite digital D-2 recorders and cassettes. The sale also represents the first purchase of D-2 equipment by one of the three major networks. According to Sony, the deal is also its largest sale of digital LMS systems to date.

The CBS purchase includes two DVC-1000 LMS systems (with a capacity of 1,000 cassettes), two DVC-500's and six DVC-80's. The smaller-capacity DVC-80



was a Sony introduction at this year's NAB. The other two systems have been on the market since NAB '88.

The DVC-1000's will be installed at CBS's East Coast operations facility to feed to its affiliates. The DVC-500's will go to CBS-owned WCBS-TV New York.

Part of Sony's booth, which was the largest at the NAB exhibition, was its Integrated Broadcast Operation (IBO) Network, a technical demonstration centered on two LMS systems. Computer control was also used to control a character generator, still-store and distribution switcher. The company plans further enhancements to allow for integration of a station's sales, traffic and accounting computers.

Ampex Corp., Redwood City, Calif., announced it has completed the first delivery of its ACR-225 automatic spot player, which is also built to accommodate D-2 VTR's and cassettes. The system began operating at the Kansas State Network's KWCH(TV) Wichita on March 4. The other three KSN stations located in Hays, Goodland and Dodge City are to begin taking feeds from the ACR-225 at KWCH by mid-May.

Since NAB '88, Panasonic Broadcast Systems reported the sale of 42 of its M.A.R.C. systems, which can be configured to hold up to 1,000 Mil half-inch CAV cassettes. Twenty-three stations have accepted delivery so far. This year, Panasonic upgraded the M.A.R.C. system by adding an external videotape recorder interface, the AU-IA Protocol Interface. Control of an external VTR allows for applications that require more than one tape format.

Panasonic is now developing MARCUS, a new interface that allows for M.A.R.C. system control by the Total Automation System (TAS) computer marketed by Utah Scientific, a Dynatech company. The system was demonstrated at the Dynatech booth. The company plans to begin delivery of the integrated system by the end of the year. Another M.A.R.C. system upgrade to look for is a system supporting Panasonic's new half-inch composite digital tape format. The company is shooting for introduction of such a system by next year, according to Panasonic Broadcast Systems President Stan Basara.

Despite Panasonic's sales successes, Odetics Broadcast, Anaheim, Calif., continues to lead with 70 sales and 64 installations of its Cart Machine. Another contract was signed during the show for a system to be delivered to KCPQ(TV) Tacoma, Wash. That system will include the new external VTR interface introduced by Odetics at this year's show. Other odetics introductions included D-2 and PAL versions of the system; expansion modules which make unlimited cassette capacity possible, and the News Control Terminal, which "really is generating a lot of interest," according to Odetics engineer Mark Greenly. The terminal is designed to facilitate playback of a series of videotapes during live news programs. Among the terminal's features are a flat-panel display and touch-screen interactive control.

NAB '89 marked the availability of the Automated Library System (ALS) from Lakart Corp., Newton, Mass. Lakart has in



Vinten's robotic camera

the past sold spot players, but with the ALS, it is just entering the full-automation market. "Basically, what we're offering is a library system that will control the station," said Lakart's Edward H. Herlihy. The system interfaces with a station's traffic computer, automatically records pre-programmed satellite feeds and can run the master control switcher or be controlled by it. The system will hold up to 500 cassettes and can be built to hold tape decks in any format.

During the technical session, speakers with automation system experience included engineers from WPIX(TV) New York and WTVT(TV) Milwaukee, both independent stations. "In case you hadn't noticed, the independent end is on the leading edge of station automation," said Harold Protter, general manager of WTVT, who moderated the session.

But Richard Lunniss, vice president, sales, for A.F. Associates, Northvale, N.J., tended to disagree. A.F. is the U.S. distributor of robotic camera systems built by British-owned Radamec EPO. He said the company does not expect to sell to independents outside the top 10 TV markets. "Affiliates will be the principal people" buying robotic cameras, Lunniss said. But one independent, WPIX, was "a forerunner. Good luck to them," he said.

A year ago, WPIX installed a three-camera robotic system from one of A.F.'s competitors, Vinten Broadcast Inc. Although Vinten has sold robotic systems for about 10 years in Europe and other parts of the world, WPIX was its first U.S. installation. During the NAB show, Vinten announced that its second U.S. installation will be the Los Angeles City Council chamber, where regular meetings are viewed on cable.

Robert S. Murch of WPIX said during the technical session that the robotic cameras are used seven days a week on four shows a day. Economics were the most important consideration in deciding to buy the system, Murch said. "Everybody is into ROI—return on investment—these days, and productivity and efficiency." He estimated that a typical station will have paid for the system within two years by eliminating cameramen's shifts.

Although A.F. Associates built the studio for the CNBC network, which began cablecasting last month, the network chose

to equip the studios with robotic cameras from Total Spectrum Manufacturing (TSM) of Valley Cottage, N.Y., rather than Radamec. Just prior to the show, TSM installed its Autocam system at KPIX(TV) San Francisco and immediately afterward was planning to deliver a system to WCCO-TV Minneapolis. An additional sale announced at the convention was to KCRA-TV Sacramento, which will be the first TSM interface in the field with the Dynatech Newstar newsroom computer system. Dynatech, both last year and during this year's convention, exhibited the Autocam system at its booth. The KCRA-TV installation will be done in the third quarter of '89, TSM said.

The big sale of the show announced by A.F. Associates was a five-camera system to be installed at NBC-owned KNBC-TV Los Angeles. Among A.F.'s earlier Radamec system installations was NBC News studios in New York. The Los Angeles system will be the first field test for A.F.'s "RoboPed" free-rolling camera pedestal, which was shown for the first time at NAB. One of the five KNBC-TV cameras will be mounted on a RoboPed on a trial basis with the stations having the option to buy the pedestal or replace it with one of A.F.'s earlier introduced, stationary pedestals.

This year's convention marked the first time that A.F. had a newsroom computer interface. The Radamec system was shown operating with the Basys system at the Basys booth in a two-camera studio with one of the cameras on a RoboPed.

Also of interest at the Basys booth was the announcement that NBC was taking another step to enhance its automation capabilities by signing a new five-year deal with Basys. NBC News has been Basys's biggest customer. The new contract covers maintenance and system enhancements which will include doubling the current system to over 500 ports. Some of the software enhancements in the contract will include programs developed by Siscom Inc., another broadcast computer company. Basys and Siscom announced an affiliation agreement at the show for joint development and marketing of newsroom computer products.

At the Dynatech Newstar booth, one new computer newsroom product was shown, the Newstar PC. The system provides control of robotic cameras, cart players and stillstore. □

## AMST compares notes on HDTV

**HDTV tops meeting; Mosbacher stresses Bush administration's desire to develop 'industry-led policy' for developing TV equipment of future**

High-definition TV was the main topic for speakers at the Association of Maximum Service Telecasters' annual meeting, held during the NAB convention. Transmission, production and display of HDTV images were among the issues covered, and the featured speaker, Commerce Secretary Robert Mosbacher, reaffirmed the Bush administration's commitment to aiding U.S.

industry in developing and marketing television equipment of the future.

Mosbacher also stressed the administration's desire to provide tax breaks, anti-trust law relief and funding of private consortiums as approaches to aiding U.S. industry, rather than heavy direct funding of NASA or some other government agency with money earmarked for HDTV. "I have grave concerns about going in this direction. I personally do not believe in industrial policy. I believe in industry-led industrial policy," he said.

The secretary called HDTV a "technology driver" that will certainly affect America's trade balance with Europe and the Far East adversely if the U.S. does not have a role in the manufacturing of some of the spin-off technologies arising from it. But he said that the private sector will be the key player. "We have an advisory committee with broad industry representation, and this too will help us develop our HDTV policy." A complete Commerce Department report to President Bush has not yet been written, he said, adding that the wait "will not be over a long period. We need to move forward with this."

AMST Chairman Joel Chaseman, chairman of the Post-Newsweek stations, noted that U.S. broadcasters have one strong advantage to protect themselves from domination by foreign companies: "Foreign interests can't buy a local [U.S.] television station.... We're in the midst of making the strongest possible case by investing our time and our money and making a commitment to move HDTV technology forward within our licenses to serve the public needs and interests."

On the transmission side of the HDTV issue, AMST President Margita White stated the association's desire to insure that broadcasters choose a system equivalent in quality with whatever system is adopted by cable and other media. She questioned the strategy suggested by some that U.S. technology "leapfrog" the current analog HDTV technology with a digital system in the distant future, counting on an enhanced-definition television (EDTV) or improved-NTSC as a short-term solution. "This [digital] solution doesn't suggest where we're leaping and when we will leap," she said. The worst case that could result if broadcasters and other media had unequal standards after the transition to HDTV could be the loss of the current system of free, terrestrial transmissions, White said.

Even if broadcasters do choose a competitive standard, other forces could work to degrade the quality of broadcasters' HDTV signal, said Greg DePriest, AMST vice president, who serves as the association's expert on technical matters. "The FCC seems oblivious to the fact that many of its spectrum decisions are degrading the quality of television," he warned.

One of several examples he gave of recent FCC action is a system approved in December 1988 that involves use of spectrum to track stolen cars. That service could potentially interfere with TV ch. 7 in some markets, he said.

When HDTV is introduced, these new services will present even greater problems to broadcasters. "encroachments on spec-

trum could make it impossible for some or even all broadcasters to carry high-definition. Spectrum integrity has never been more important to television."

Chaseman ended the meeting with the announcement that AMST will hold its third seminar on HDTV in Washington Sept. 6. Similar gatherings were held in September of 1987 and 1988 to provide AMST members with updated information on the progress toward an HDTV terrestrial standard.

## **NAB officially unveils national free TV campaign**

**Task force chairman Maltz outlines battle plan for survival in competitive media marketplace**

Last week NAB announced its plans for a national campaign to promote free over-the-air television, as reported by BROADCASTING last month (BROADCASTING, April 24). It was officially unveiled during the TV luncheon by Milton Maltz of Malrite Communications, chairman of NAB's free television task force. Later Maltz provided further insight into the project at a convention workshop.

Broadcasters are trying to educate the public. They want consumers and Congress to know that free TV's survival is being threatened by cable. "Increasingly, cable and VCR's are siphoning programming away from free television; other technologies threaten to accelerate the trend," Maltz told his fellow broadcasters.

Part of the advertising and promotion campaign that is to be waged on the local level includes a prime time announcement by the campaign's spokesman, veteran CBS newscaster Walter Cronkite, which will air on every commercial station sometime within the next two months. Once the campaign is under way, broadcasters will re-

ceive a press kit, announcements, a jingle and a logo for air and print. There may also be special contests.

Cable carries broadcast signals for free under the compulsory license, which has resulted in a pay television service with revenues in excess of \$14 billion, said Maltz. "Unfortunately; the implied linkage between the use of the free copyright and must carry, as well as channel stability, has not only been ignored but exploited by the relentless force of sheer greed. Stations have been dropped at will...and repositioned on whim...without even the courtesy of notice."

He said the nation's communications policy is being established not by Congress or the FCC, but by Wall Street. "Indeed, the pay TV industry is a financial creature, born to deal makers...and bred on junk bonds," said Maltz. He warned that the "ravaging of free TV has yet to begin in earnest."

Cable, he continued, is the only First Amendment speaker with the right to "dig up your front lawn." Sports leagues, he added, have been granted immunity from antitrust laws and are "now joining forces with pay TV."

He called for action. "We must educate the public that free TV is not a birthright. In many parts of the world, there is no free television. Our broadcast system is a precious national resource that must be nurtured and preserved."

Maltz admitted that broadcasters cannot put the "genie back in the bottle. It is not in our national interest to return the television industry to an economy based on scarcity of choice." And there are those, he said, who feel the campaign may be too aggressive. "All I can say is simply this: What is the meaning of our existence if we are not able to exhibit courage in times of adversity or crisis?"

The workshop provided broadcasters with an opportunity to hear the Free TV jungle, created by Frank Gari of Frank Gari Productions. And there were examples of spots local broadcasters are already airing to increase "awareness of and appreciation for free television." All industry organizations are involved including the networks, the Television Bureau of Advertising, the Association of Independent Television Stations and NAB.

Maltz later in an interview with a CNN camera crew said that this is not "a cable-bashing concept," but that broadcasters feel there is an "imbalance" and they want to correct it. □

## **TV advertising: up and down**

The conditions for a reinvigorated television advertising marketplace may be closer than many think, said Robert Coen, senior vice president, McCann-Erickson. His remarks, however, were largely overshadowed by somewhat more dour perspectives at a Monday afternoon convention session: "What's up?...What's down?"

Brand advertising budgets are due for expansion, Coen said, and the shortage of



Maltz



retail shelf space makes increasing advertising sales all the more important. Although there may be a recession next year, Coen said, once that is "out of the way, considerable growth and inflationary thinking will come back."

Denver-based consultant Paul Bortz said that television advertising revenue would likely increase "8 to 9% over the next few years...assuming inflation of 5 to 6%." The same revenue growth range, minus 1 percent, was estimated by David Londonner, managing director of Wertheim Schroder & Co., who termed the growth "not a particularly favorable environment," given interest rates of 10% compounded.

Helping stations, Londonner said, was a likely "cooling down" of programming

costs, which had been boosted by the increase in the number of television stations.

The television networks have not yet been very successful in controlling programming expenditures, said panel moderator I. Martin Pompadur, managing partner of ML Media Partners, adding that is why the networks continue to try to reduce station compensation.

Compensation cuts, said Bortz, would particularly hurt stations in markets 75 and below, where network compensation is equal to 40% of an affiliate television station's cash flow. In the top 25 markets compensation is only seven or eight percent, he said.

One consequence of slow revenue growth might be yet one more consolidation of television reps, said Peter Goulazian,

president of Katz Television Group. Another outcome could be "involvement" with cable, with one such involvement perhaps being a rep's purchase of an equity interest in a cable rep.

Among the other long-term forecasts made by Bortz were that network prime time ratings might go below 60% by the mid-1990's, and that independents not affiliated with Fox might form yet another network.

There is a very pragmatic reason for looking far off into the future, said Pompadur: Buyers who are thinking of turning a station around and selling it need to be aware of the next buyer's perception of the industry, he said, which in turn may depend on industry conditions yet further out. □

## Mutable marketplace: Station trading and credit

### Station prices reflect cost of money to finance money

A marketplace enabled by credit will also be hurt by credit restrictiveness. That was the view of several panelists who spoke at a Monday television session, "What's a TV station worth today?" moderated by ML Media managing partner I. Martin Pompadur. Said Gerald Hassell, senior vice president, Bank of New York: "Stations cannot support levels of debt they once did."

The influence of credit market conditions has more effect on station prices than is generally recognized, said Nancy Peretsman, director, Salomon Brothers: "The change in station multiples is primarily a result of the change in the price of funds." Concern over "industry fundamentals" is "secondarily" a determinant of multiples. Peter Desnoes, chief executive officer of Burnham Broadcasting, said his bids for certain Knight-Ridder stations were 15% lower than they would have been had financing costs been the same as the last time he bid on stations.

Sophistication of the credit markets has also fueled the station trading marketplace. George Gillett, chief executive officer of Gillett Broadcasting, noted that many acquirers today are leveraged with "zero coupon" or "pick and pay" debt, enabling them to defer cash payments. Pompadur said such sophistication can have its costs, citing the premiums charged for interest rate "swaps" and "caps" as an example.

Despite a less favorable lending environment, there are new buyers coming into the business. One of them, Lowry Mays, chief executive officer of formerly all-radio group Clear Channel Communications, said radio owners saw possibilities for better TV station audience promotion. Gillett said cable operators have also seen certain opportunities and have become shoppers for TV stations.

Current operators will succeed, said Gillett, by offering a better product. That goal, he asserted, is not contingent on spending. As evidence, he cited the difference in production costs between a Cadillac and a Chevrolet: roughly \$600.

By holding costs to a 2% increase, a

station could obtain profit increases of 15% or higher on revenue growth of just 7% or 8%, said Gillett: "We need 13% to 17% profit increases or we shouldn't be in this business."

One area thought to represent cost control, locally produced programming, might prove to be expensive, said Gillett: "In some of our recent purchases, we expanded [local programming] a little too much and a little too soon."

Roy Stewart, chief, video services division, Mass Media Bureau, FCC, talked about the three-year rule, which some have suggested should be reintroduced. Stewart

said in the past, those wanting to sell prior to the three-year waiting period could find exemptions for financial hardship, disability or a "catch-all" category of other changed circumstances. He said the FCC staff back then spent most of the time trying to fit those who wanted to sell into one of the three categories: "There was little reason to make those who didn't want to serve their community hold the station."

Stewart added that since the elimination of the three-year holding period, "We are still waiting to see the first petition from viewers who say that the new owners are not serving the needs of the community." □

## Broadcasters, others talk trash

### Panel session brings together critics and defenders of so-called trash TV

Trash television last week served the function for which it is well suited: It was the topic for a panel session, this time at the National Association of Broadcasters convention in Las Vegas. And it proved once again an audience-grabber, an emotion stimulator and, perhaps more than anything, a cathartic.

Critics of the genre could express their outrage, while defenders waxed indignant. ("We're dealing with major issues, the same ones seen on *Brinkley* and *Nightline*," said Bill Boggs, executive producer of the *Morton Downey Jr. Show*.) And a number of speakers, on the panel and from the audience, could observe that the fate of the shows was in the hands of the viewers. No one argued the point.

But there was one new touch, and it contributed to the surreal atmosphere the subject generated. A panel member was Mark Weinberg, a former commodities trader who is creator and executive producer of *Crime Time*, *the Talk Show*. It will, he said, feature Mafia dons, victims, prosecutors and felons. "We don't recreate crimes," he said. "Our cast is all felons, sort of a 'Lifestyles of the Poor and Incarcerated.'" The show's host will be Mutual Broadcasting System's Jim Bohannon, who, as it happens, moderated

the panel, titled "M\*A\*S\*H to Trash...an Industry Sound-off."

The show—that is, panel—lacked the star quality of the panel on the same subject that Fred Friendly conducted at the American Society of Newspaper Editors convention in Washington last month (BROADCASTING, April 24). But it had its moments, some of them provided by members of the audience. Dr. Judith Marlane, chair of the department of Radio-Television-Film at California State University and a former broadcaster, found one of the panelist's references to Edward R. Murrow in the same context as Downey—David Crook of the *Los Angeles Times* had noted that Murrow had expressed a point of view—"outrageous." She went on to say: "We have a few hours out of 24 that are dedicated to allowing the American people [to] make democracy work," and added: "But the programs being shown are a desperate attempt to shore up the market.... You say this is in the public interest?"

As a matter of fact, Boggs does, at least where the *Downey* show is concerned. Boggs had come prepared with a list of the topics that have been discussed (fought over?) on *Downey* programs. Cuba and relations with Castro and airline safety were among them. *Downey*, Boggs said, is not for mud wrestling fans. "I pick the subjects," he said, "and I don't get them from the *Star* and *Enquirer*, but from the front pages of the *New York Times*, the *Los Ange-*



L-r: Bohannon, Boggs, Bolte, Bryant, Crook, Gerson, Weinberg

les Times, and The Washington Post."

Then why is Downey so controversial? Is it the shouting and the insults? No, Boggs insists it is that "people don't like a host who expresses opinions. Our guy has broken the mold of polite, neutral host." Besides, he said, Downey, the man and the show, are being toned down. No more ad hominem attacks or bad language. But, Boggs quickly added: "It is no kinder, gentler Downey."

Suggestions that the Downey-type show may lack something in taste inevitably drew responses from members of the audience that such comments were the product of elitism or worse, a desire for government regulation. "It is not for you to say whether it is good or bad," said a member of the audience to one of the critics. The public, he said in effect, is entitled to what pleases it. What about, Bohannon asked, the old Roman custom of throwing Christians to the lions? "The people liked it." The question was one to ponder, since no one answered it.

But why do viewers like the shows? Jennings Bryant, of the College of Communication, University of Alabama, said the shows have many of the ingredients television shows have always had—"basic conflict, with good and bad clearly represented, but lacking humor and drama." The resulting polarization of the audience, he added, "is one of the things on which these programs feed." But he also saw a possible danger in such polarization, in creating an "us versus them mentality." Also, the shows air in the afternoon, he noted, when children can watch them.

Alan Gerson, as NBC's vice president, program standards and marketing policy, has something to say about the tastefulness of the network's shows. "There's no book on what's right and wrong. People have to make these judgments as best they can."

But if that begged the question, so did his remark that "the future of television is quality. You have to go after quality." The network, in assembling a varied schedule, he said, presents "the best soap opera, the best action drama, the best sitcom."

What of the genre's future? Les Arries Jr., president of WIVB-TV Buffalo, N.Y., who has run most, if not all, of the shows on his air, was in the audience. He expressed the view that the pendulum is swinging back, away from them. The marketplace, he suggested, is overrun with the Oprahs and the Downeys and the Sally Jesse Raphael (who appeared as a prostitute

for one of her shows that, Arries said, was originally scheduled to run on a school holiday). And the producers, Arries said, are becoming increasingly "irresponsible as to the programing that goes into the home."

Robert Bolte, director of media service for the Clorox Co., takes the long view. Clorox does not buy time on 'trash' television programs, he said: "We pick shows that will enhance our image as the seller of quality products." But that aside, he said the future of trash TV and whatever follows it will be driven by economics—"by the

growth of choice, the phenomenal fractionating [sic] of audience. Producers will have to find an audience in an economical way.... Shows that are in now will be passe in the future."

Bolte said Clorox is not concerned about pressure groups. He said the Rev. Donald Wildmon's Christian Leaders for Responsible Television has members write to sponsors to complain of various programs.... "We don't react with knee jerk. If it's a show we want, we'll keep it."

A new show for Clorox to evaluate is *Crime Time (The Variety Show)*, which features former two-time Cy Young award winning pitcher and ex-convict Denny McLain and Anthony Fiato, described as an enforcer for the Los Angeles mob.

The show is a spin-off of Weinberg's *Crime Time* talk show, which has yet to be broadcast. Weinberg, who is selling his product station by station, presents this snippet from the episode of the one *Variety* show that has been taped: Jimmy "The Weasel" Frattiano, a former hit man, is seen in a kitchen cooking his favorite, lasagna. As he putters, he talks about the Central Intelligence Agency hiring the mob to kill Castro.

The future, it seems, is just about here. □

## Beating the drum for LPTV

### CBA marshals high-power enthusiasm for low-power TV

Although low-power television may not yet have had much impact on the broadcasting industry, the medium's rapid growth is fueling hope that it will. "Strength comes in numbers and pretty soon we will be a force to be reckoned with," said Peter Tannenwald, counsel for the Community Broadcasters Association and one of several speakers at a CBA-sponsored rally for about 120 LPTV enthusiasts during the NAB last week.

Roy Stewart, chief of the video services division of the FCC's Mass Media Bureau, said about 630 LPTV stations are on the air and, due to improved application and processing procedures, the FCC is authorizing up to 15 new stations each month. With such growth, he said, LPTV "is ready to take its place in a very competitive media marketplace."

LPTV is like FM in the early 1960's or cable in the early 1970's, said Martin Rubenstein, former head of Mutual Broadcasting who, as a consultant to CBA, moderated the proceedings. "It's going to happen," he said.

As CBA President John Kompas described them, LPTV stations are VHF (maximum 10 watts) or UHF (maximum 1,000 watts) stations "assigned to space left over from full-power stations." Despite the power limitation, he said, stations can reach areas with radiuses of between five and 25 miles, depending on local topography.

To sketch a profile of the LPTV stations, KompasBiel & Associates Inc., the Milwaukee-based consulting firm of Kompas and Jacquelyn Biel, commissioned a pro-

fessor at Marquette University to survey the industry.

Some of the findings (with 80 of 165 stations responding):

- 92% said their advertising revenue comes exclusively from local sources.
- 63% said they produce local programing and such programing constitutes at least 15% of their programing day.
- 51% said they are carried by local cable systems—90% of them at no cost.
- 87% said they subscribe to a satellite-delivered programing service and 36% said they use syndicated programing.
- More than 75% said they were privately owned.

What the survey did not reveal was the profitability of the stations. In outlining the results, Kompas said about two-thirds of the stations reported increases in revenues. When pressed later by a reporter, Kompas declined to provide details, saying the responses to financial questions were so spotty that the results were inconclusive.

One positive economic indicator has been the healthy market in LPTV construction permits. Stewart said about 240 CP's have changed hands in the past year, and Kompas said that some of the large-market CP's have gone for as much as \$35,000. Kompas also said that a handful of "developed" stations have been sold.

From a regulatory standpoint, LPTV's biggest ongoing problem may be the secondary status that prohibits stations from interfering with any full-power station.

But the problem is not as big as it could be. According to Stewart, under the FCC's "displacement relief" policy, stations found to be causing interference may apply for a new channel in the same market and



the FCC will not entertain competing applications. Stewart said some 300 stations have switched channels under the policy. Only a handful have failed to find suitable replacement channels and been forced to go off the air, he said.

Also as a result of the secondary status, LPTV's are not afforded the same regulatory advantages of their full-power counterparts. LPTV stations, for instance, are not empowered by the FCC's new syndex rules to enforce the exclusivity of their syndicated programming against cable systems.

(Tannenwald said LPTV stations should demand exclusivity anyway. "If I were you, I would just go ahead and try to invoke the rule....See what happens.")

LPTV is also being left out of the broadcasting-cable negotiations aimed at drafting a must-carry law that would require cable systems to carry some local broadcast signals, Tannenwald said.

LPTV does not have the clout to demand carriage, Tannenwald said, but he is working on some ideas for developing "regulatory incentives" or "private economic incentives" for cable systems to carry LPTV stations.

Tannenwald said CBA may ask the FCC to up the transmitter power of LPTV stations. Many stations have been boosting their radiated power with high-gain antennas, which tend to directionalize the coverage, he said. The CBA may ask for more power so stations can use lower gain antennas and still cover the same areas, he said.

As the CBA/Marquette survey indicated, LPTV stations draw programming from a number of different sources.

Joe Laughlin, a former manager of WGN-TV Chicago, who advises CBA on programming, said the 10 networks that have emerged to serve LPTV are "the answer" for most stations. They can deliver the nonlocal programming that LPTV's cannot get themselves, he said.

On behalf of CBA, Laughlin attempted to put together a cooperative of LPTV stations large enough to bid for quality syndicated programming. Although the stations and syndicators were enthusiastic about the idea, he said, the logistics proved too difficult.

Bob Horner, a former CBS News executive in Atlanta and New York, encouraged stations to produce local news and public affairs programming, but he advised them to do it right. Some of the local production he has seen, he said, "is badly in need of work." The on-air look does not measure up to that of affiliates, he said, adding: "I'm not talking slick; I'm talking clean."

The only LPTV broadcaster to speak was Lee Shoblom, who put an LPTV station on in Lake Havasu City, Ariz., to operate in combination with his KFWJ(AM)-KBBC(FM) there.

Shoblom said LPTV is a "natural extension" of radio. "It is radio with pictures in many, many ways," he said.

Shoblom said that his experience with LPTV has been so positive that he has applied for stations in two markets where he does not have radio stations. LPTV "is quite a viable" business in small-to-medium markets, he said.

The CBA is planning its second annual convention for Nov. 5-8 at the Riviera hotel in Las Vegas. The theme: "It's Happening." Eddie Barker, organizer of the meet-

ing, said there were 30 exhibitors last year. "As of today, they are all back in," he said. "That tells me somebody did some business last year." □

## TV told to listen to radio

### Panelists agree radio skills can benefit television stations

Radio experience can help give television a new look. That was the view of panelists who have operated radio groups but who now are also competing in the television side of the industry. While acknowledging differences between the two media, panelists speaking at a Tuesday morning convention session called "New Eyes, New Thoughts on Television" said the TV medium could learn a lot from radio's "intensity" and "hands-on management skills."

Compared to radio, middle-level managers in television are "ignorant of their own need to hone skills," said Bill Clark, president of Shamrock Broadcasting. Those skills are built in radio, he added, because a station has 30 competitors in a market, not half a dozen or less as has been the case in television.

Since adding TV to his responsibilities as head of Great American Communications Co.'s Broadcast Management Group, Carl Wagner said he has changed managers at three TV stations but that none of the replacements has come from radio. Wagner added, however, that his experience in radio has convinced him that the traditional TV station management structure needs improvement, a task he has worked on for the past six months. His work so far suggested, said Wagner, that there should be fewer executives just below the general manager, and that they should have wider responsibilities. As examples, he suggested that an operations/engineering executive might have complete responsibility for a station's on-air look. Programming and marketing/promotion might be the central focus of other "super department heads." The purpose of such restructuring would be to get managers more involved, said Wagner.

Radio differs greatly from TV on programming, the panelists said, yet their experience might help provide answers to TV's problem with rising programming costs. Wagner, noting that in television one pays a greater price for changing a show whose

license still has several years to run than in radio, where a station can simply drop the format, said Great American looks more favorably at first-run syndicated shows than multi-year commitments for off-network product: "If it doesn't work we can move on to something else."

Panelists acknowledged the greater proportion of costs devoted to programming in television, but Lowry Mays, the session's moderator, and president and chief executive officer of Clear Channel Communications, said that one of the reasons his company had begun buying independent TV stations was because of declining programming prices. Mays said further fractioning of the TV audience might find greater numbers of weaker independents formatting their programming to target specific audience segments.

Marketing was deemed by the panelists to be another area with distinctions yet susceptible to cross-media help. Mays said Clear Channel's station in Mobile, Ala.-Pensacola, Fla., had increased its cross-promotional efforts with radio stations. Jeff Smulyan, president of Emmis Broadcasting, which has recently bid for television stations, noted that radio stations "have long ago learned to live with only 20% of our revenue coming from national buys. We have had to get away from ad agencies who deal strictly on cost-per-point." Smulyan said that television might also learn something from radio's experience in obtaining vendor-supported co-op advertising money.

Television has "abused its [advertising spot] inventory" to a greater extent than radio, said Wagner. "Perhaps we can take a lesson from FM radio, where we run only 10 units per hour. Because of that kind of scarcity I don't know yet where the [pricing] top is," he said.

In response to a question by radio broadcaster Gary Edens, chairman of Edens Broadcasting, Wagner said Great American's TV stations have taken a page from radio stations by "fooling around with the clock" to differentiate their newscasts from



L-r: Mays, Smulyan, Clark, Wagner

competitors. That might mean, for instance, running 11 minutes of headlines before the first commercial break, or moving up the sports section of the newscast. Wagner suggested such rearrangement might even affect the time at which shows begin: "The networks might let you delay their late night show by five minutes."

Television management may have to do more to "position" their stations, said Wagner, something with which radio has had a lot of experience. He cited television news, where "everyone is covering the same story." Shamrock's Clark contrasted this to radio, where "even when there are three country-western stations in a market, they are each able to position themselves differently." Said Smulyan: "It is no longer enough to say, 'We are the CBS affiliate.'" He added: "One of the reasons people are successful in radio is because they know their customers." □

## **NAB-TV report studies cable**

**Among report's findings: broadcast stations' share of viewing in five test markets has declined in last five years; ratings delivery in upper income zip codes higher for broadcast stations**

The National Association of Broadcasters and Television Bureau of Advertising jointly unveiled an examination of cable at the local level. The study, which forecast a competitive but long and profitable future for over-the-air TV, was called "Television in Transition: The Value of Broadcast Television in a Changing Marketplace." It was released during the NAB convention in a presentation moderated by TVB President William Moll and NAB senior vice president, television, Chuck Sherman.

"Television in Transition" noted that aggregate hours viewed and advertising dollars received by TV continue to increase. The study then examined the extent to which that audience and revenue would be siphoned to cable from broadcast TV.

Among the general observations made in the study were that cable television cannot be received by over 60% of the television sets in the country and that even in cable homes, broadcast stations "represent 60% of all channels viewed."

The 80-page document included a five-market research study conducted by Norman Hecht Research. The markets, Tampa-St. Petersburg, Fla., Hartford-New Haven, Conn., Tulsa, Okla., Fort Wayne, Ind., and Eugene, Ore., were selected for their geographic diversity and for collectively approximating the national average characteristics in revenue growth and cable penetration.

The share of viewing obtained by broadcast stations in the five markets has declined over the past five years, with the all-day loss ranging from 3% in Fort Wayne to 9% in Eugene. The report said: "Tulsa, a relatively mature cable market, and Fort Wayne, a market where cable has been slow to develop, evidence less impact on

commercial broadcast station shares." Prime and early fringe viewing shares were broken out, showing the latter to be less affected in all but one of the five markets.

Despite some erosion, the Hecht study showed that local all-day, over-the-air quarter-hour ratings were roughly 10 times the ratings of ESPN, USA, WTBS, CNN and CNN Headline News. In cable households, the stations had combined ratings at least five times greater than the five cable networks.

The study also said that in each of the five markets, ratings delivery in upper income zip codes was significantly higher for the broadcast stations than for the cable networks.

The report was skeptical about the alleged advantages of narrowcasting in either news or sports. The report said: "The average network affiliate local newscast average quarter-hour rating outperforms CNN's prime time cumulative audience in all five markets.... [N]etwork affiliate early local news delivers nearly 25 times more household audience than CNN prime time." And in sports, the results from the five markets showed that even "lower rated, more selective properties, like golf tournaments, outperform the average quarter-hour prime time audience of ESPN in all markets studied." The report did note that ESPN's NFL coverage drew exceptionally high ratings.

Responding to suggestions that narrowcasting provided more efficient buys, the Hecht study said this was generally not true. The cost-per-rating point in a prime time 30-second spot on the average TV station was significantly lower than the av-

erage cost-per-point on a prime time 30-second spot on ESPN, CNN and USA in three markets: Tampa-St. Petersburg, Hartford-New Haven and Fort Wayne. In Eugene, the cost-per-point between stations and cable was roughly the same, while only in Tulsa was the broadcast station buy deemed less efficient. The study concluded: "At the local market level, then, it is not necessarily more efficient to augment broadcast TV with cable."

Other aspects of the study included a look at advertisers' and agencies' views on the strengths and weaknesses of broadcast and cable. The report said that for the top 50 agencies using broadcast TV, the average "investment" in cable was only 2.3%, "lending credence to the assertion that cable TV is more favored by smaller agencies and smaller accounts...for whom cable may be a low-cost entry point into the world of TV advertising."

The study said that local cable TV advertising has been slow to develop. Among the reasons cited: roughly one third of systems don't carry local advertising; each local area is covered by a wide number of systems—175 in the five markets studied, and cable networks don't always achieve reportable audiences. "Transition in Television" said advertisers want more "numbers as concrete proof of what the cable television medium is delivering on a local market basis."

It is partly because of such deficiencies, the report said, that the \$1.6 billion increase in broadcast TV advertising in 1988 was greater than the total \$1.1 billion cable television advertising for that year. □

## **Looking back at 1995**

**Session features revision of study released last November: prediction of local station revenue growth scaled down**

The long-view and the difficulty of prediction were in evidence at a Sunday morning convention session, "Television 1995," moderated by John Blair & Co. President Jim Rosenfield. Remarks ranged from recent spending by packaged goods manufacturers to direct broadcast satellites to a revision in a Blair-sponsored study of the same name as the session.

The downward revision in estimates for station revenue growth comes less than a half year after the study, by the firm of Wilkofsky Gruen Associates, was issued ("Top of the Week," Nov. 28, 1988). The majority of revisions appear to be in local station revenue growth, which the study had projected would increase at between 10% and 14% over the next four years. Spot had been expected to grow at 6% this year and between 10.5% and 13.3% in the following three years. The growth rates were revised downward by several percent in some cases but are still projected to be close to 10% in the first several years of the 1990's.

One of the study's authors, Arthur Gruen, told BROADCASTING the primary reason for the revision was a continuation

of merger-related economic restructuring, which forced some advertisers to watch costs. The revision comes despite the fact that some industries that have already undergone restructurings were increasing their advertising. The study's other author, David Wilkofsky, noted that auto advertising increased 5%, from 1978 to 1983, trailing by more than 100% the average GNP growth. In the next four years ending 1987, however, the average annual auto advertising increase was 16.7%, almost three times the growth in GNP.

The study's network projections remain essentially untouched except for a slight increase in projected three-network revenue growth for 1991.

Jim Rosenfield, Blair chairman and CEO, discussed the future of DBS, which he said "will come sooner than we think, and by 1995, its impact on both broadcasting and cable will begin to be felt in important ways."

Rosenfield said that a system using two satellites can be designed to handle 12 high-definition addressable channels covering the U.S.: "Pay-per-view television, pay-digital radio and other electronic distribution such as downloading software will increase the economic viability of this package," adding that break-even could be achieved at the two million homes



level.

Blair Television President Tim McAuliff said that while retail, auto and fast food spending last year had increased their share of spot advertising since 1986, the largest category, packaged goods or "corporates," was down. McAuliff added that while some firms have recently said they would increase advertising, "...the immediate future for corporate spending is uneven at best due to the falloff in the number of new product introductions between 1988 and 1987 and the rise in the number of line extensions."

He said spot growth in the first quarter was up about 1% and that Blair was hoping for a 3%-to-4% increase in the second quarter over the comparable period last year, helped along by 11% increase in advertising by the big-three auto manufacturers. □

## **NAMB elects new officers**

### **Members question practicality of attending spring NAB show next year**

Among activity at the May 1 breakfast meeting of the National Association of Media Brokers at NAB was the election of new officers and the presentation of a NAMB award to broker Paul H. Chapman. The annual NAMB meeting at the NAB conference could be the last for the association, based on general dissatisfaction expressed



by some attendees during the meeting.

Newly elected officers for NAMB include Jim Gammon of Gammon Media Brokers Inc. as president and a returning lineup that includes Dick Kozacko of Kozacko-Horton Co. as vice president, William N. Cate of Chapman Associates as

secretary and James W. Blackburn Jr. of Blackburn & Co. Inc. as treasurer. Following the election, outgoing President Robert Mahlman of The Mahlman Co. fielded an open session of member comments that raised the question of whether the brokers should attend the spring NAB show.

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suite bill is not money well spent in the spring," said Mahlman. "A lot of the group heads and a lot of the people you usually see are not here in the spring."

The sentiment was supported by Transtar President Gary Fries, who was on hand at the breakfast to make a presentation about his company's successes in the area of satellite-delivered radio programming. He explained how the radio networks had generally decided not to be a presence at the conference, adding that Transtar would probably not reopen the part-time suite that it had at this year's show.

Another topic raised at the open session included a call for a Multiple Listing Service-type arrangement for selling radio properties, an idea that could give brokers greater access to many small deals. The Webster Group has already been contacted as a possible collection source for the project, according to Mahlman.

## Connolly wins NAB engineering award

**Sony executive recognized for work at CBS during '70's; says diverse groups should form research consortiums**

William Connolly, president and chief executive officer of Sony Advanced Systems, was the recipient of NAB's 1989 Engineering Achievement Award, which was presented during the annual NAB engineering luncheon. The advanced systems division of Sony was formed last year to develop and market Sony's most sophisticated new TV products, including high-definition television.

Connolly's award was mainly in recognition of his work in the 1970's when he was a leader of the research and development labs operated by CBS that pioneered electronic newsgathering techniques and electronic stillstore systems. He shared credit for the success of those projects with the other engineers at CBS Labs at that time, whom he described as "a small but happy band whose sole responsibility it was to study program and broadcast systems, and then determine what products needed inventing in order to improve operations."

He mourned the fact that the three major commercial networks no longer maintain large research staffs. "The changing economics of the broadcast business have permanently changed the realities of research and development funding. The originators of television programming today are simply not in a position to fund comprehensive R&D efforts," Connolly said, adding: "The three rich uncles can no longer carry the burden."

There is no easy solution to the problem, he said, adding that the manufacturing community, which does the bulk of the R&D today, needs help. Connolly suggested that broadcasters join with manufacturers, colleges, government, the cable industry and



Connolly

others to form consortiums. Such an organization, he admitted, is not the ideal solution because "bureaucracy is the enemy of innovation. But there is no doubt that a collective effort must be made to concentrate the splintered resources of this industry on the common goal of continued technical expansion."

A different kind of cooperation was urged by the engineering luncheon's guest speaker, consultant Leonard Feldman of Great Neck, N.Y. Feldman, who has been heavily involved with consumer electronics for over 30 years, admitted that 1989 marked his first attendance at an NAB convention, something that symbolized how broadcasters and consumer electronics equipment manufacturers traditionally have

been oblivious to each other's problems and issues. "There are many problems that need to be solved jointly—problems that can be solved if we spend more time talking to each other and less time going our separate ways," Feldman said.

The foremost area of common concern between the two industries is HDTV, he said. TV set manufacturers are almost unanimous in their opposition to open-architecture receivers, he said. Open-architecture TV sets, as proposed by some, would be able to pick up any advanced TV transmission system. Special computer boards would be installed in the set by the consumer to receive a particular system. It has been proposed as a way for consumers to see HDTV on broadcast stations, cable or other media if each chooses a different HDTV standard. TV set manufacturers have complained of the high cost of producing such sets. "They view open-architecture proposals as another decision not to decide, of the sort that proved so disastrous with respect to AM stereo radio."

AM improvement is one area in which broadcasters and consumer manufacturers have been able to cooperate, Feldman said. The National Radio Systems Committee, co-sponsored by the NAB and Electronic Industries Association, developed audio and emission standards designed to limit AM station transmissions to 10 khz to avoid adjacent-channel interference. The FCC recently mandated the implementation of the NRSC emission standard by June 1994. "Only after I was introduced to the work of the NRSC did I realize that AM radio can deliver sound quality that is not all that far removed from the quality of FM," Feldman said.

But more cooperation between the two industries is needed to make the NRSC standards successful, Feldman said. Broadcasters should implement the standards as soon as possible and manufacturers should start selling radios with frequency responses up to 10 khz rather than the 3 khz to 5 khz typical of most receivers today. Broadcasters and manufacturers who have already made the change must publicize the fact that AM radio now has greater fidelity. "This is not the sort of improvement that's going to spread simply by word of mouth. Consumers need to be told about it," he said. □

## Ratings report: stalking the elusive audience

**Panel focuses on personal diaries as way to combat underreporting due to increase in out-of-home viewing**

Finding missing persons—unreported TV viewers—through personal television diaries was the topic of a panel session with representatives of the two major rating services and ABC. The problem of how to report out-of-home (OOH) viewing is a subject of concern to the NAB and its Committee on Local Television Audience Measurement (COLTAM).

Moderator and COLTAM representative

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Gary Chapman of LIN Broadcasting explained the committee's work on a personal diary plan to be presented to Arbitron and Nielsen for consideration. First, it looked at previous research on diaries, most of which was at least 10 years old. It also found a number of factors had changed since those studies that led it to conclude that a test of a new personal diary was warranted. Among the changes: the number of sets per person, 12-plus, has increased to almost one (.956); viewing has changed, now 3%-5% is estimated to be taking place out of home and that can go as high as 15% for some specific time periods; the number of small, portable sets has increased dramatically, and viewing is more complex today, with more than 50% cable penetration and 60% VCR viewing.

COLTAM released a request for proposal to develop a new diary and chose Michigan State University to design and do preliminary testing. It expects a report early this summer and a test by the rating services during the sweeps next year. Said Chapman: "We want the audience credit and advertising dollars we deserve."

Capcities/ABC's Richard Montesano told of his network's independent studies on out-of-home viewing, a problem that is being ignored by much of the industry, he said. With "at least 10 million battery-operated TV sets in use now, there's much more opportunity to view out of home," including colleges, hotels, hospitals, restaurants and bars, at sporting events, the beach, on patios and even in the workplace, all situations not reported by current household diary and peplemeter methodologies.



L-r: Chapman, Montesano, Dolson, Lapovsky

A 1980 ABC Sports study of the Major League Baseball playoffs and World Series estimated that OOH viewing would have contributed 10% more adults and 21% more adults in the 18-34 age group. Another sports study, this one of *Monday Night Football*, conducted in 1981 and measuring bar, hotel and college viewing, estimated that unmeasured viewers amounted to 10.3% of the measured audience and would have added another 1.6 rating points.

"Out-of-home viewing," said Montesano, "translates into very marketable demographics." It is "lost viewing and has to be part of the ratings," he said. Montesano added that ABC is working on a joint study with CBS to measure working women and college student viewing of daytime serials.

Nielsen's Tim Dolson reviewed his company's past personal diary studies—in March 1966, November 1966 and January 1978. He offered some advantages and disadvantages of personal versus set diaries. The major advantage is the ability of the personal diary to measure the OOH view-

ing. The primary disadvantage is the greater cost. Dolson said a personal diary would cost three times as much as the current NSI diary due to the larger initial sample size needed to compensate for the lower response rate. You also need more diaries, since every member of the family gets one instead of just one per household. You also need more because none of the diaries of a household will be counted if they have not all been returned.

Other problems with personal diaries, according to Arbitron's David Lapovsky, are getting accurate reporting from children, young adults and the infirm and viewers' unfamiliarity with call letters of stations viewed away from home and how to deal with that when tallying the diaries.

Both Dolson and Lapovsky agreed, however, that something must be done to track OOH viewing and expressed their companies' willingness and enthusiasm to work with COLTAM to develop a new measurement methodology to uncover the lost viewers. □

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- Writes column on broadcast newswriting, "WordWatching," in *Communicator*, magazine of Radio-Television News Directors Association. Holds newswriting workshops at RTNDA regional conferences and in radio and television newsrooms across the country.
- Won first prize three times for TV spot-news scripts in annual Writers Guild of America competition.
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# Stock Index

	Closing Wed May 3	Closing Wed Apr 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities ABC	418 1/2	413 1/2	5	01.20	25	6,770
N (CBS) CBS	194 7/8	193 1/2	1 3/8	00.71	10	4,604
A (CCU) Clear Channel	13 3/8	13 1/2	- 1/8	-00.92	24	51
A (HTG) Heritage Media	4 7/8	5	- 1/8	-02.50	-6	54
O (JCOR) Jacor Commun.	7 3/8	6 7/8	1/2	07.27	-16	72
O (LINB) LIN	95 1/2	89 5/8	5 7/8	06.55	61	4,934
O (OBCCC) Olympia Broad.	2 1/4	2 1/2	- 1/4	-10.00		5
O (OSBN) Osborn Commun.	8 1/2	8 3/4	- 1/4	-02.85	-7	43
O (OCOMA) Outlet Commun.	29 1/4	29 3/4	- 1/2	-01.68	-11	191
A (PR) Price Commun.	6 7/8	6 7/8		00.00	-5	66
O (SAGB) Sage Broadcasting	4 3/4	5	- 1/4	-05.00	-7	18
O (SCRIP) Scripps Howard	70	64	6	09.37	56	722
O (SUNNC) SunGroup Inc.	1 5/8	1 5/8		00.00	-2	3
O (TLMD) Telemundo	5 3/8	5 1/2	- 1/8	-02.27		41
O (TVXGC) TVX Broadcast	3 1/8	3 1/8		00.00		18
O (UTVI) United Television	34 1/4	33 3/4	1/2	01.48	56	375

	Closing Wed May 3	Closing Wed Apr 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo	32 1/8	29 1/4	2 7/8	09.82	13	339
O (ASTVC) Amer. Comm. & TV	1.32	1/32				23
N (AFL) American Family	17	19	- 2	-10.52	14	1,376
O (ACOMA) Assoc. Commun.	39 1/4	36	3 1/4	09.02		561
O (BMAC) BMA Corp.	32 1/2	33 1/2	- 1	-02.98	87	340
N (CCN) Chris-Craft	34 1/4	33 1/8	1 1/8	03.39	76	746
O (DUCO) Durham Corp.	32 1/2	32 3/4	- 1/4	-00.76	27	273
N (GCI) Gannett Co.	43	41 1/8	1 7/8	04.55	21	6,962
N (GY) GenCorp	17 5/8	18 1/4	- 5/8	-03.42	1	559
O (GMXC) GMX Commun.	3/32	3/32		00.00	1	559
O (GACC) Great Amer. Comm.	11 1/8	11 1/4	- 1/8	-01.11	11	292
N (JP) Jefferson-Pilot	34 1/8	34	1/8	00.36	14	1,347
N (KRI) Knight-Ridder	44 7/8	46 1/2	- 1 5/8	-03.49	16	2,552
N (LEE) Lee Enterprises	27 3/8	27 3/4	- 3/8	-01.35	19	680
N (LC) Liberty	34 1/4	36	- 1 3/4	-04.86	13	317
N (MHP) McGraw-Hill	73 1/2	74	- 1/2	-00.67	22	3,544
A (MEGA) Media General	34 3/4	35 1/4	- 1/2	-01.41	23	980
N (MDP) Meredith Corp.	33 1/2	32 7/8	5/8	01.90	13	643
N (MCG) Mich. Energy	34	33	1	03.03	22	92
O (MMEDC) Multimedia	97	99	- 2	-02.02	94	1,067
A (NYTA) New York Times	29 3/4	28 1/2	1 1/4	04.38	15	2,439
N (NWS) News Corp. Ltd.	19 3/4	19 3/8	3/8	01.93	10	5,262
O (PARC) Park Commun.	30 1/2	30 3/4	- 1/4	-00.81	24	420
O (PLTZ) Pulitzer Publishing	29	27 3/4	1 1/4	04.50	19	303
N (REL) Reliance Group Hold.	4 7/8	4 3/4	1/8	02.63	5	365
O (RTSRY) Reuters Ltd.	37 5/8	37 3/8	1/4	00.66	25	31,239
O (STAUF) Stauffer Commun.	138	138		00.00	46	138
N (TMC) Times Mirror	37 7/8	37 1/2	3/8	01.00	18	4,900
O (TMC) TM Communications	1/4	5/16	- 1/16	-20.00	1	1
N (TRB) Tribune	46	45 7/8	1/8	00.27	25	3,509
A (TBSA) Turner Bcstg. 'A'	34 1/8	33 1/4	7/8	02.63	-6	743
A (TBSB) Turner Bcstg. 'B'	30 1/2	30 1/4	1/4	00.82	-4	664
A (WPOB) Washington Post	241 3/4	235 1/2	6 1/4	02.65	16	3,105

	Closing Wed May 3	Closing Wed Apr 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (SP) Aaron Spelling Prod.	7 3/4	7 7/8	- 1/8	-01.58	6	142
O (ALLT) All American TV	3	3 1/8	- 1/8	-04.00		6
O (BRRS) Barris Indus.	8 1/2	8 1/2		00.00	-4	66
N (KO) Coca-Cola	54 7/8	53 5/8	1 1/4	02.33	22	20,600
A (CLR) Color Systems	1 3/8	1 1/4	1/8	10.00		7
N (KPE) Columbia Plc. Ent.	19 5/8	18 3/4	7/8	04.66	280	2,153
O (CAVN) CVN Cos.	15	14 3/4	1/4	01.69	12	260
A (DEG) De Laurentiis Ent.	1/2	9/16	- 1/16	-11.11		5
O (dcp) dick clark prod.	5	5		00.00	12	41
N (DIS) Disney	85 5/8	84 3/8	1 1/4	01.48	25	11,351
N (DJ) Dow Jones & Co.	34 5/8	34 3/8	1/4	00.72	16	3,334
O (FNNI) Financial News	7 3/8	8	- 5/8	-07.81	33	88
A (FE) Fries Entertain.	2 1/2	2 5/8	- 1/8	-04.76	10	13
N (GW) Gulf + Western	51 7/8	53 3/4	- 1 7/8	-03.48	9	3,118
A (HHH) Heritage Entertain.	1 3/4	1 3/4		00.00	1	8
A (HSN) Home Shopping Net.	6	6 1/4	- 1/4	-04.00	27	523
N (KWP) King World	26 1/2	25 5/8	7/8	03.41	17	764
N (MCA) MCA	56 1/2	56	1/2	00.89	31	4,108
N (MGM) MGM/UA Commun.	18 3/8	18 1/8	1/4	01.37	-10	920
A (NHI) Nelson Holdings	7/8	15/16	- 1/16	-06.66	-8	23
A (NNE) New World Enter.	8 3/4	8 3/4		00.00	24	94
O (NNET) Nostalgia Network	1 7/8	2 1/8	- 1/4	-11.76	-2	10
N (OPC) Orion Pictures	19	19 1/2	- 1/2	-02.56	16	328

	Closing Wed May 3	Closing Wed Apr 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (MOVQE) Peregrine Ent.	3/8	3/8		00.00	-12	
N (PLA) Playboy Ent.	14 5/8	13 5/8	1	07.33	16	137
O (QNTX) Qintex	5	5 1/8	- 1/8	-02.43	-11	34
O (QVCN) QVC Network	12 3/8	11 3/8	1	08.79	-25	125
O (RVCC) Reeves Commun.	4 3/4	4 7/8	- 1/8	-02.56	23	60
O (RPICA) Republic Pic. 'A'	11 1/4	10 1/4	1	09.75	125	47
O (SMNI) Sat. Music Net.	5 1/2	5 7/16	1/16	01.14	50	49
N (WCI) Warner	48 3/8	48 1/4	1/8	00.25	25	6,102
O (WONE) Westwood One	11	8 3/4	2 1/4	25.71	15	158

	Closing Wed May 3	Closing Wed Apr 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O (AMEA) A.M.E. Inc.	10	9 1/2	1/2	05.26	10	49
O (AGRP) Andrews Group	5 1/4	5 1/8	1/8	02.43	-1	34
O (BSIM) Burnup & Sims	22 5/8	22 1/8	1/2	02.25	49	361
N (CQ) Comsat	33	32 1/8	7/8	02.72	-12	605
N (DNB) Dun & Bradstreet	52 1/8	53 1/4	- 1 1/8	-02.11	20	7,923
N (FCB) Foote Cone & B.	24 1/2	23 7/8	5/8	02.61	12	204
O (GREY) Grey Advertising	122	122		00.00	16	148
O (IDBX) IDB Communications	7 1/4	7 1/2	- 1/4	-03.33	29	29
N (IPG) Interpublic Group	44 1/2	42 1/4	2 1/4	05.32	19	998
O (OGLI) Ogilvy Group	49 5/8	32 1/2	17 1/8	52.69	24	707
O (OMCM) Omnicom Group	22 1/2	20 5/8	1 7/8	09.09	15	553
N (SAA) Saatchi & Saatchi	14 1/4	13 1/2	3/4	05.55	6	2,076
O (TLMT) Telemation	1 7/8	2	- 1/8	-06.25	7	8
A (UNV) Unitel Video	13 1/4	13 1/4		00.00	19	28

	Closing Wed May 3	Closing Wed Apr 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A (ATN) Acton Corp.	19 3/4	22 1/8	- 2 3/8	-10.73	3	23
O (ATCMA) Amer. TV & Comm.	46 1/2	46 3/8	1/8	00.26	103	5,058
O (CTEX) C Tec Corp.	58 1/2	55	3 1/2	06.36	26	321
A (CVC) Cablevision Sys. 'A'	41 3/8	42 3/4	- 1 3/8	-03.21	-14	870
O (CNCA) Centel Cable	44 1/4	43 7/8	3/8	00.85	142	1,106
N (CNT) Centel Corp.	47 1/8	66 1/4	- 19 1/8	-28.86	13	3,082
O (CMCSA) Comcast	23 3/8	22 3/4	5/8	02.74	-106	1,044
A (FAL) Falcon Cable Systems	20	19 1/2	1/2	02.56	-62	127
O (JOIN) Jones Intercable	16 3/4	17 1/8	- 3/8	-02.18	52	213
T (MHPQ) Maclean Hunter 'X'	12 3/8	12 1/8	1/4	02.06	34	912
T (RCI) Rogers Commun. 'B'	96	93	3	03.22	-147	1,187
O (TCAT) TCA Cable TV	39	34 3/4	4 1/4	12.23	76	470
O (TCOMA) Tele-Commun.	34 1/8	33 3/8	3/4	02.24	68	5,164
N (TL) Time Inc.	117 3/8	116 5/8	3/4	00.64	28	6,860
O (UACI) United Art. Commun.	37	35 7/8	1 1/8	03.13	308	1,519
N (UCT) United Cable TV	41	39 3/8	1 5/8	04.12	-215	1,528
N (VIA) Viacom	49 1/2	48 3/4	3/4	01.53	-6	2,641
N (WU) Western Union	2	2 1/4	- 1/4	-11.11		63
O (WSMCA) WestMarc	26 1/2	24 1/4	2 1/4	09.27	33	380

	Closing Wed May 3	Closing Wed Apr 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS MANUFACTURING</b>						
N (MMM) 3M	72 3/8	70 7/8	1 1/2	02.11	18	16,464
N (ARV) Arvin Industries	22 1/4	22 1/2	- 1/4	-01.11	9	423
O (CCBL) C-Cor Electronics	13	12 1/2	1/2	04.00	21	26
N (CHY) Chyron	3 3/4	3 3/4		00.00	13	38
A (COH) Cohu	13 3/4	13 7/8	- 1/8	-00.90	13	25
N (EK) Eastman Kodak	43 3/8	47 3/8	- 4	-08.44	12	14,700
N (GRL) Gen. Instrument	33 1/8	31 3/4	1 3/8	04.33	-24	1,107
N (GE) General Electric	48 5/8	48	5/8	01.30	20	44,508
O (GETE) Geotel Inc.	3/4	11/16	1/16	09.09	-2	2
N (HRS) Harris Corp.	29 1/4	29 1/8	1/8	00.42	13	1,197
O (ITEL) Ite Corp.	22 5/8	21 5/8	1	04.62	52	600
N (MAI) M/A Com. Inc.	8	7 7/8	1/8	01.58	-5	216
N (IV) Mark IV Indus.	13	12	1	08.33	7	140
O (MCDY) Microdyne	3 3/4	3 3/4		00.00	-2	16
O (MCOM) Midwest Commun.	5	5 5/8	- 5/8	-11.11	12	14
N (MOT) Motorola	45 1/4	46	- 3/4	-01.63	18	5,850
N (OAK) Oak Industries	1 1/4	1 3/8	- 1/8	-09.09	12	94
A (PPI) Pico Products	1 3/8	1 1/2	- 1/8	-08.33	-27	4
N (SFA) Sci-Atlanta	15 3/4	14 5/8	1 1/8	07.69	13	369
N (SNE) Sony Corp.	50 1/4	50 1/4		00.00	82	11,619
N (TEK) Tektronix	22 1/4	22 1/2	- 1/4	-01.11	741	817
O (TLCR) Telecrafter	4 1/8	4 3/16	- 1/16	-01.49	18	6
O (TVTK) Television Tech.	1 5/16	1 1/2	- 3/16	-12.50	131	9
N (VAR) Varian Assoc.	25 3/4	27	- 1/4	-04.62	-135	562
N (WX) Westinghouse	57 3/8	56 3/8	1	01.77	11	8,236
N (ZE) Zenith	18 5/8	18 3/8	1/4	01.36	-23	482
Standard & Poor's 400	354.99	353				

## ABC Radio reups with GE Americom

**Network commits to Satcom C-5 beginning in 1991; deal valued at \$25 million**

ABC Radio Network announced last week at the NAB convention it is sticking with GE Americom for satellite distribution into the 21st century.

Richard Martinez, general manager, engineering and program operations, ABC Radio, said the broadcast network agreed just before the convention to lease C-band replacement capacity for distribution of its programming services on Satcom C-5 from its launch in May 1991 to the end of its useful life in 2003. The value of the deal is about \$25 million, he said.

ABC has been distributing its services via GE's Satcom I-R since 1982, but the satellite is expected to reach the end of life in 1991 or 1992.

GE distributes all the major radio networks including CBS and Westwood One via Satcom I-R. With the ABC deal in hand, it hopes to be able to carry that business over onto Satcom C-5.

"We are talking to all the other [Satcom I-R radio customers] and hope to sign them up for successor capacity and make C-5 the place to be in the radio industry," said Neil Bauer, senior vice president and general manager, GE Americom.

ABC now leases one full transponder, which is divided into 19 15 khz digital audio DATS channels, 10 "voice-grade" audio channels and two data channels. In addition, it leases a portion of a second transponder comprising two DATS channels, one voice grade and one data.

According to Martinez, the renewal agreement calls for the same transponder capacity. But, he said, ABC plans to implement a new two-for-one compression system to squeeze more channels onto the transponder and give itself the ability to expand its offering.

For ABC's more than 2,200 affiliates, ABC's move from Satcom I-R to Satcom C-5 should be painless, Martinez said. Satcom C-5 will be launched into Satcom I-R's orbital slot at 139 degrees west longitude, obviating the need for affiliates to reorient their earth stations.

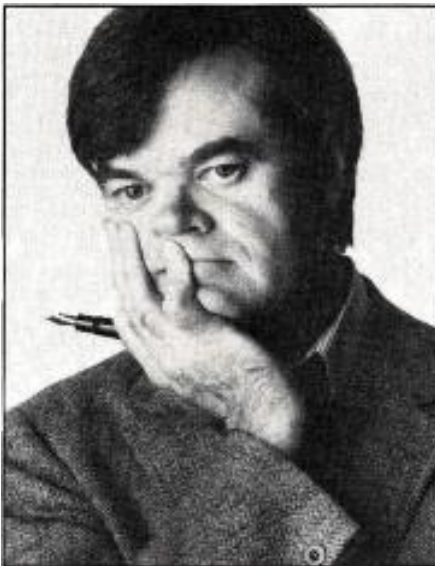
Martinez also said GE is providing a solid protection plan as part of the lease. If Satcom C-5 should fail, he said, the ABC traffic will be moved to Satcom C-1, the backup bird that is to be launched into orbit

at 137 degrees—just two degrees west of Satcom C-5.

GE is already committed to building and launching Satcom C-5 and Satcom C-1. According to Bauer, GE awarded GE Astro Space a contract to build C-5 after Alascom Inc. agreed to acquire the bulk of its capacity on Satcom C-5 to replace its current capacity on Satcom V (Aurora). Satcom C-1, now a ground spare, is being launched to serve as Satcom C-5's in-orbit backup, he said. □

## APR says goodbye—again—to Keillor and hello to Carnegie Hall

**Radio storyteller presents third annual 'Farewell Performance' in June; APR joins with New York theater for new musical performance series**



Keillor joins friends on APR in June

Stephen Salyer promised that American Public Radio would "play a stronger role in the development of new programming," when he became its president 13 months ago (BROADCASTING, April 4, 1988). He did not promise to leave behind proven winners. Announcing last week that APR had committed to creating a new series of live musical performances from New York's Carnegie Hall, the national distributor of alternative noncommercial radio programming also noted that its most identifiable personality has not left his *Prairie Home* yet.

Indeed, if it is June, it must be time for Garrison Keillor to say goodbye again. The radio storyteller, known best as the creator of the fictional town of Lake Wobegon, will join friends on June 10 for a two-hour *Third Annual Farewell Performance* of his weekly variety show, *A Prairie Home Companion*—this time, live from the Universal Amphitheater in Los Angeles. The broadcast is scheduled to top off a 13-city tour that will begin May 20 in Greenville, S.C.

To be carried live by more than 200 APR affiliates beginning at 7:30 p.m. ET, the show will feature long-time Keillor sidekick Dan Rowles, jazz pianist Butch Thompson, singers Robin and Linda Williams and Kate MacKenzie, composer Rich Dworsky and radio sound effects specialist Tom Keith. June 13, 1987, and June 4, 1988, were the dates of the first two farewells.

Minnesota Public Radio, which produced *PHC* from 1982 until mid-1987, will join KUSC(FM) Los Angeles in the co-production. Keillor said he "hates to suggest a fourth annual reunion, but if nobody else does, I will." Underwritten by the American Booksellers Association, weekly rebroadcasts of the original *PHC* are still carried by most APR affiliates.

On the opposite coast, APR and Carnegie Hall believe that, within a few weeks, they will have a name and an underwriter for a new musical performance series, the result of the New York theater's first collaboration with public radio. Featuring a classical

## Medical Milestones

A 10-part radio series celebrating 100 years of modern medicine from Johns Hopkins

60-second features suitable for sponsorship by drug stores, hospitals and other local advertisers. Available in May. For information contact Doug Levy at (301) 955-2849.





repertoire from live performances there, the series, said Carnegie Hall Executive Director Judith Arron, "will provide a wonderful prelude and outlet to our celebration of Carnegie Hall's 100th anniversary in 1991." Arron and APR President Stephen Salyer said they are "encouraged by early interest in the new series which has been expressed by corporations." □

### Talking to Exxon

Mike Siegel, radio talk show host, KING-AM-FM Seattle, met with Exxon President Lee Raymond last Monday (May 1) in New York. Siegel took letters from listeners protesting Exxon's clean-up methods following the tanker disaster in Alaska (BROADCASTING, April 24). Siegel talked with Raymond for 90 minutes and presented him with a list of demands, including a million dollar trust fund for the next 20 years to be used for aftereffects of the oil spill and compensation for everyone harmed by it. Siegel also requested that Exxon compensate its retail dealers for losses suffered by boycotts of Exxon. Siegel said that Raymond seemed to understand the mood of the American people and that he is concerned about the protests. On April 27 Siegel had James Morakis, manager of public affairs operations for Exxon on his talk show for three hours. Siegel said that the idea for a protest came from his listeners.

## Riding Gain

### More talk about cars

*Car Talk*, the one-hour weekly series produced by noncommercial WBUR(FM) Boston, has become one of the most popular National Public Radio Arts and Performance program service offering—so popular that NPR has already decided to renew the program for a third consecutive year of national distribution in 1990. Carried now by "more than 200" noncommercial radio stations, said NPR.

### CNN crosses the border

CNN Radio has kicked off its international coverage. The 24-hour news service can now be heard on all 110 of its affiliates throughout Canada. Canadian stations will use CNN Radio's "top" hourly newscasts and newsfeeds. Jon Petrovich, executive vice president, CNN radio, hailed the debut as "an important step" in the development of CNN Radio., which began broadcasting April 1, 1982, and serves 260 affiliate stations in the U.S.

### On his own

Robert H. Biernacki, executive vice president of The Mahlman Co., for the past four and a half years, has left to form

Biernacki Brokerage, a radio brokerage firm with offices in New York. Before working at Mahlman, Biernacki was vice president and general manager of WOR(AM) New York.

### Catching a new breeze

Fuller-Jeffrey Broadcasting's KLRS-FM Santa Cruz, which had been independently programming a new adult contemporary format, has signed on to receive the 24-hour Breeze satellite network. The Minneapolis-based program supplier said its affiliate list now reaches 36 stations.

### Public radio support

National Public Radio's news and information fund has gotten a boost, receiving a \$50,000 grant from Warner Communications Inc. The fund established, in 1981, is spread among NPR's news magazines *All Things Considered*, *Morning Edition* and *Weekend Edition*. "One cannot be in the communication and entertainment business without being excited by NPR's productions," said Warner Vice President, public affairs, Timothy Boggs.

## Cablecastings

### Cable agenda

The National Cable Television Association has released the lineup for most of the panel sessions for the national Show, May 21-24 in Dallas.

The panel on telco television will feature FCC Commissioner James Quello; Gene Kimmelman, legislative director of the Consumer Federation of America; John Sie, senior vice president, Tele-Communications Inc.; Frank Drendel, president, CommScope, and Terry Maguire, senior vice president, American Newspaper Publishers Association.

Solutions to channel capacity problems will be debated in a panel featuring Robert Clasen, president, Comcast Cable; Greg Liptak, president, Jones Intercable; Larry Carlton, vice president, TCI, and William Tabler III, president, Tabler Communications.

Among the program sessions will be one introducing new programs in a crowded market, featuring Black Entertainment Television President Bob Johnson, MTV Networks Chief Executive Officer Tom Freston; CNBC President Thomas Rogers, Movietime President Larry Namer and ESPN Vice President Roger Williams.

Addressing "The Programming Payoff: Penetration or Competition," will be Kay Koplovitz, chief executive officer, USA Network; Peter Barton, senior vice president, TCI; Ken Krushel, former Think Entertainment president, and Henry Schlieff, chairman, Viacom Broadcast & Entertainment Groups.

Financial panel sessions will focus on national tax policy, cable as an investment and the industry's status on Wall Street.

Programming panel sessions will examine the wrestling phenomenon on pay per view, local origination and cable and independent producers.

Among the marketing panel sessions will be ones addressing program promotion, the multi-dwelling unit consumer and effectiveness of cooperatives.

Management sessions will address franchise transfers, fiber optics, diverse work forces, customer service satisfaction, signal theft, HDTV, personnel management and ad sales.

### Movie time

HBO has announced three new productions from its HBO Pictures division

for this year. "The Image" stars Albert Finney as a TV news personality facing a personal crisis. "Heist" stars Pierce Brosnan, Tom Skerritt and Wendy Hughes in a suspense-caper film set in the world of horse racing. "Perfect Witness" stars Brian Dennehy, Aidan Quinn and Stockard Channing in a court drama.

### Channel specific

A research study backed by several MSO's and programmers has concluded that cable operators can gain penetration among nonsubscribers if they promote individual networks.

The study, conducted by Beta Research among 400 noncable homes in March, found that American Movie Classics, Discovery, CNN, Arts & Entertainment and ESPN had particular appeal to nonsubscribers. Not surprisingly, the strengths followed particular demographic units. ESPN and USA had particular appeal to men; MTV and Movietime to those 18-34, Discovery and Learning Channel to those 18-49; AMC, CNN, Family Channel, A&E and the Weather

Channel among those 50-plus, A&E and Bravo to those with college educations, and Nickelodeon to those families with children.

Beta found that only 42% of those surveyed were aware of the average basic network. Only CNN, ESPN and Weather Channel had recognition factors above 60%. One other interesting note, after describing what's on a typical basic tier, 25% said they would subscribe at \$19.95 per month, with that figure increasing to 38% if the price dropped to \$14.95.

Among those sponsoring the research were Comcast, Times Mirror and Warner, plus Discovery, USA Network, Learning and A&E.

## At the movies

Showtime Networks Inc. has acquired the exclusive pay-television license to the first five feature films produced by Taylor Hackford's New Visions Pictures. Films covered by the deal, New Visions' first pay-TV arrangement, fall in the \$10 million range and will be produced by Hackford and Stuart Benjamin, president and chief operating officer. Pay-television premieres on Showtime and The Movie Channel are scheduled for 1990-91.

Titles include *Defenseless*, thriller currently shooting starring Barbara Hershey and Sam Shepard (set for fall 1989 theatrical release); *Confidence*, romantic comedy featuring Bryan Brown and Karen Allen, in production in Australia and also scheduled for fall 1989; *Long Walk Home*, to begin filming later this year with Sissy Spacek and Whoopi Goldberg; *Queens Logic*, featuring John Malkovich, Joe Mantegna, Chloe Webb, Linda Fiorentino and Elisabeth Perkins, and *Rooftops*, musical directed by Robert Wise that opened nationally in March.

Additionally, Showtime said it has signed a deal with Universal Pictures for exclusive rights to six new movie titles, including "Torch Song Trilogy" and "Hairspray." They will premiere on Showtime and The Movie Channel between mid-1989 and early 1990.

It has also acquired the exclusive pay-television rights to the independently produced *Red Scorpion* and *Speed Zone*. *Scorpion*, starring Dolph Lundgren, opened theatrically April 19, distributed by Shapiro Glickenhaus Entertainment. *Zone* features large ensemble comedy cast and opened April 21, distributed by Orion Pictures. Pay-television periods for both films begin in mid-1990.

## Carrying Twins

Cable TV North Central and Cable TV Northwest said they have terminated negotiations with Midwest Sports Channel for carriage of 24 Minnesota Twins on basic. At the same time, the 40 PPV games MSC has offered to other cable operators have not been extended to the two cable companies.

The dispute revolves around where the Twins should be carried, on basic or pay, and who should pay for the games. MSC said it has reached a deal with Rogers

## TBS outlines its upfront ad picture

Turner Broadcasting System bought lunch for advertising agency executives at the Waldorf-Astoria hotel in New York last week and presented the upfront advertising picture for WTBS(TV) Atlanta and Turner Network Television, which are being packaged as the Turner Entertainment Networks for sales purposes.

Lou Latorre, senior vice president, TBS sales, said the company would sell approximately 65% of the total inventory for both WTBS and TNT in the upfront marketplace this summer, leaving the remaining 35% for the scatter marketplace and make-good advertising. A year ago, 48% of the inventory was sold in the upfront market.

The basic pitch to agency executives at the luncheon was that cable television viewing and penetration continue to grow and that TEN offers a wide variety of programs to capture that increasing viewership. Latorre said that by the mid-1990's, cable homes will earn over two-thirds of all U.S. income, based on Nielsen estimates. Latorre said TBS had 74 of the top 100 basic cable programs in 1988, a claim also based on Nielsen numbers.

Latorre said TBS would spend \$200 million on programming for the two networks in 1989. TNT, launched last fall, is shooting for 80% original programming by 1992, said Gerry Hogan, TEN president, and will reach between 35 million and 40 million cable homes by the end of the year, up from the current total of 27 million.

WTBS, programed mostly with "classic" series reruns and movies, now reaches 47 million homes. Company officials say the service has about 25% original programming, much of which consists of live sports coverage.

Communications, cable systems now owned by Houston Industries, to carry Twins games on basic.

John Eddy, chief operating officer of the two cable companies, said MSC's pricing would cost the two cable companies \$375,000 in the first year and more than \$700,000 in year two. "That's the minimum cost," said Eddy, referring to what he said was the possibility of unlimited increases by MSC.

## Silent solution

The Silent Network is hoping the reimposition of syndicated exclusivity will improve its programing reach. Chairman Sheldon Altfield has sent letters to cable MSO's offering the network as substitute programing for blocks blacked out by syndex.

Silent carries two hours per week of original programing, fed in half-hour blocks, designed for the deaf and hearing-impaired. It will increase to four hours in July and six hours per week in January. "When your company is discussing this important issue, we would like to become actively involved and offer our programing as a solution," wrote Altfield. The Silent Network reaches 12 million homes.

## Penetrating numbers

A.C. Nielsen said VCR penetration reached 64.6% and pay-cable penetration 29.2% of U.S. homes in February, both all-time highs. VCR penetration stood at 62.2% in November, while pay cable stood at 29.1%.

Christmas has traditionally been a boon to VCR sales, but the trend this year indicates a slowdown. The November-to-February gain was the smallest percentage increase since 1983-84, when VCR penetration was 10%.

Of the top 20 markets, pay-cable penetration was highest in Philadelphia, at 40.2%, and lowest in Minneapolis, with 21%. VCR penetration was highest in the San Francisco market, 74.3%, and lowest in Tampa, Fla., 54.7%.

## Promotional punch

NuStar, a cable cross-promotion service, released data last week it said reflected greater subscriber viewing with NuStar promotions.

NuStar delivered 150 30-second promotional spots across eight basic networks during a three-day span in Winston Salem, N.C., and Columbus, Ohio. The spots contained specific information on USA's presentation of "King Solomon's Mines." Comparing results in those two markets with Raleigh, N.C., and Cincinnati, where the promotional spots did not run, NuStar found that awareness of the program in Columbus was 16% greater than in Cincinnati, and that the ratings were 12.5% higher and the share 25% higher. The results comparing Winston-Salem and Raleigh showed awareness 70% greater, with a rating 53% higher and a share 48% higher.

## TNT topper

Turner Network Television said its premiere of "Margaret Bourke-White," starring Farrah Fawcett, scored the highest rating in TNT's measurement history, averaging a 5.1 rating and an 8.3 share on Monday, April 24, besting the Jan. 1 showing of "Gone With the Wind," which scored a 3.4/5.1.

USA Network said the premiere of its first made-for movie, *The Forgotten*, scored a 3.8 rating on April 26. On a typical Wednesday night, USA said it scores a 1.4 in prime time.

Turner also announced that Corbin Bernsen had been signed to star in *Breaking Point*, a remake of the spy thriller "36 Hours." It is scheduled to debut on TNT in August.

On another front, Turner said it will begin offering a monthly program guide to TNT on a subscription basis. The guide will feature all movies, series and specials on the service, starting in May, and will cost \$9.95 annually.



## WPP acquisition of Ogilvy would create world's largest ad agency

Effect on television spending is unclear

The WPP Group, owner of J. Walter Thompson, proposed a \$45 per share purchase for The Ogilvy Group last week that sent the price of Ogilvy stock soaring 54% in one day. Advertising observers were mixed in their assessment of what effect, if any, the merger of the two advertising giants would have on television spending.

If completed, WPP Group's proposed \$700 million acquisition of Ogilvy could create the largest advertising-based company in the world, with combined 1988 revenues for the two companies amounting to \$1.8 billion. The world's largest advertising company, Saatchi & Saatchi, had \$1.5 billion in revenues in its last fiscal year.

WPP's unsolicited acquisition would resemble its \$550 million purchase of the JWT Group in 1987, said to be the first unfriendly takeover of a publicly held advertising company. In a letter delivered to the offices of the New York-based Ogilvy Group last weekend, WPP Group Chairman Martin Sorrell proposed to combine Ogilvy Group and WPP Group "in a transaction in which all of the Ogilvy Group's shares would be acquired at a price of \$45 cash per share," according to Ogilvy's summary of the letter.

Calling the proposal "nothing more than an invitation to negotiate the sale of Ogilvy," Ogilvy Chairman and CEO Kenneth Roman said in a statement: "Ogilvy's board of directors has long held the view that Ogilvy could best exploit its special qualities and capabilities for the benefit of its shareholders, clients and employees by operating as an independent enterprise." The Ogilvy board of directors will consider WPP's proposal in "due course," Roman said. Ogilvy has a stockholders' meeting scheduled for May 16 in New York.

In January, the Ogilvy Group adopted a shareholder rights plan designed to ward off hostile acquirers and to insure that all the company's shareholders receive "fair value" for their holdings. At the time, Roman said in a statement that the rights plan was partly in response to "recent speculative trading in the company's common stock."

Last Monday, the first day of trading following the announcement, Ogilvy Group stock leapt \$17.125 to \$49.125, a level at which it remained later in the week. The stock price's rise beyond the \$45 proposed price for Ogilvy shares indicates that Wall

## ABC talks of costs, O&O's and ESPN to shareholders

Capital Cities/ABC Chairman Thomas Murphy and President Daniel Burke, discussing the company's performance at last Tuesday's annual shareholders' meeting in Durham, N.C., said that additional opportunities for cost control have become harder to identify each year. "We have therefore asked our managers this year to be more creative and aggressive than ever in exploring revenue opportunities," said Burke.

Burke also said the company would work to improve the performance of some of the owned stations which had "experienced competitive difficulties in the February sweeps." In addition, Burke said ESPN was expected to record a loss on the first year of its new four-year \$400 million contract with Major League Baseball. The cable programming service did not adjust per-subscriber fees as a result of the baseball coverage.

He also discussed the company's public service efforts, which include helping Project Literacy U.S. (PLUS) and Partnership for a Drug Free America. Burke said the company has donated more than \$60 million in free air time and print ads for the latter project.

Murphy said ABC Entertainment's prime time schedule had a "foundation of weekly series strong enough to build on." Murphy also spoke last week of the development of a new venture to supply programming to cable and overseas markets (see story, "Top of the Week.") and discussed the company's increasing involvement in Europe, which include a 50% stake in Tele-Munchen, a West German program production and distribution company, and an increased investment, to 25%, in Screen Sport, a European satellite-delivered sports program service.

## Group W adds nine TV stations to its unwired network

Group W has announced that nine more TV stations have joined its Premiere Announcement Network (PAN), joining 23 stations already signed up for the unwired network. Added to PAN are LIN Broadcasting's KXAS-TV Fort Worth; WISH-TV Indianapolis; WOTV-TV Grand Rapids, Mich.; WAVY-TV Norfolk, Va.; and The Journal Co.'s WTMJ-TV Milwaukee; Pulitzer Broadcasting's WGAL-TV Lancaster, Pa.; Media General's WFLA-TV Tampa, Fla.; McGraw-Hill's KGTV-TV San Diego, and Capitol Broadcasting's WRAL-TV Raleigh, N.C. The network, consisting of advertising availabilities on local newscasts of network affiliates, now has "nearly 60%" NTI U.S. coverage, according to Group W.

Among the reps affected by the additions is Pety, which sued Group W over the inclusion of Pety-repped Post-Newsweek stations in PAN. Said James Rosenfield, chairman and chief executive officer of Blair Television—four of whose represented stations are in latest group—"We are in the process of evaluating a wide range of options" in response to the situation. He added that the company would take action "slowly and deliberately." Rosenfield had previously said that the company would take legal action against Group W for its establishment of the unwired network (see "In Brief," Jan. 30).

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Gainesville, FL 32605

### Eyes Only - CBS Affiliates

CBS #1 lead-in to 11 pm news in Feb. sweeps! Time to run the 11 pm news 5 minutes longer AND follow the news directly with the Pat Sajak Show. Boost revenue and ratings with . . .

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Street traders expect a higher price to emerge for the company.

Ogilvy Group, founded by David Ogilvy, includes advertising operating companies such as Ogilvy & Mather Worldwide and The Scali, McCabe, Sloves Group, as well as the public relations firm Adams & Rinehart. Ogilvy Group clients include Unilever, American Express, Kraft General Foods, Mattel and Kimberly-Clark. The company reported net income of \$33 million for 1988, up 11% from 1987. 1988 revenue of \$838 million was up 13%, and the company's operating margin was 7.9%.

On Wednesday (May 3) Ogilvy reported first quarter 1989 income of \$3.8 million, up 11% from the first three months of 1988. Revenue was up 3% to \$197.7 million.

Sorrell, former chief financial officer for Saatchi & Saatchi, has built WPP Group from a shopping-cart manufacturer into an advertising and public relations conglomerate that had \$974.7 million in revenues in 1988. Last year's revenue was more than double those for 1987, with profit attributable to shareholders up 216% to \$37.6 million, according to the company's statement of its preliminary results in U.S. dollars. (While a majority of the company's revenue and operating profit before interest expense are accounted for by U.S. and Canadian operations, the publicly held company is based in London.)

WPP Group said that by the end of 1988, the pre-tax operating margins of the former JWT Group companies, including J. Walter Thompson and the Hill & Knowlton public

relations company, had improved to 10%. Pretax operating margins in 1986, the year before the WPP acquisition, were 4.5%. WPP Group clients include Kodak, Kraft General Foods and Pepsico.

Industry observers last week speculated on the possible effect on TV advertising of the merger. If Ogilvy and WPP group were combined, said Blair Television President Tim McAuliff, "that puts more money in fewer people's hands. And that usually equates to leverage, and that usually equates to a more competitive situation when we call on them."

Jim Joyella, senior vice president, national sales, Television Bureau of Advertising, said previous mergers in the advertising business had not signaled major shifts in the way that business had been transacted. He suggested that a consolidation might cause economies of scale at agencies. The lower cost of executing buys would be "a plus for any medium," he said.

"I don't see this giving the media buyers any palpable new leverage that media sellers will see in their P&Ls," said Alan Gottesman, an advertising analyst at Paine-Webber. □

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## Power play

Allen Shaklan, vice president and general manager of WCIX-TV Miami since December, expects to extend the CBS-owned station's coverage to at least 100,000 additional homes north of Miami via translators. The station signed low-power ch. 27 in Pompano Beach as a translator and expects soon to obtain a license to operate ch. 55, also as a translator for WCIX-TV.

Through a joint marketing effort with Sears, the station also is promoting antennas that can better receive signals from the WCIX-TV tower, and is helping pay for master antennas on apartment buildings and condominiums. In July, Shaklan said, the station will add a half hour of local news at 6:30 p.m., making *The CBS Evening News with Dan Rather* the only network newscast at 7 p.m. in market. There are 1,259,000 television homes in the Miami ADI.



## ABC/Kane readies nonfiction slate ABC in 1990

Production company headed by former National Geographic television executive works on nonfiction with flair

Six months after the launch of ABC/Kane Productions, Dennis Kane, president of the Capital Cities-owned company, said production on the first installment of specials set to air on the network in October 1990, is ahead of schedule. "We have to be on the air in October of 1990 and I feel very good about the progress that we've made so far," he said, adding, "we have 10 or 11 specials up and running and we should have those completed and ready to use by our target date."

The plan is for ABC/Kane to produce a total of 25 nonfiction specials over a period of five years for ABC. Starting in October 1990, ABC will air one hour-long special each month for five consecutive months, with the same schedule for the next four years.

One project, a co-production deal with Japan's NHK, will result in eight to nine half-hour episodes being sold to cable. *The Arctic*, a 12-hour special produced by NHK will be condensed to an hour-long special *Icebreaker*, which is to air on ABC. Following the airing of *Icebreaker*, which looks at life aboard a Soviet ice breaking ship, ABC/Kane will fashion eight or nine half-hour episodes from the 12-hour *The Arctic* to sell to cable. ABC Video Enterprises will handle the distribution of the series.

Another foreign co-production deal, this one with the BBC, will yield a one-hour special, *Flying Boats*, which looks at vintage flying boats retracing old commercial routes through Africa used before World War II. ABC/Kane will own worldwide distribution rights outside the United Kingdom, with the BBC holding the British rights.

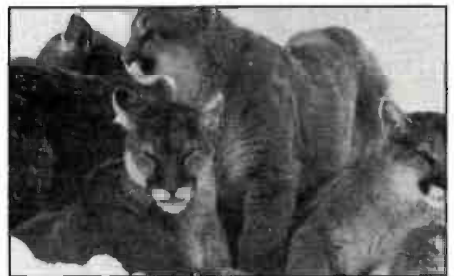
Although the company's emphasis now is producing for the ABC network, a project for home video is in the works. Titled *World of the Unborn*, the one-hour special looks at the human birth process from conception to delivery, using microphotography inside the body. In addition to the home-vid project, discussions are under way for the company to produce projects for ESPN and the Arts & Entertainment network.

Kane, who came to the company after spending some 20 years with the National Geographic Society, most recently as vice president and director of television and co-executive producer of the National Geographic specials, said that although many of the new company's specials will have some of the same ingredients, like "animals, action and adventure," as did the National



Geographic specials, "we're purposely trying to come up with projects that we wouldn't have done at the National Geographic, but with the same class."

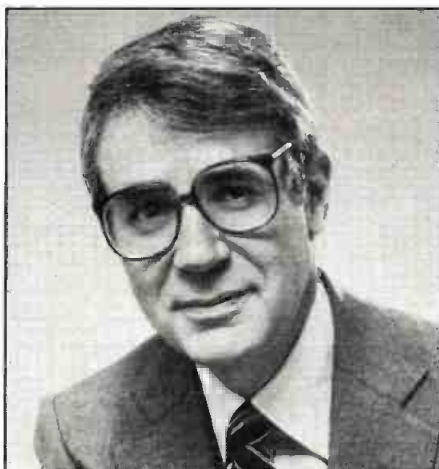
Some of the specials that will air on ABC beginning in October 1990, include *The Secret Lives of 118 Green Street*, which looks at the microscopic creatures that live in the home; *The Body Electric* looks at advancements in medical technology and its implications for the human body; *Out of Their Minds* features inventors, past and



present, and their inventions, and *World of the Serpent* examines snakes around the world. □

## ABC's Westin leaves to form own independent production firm

Av Westin, a 20-year veteran of ABC News, will leave the network this summer (most likely in June or July) to form his own production company. Westin's contract expired at the end of March. A network spokeswoman said Westin's decision to leave was his own, not that of news division president Roone Arledge.



Westin

The two executives had a widely publicized falling out two years ago, when a Westin-authored memo criticizing ABC News management was reported in the press. Westin was suspended shortly thereafter, but came back as vice president, program development, and executive in charge of long-form programming. "Roone told him: 'We'd love to have you stay on,'" the spokeswoman said. Two months ago Westin's responsibilities were pared back a bit when Dorrance Smith was named executive in charge of long-form programming (BROADCASTING, March 6). Westin let Arledge know of his decision sometime in late April, but agreed to stay on until the last of his *Burning Questions* specials was complete. That program, dealing with ethics in America, called, *Burning Questions: Lying, Cheating and Stealing*, airs May 25. Westin could not be reached at deadline, but reports last week said he will continue to focus on news and information programming as an independent producer. The ABC spokeswoman said he continues to talk to ABC about producing future programs for the network.

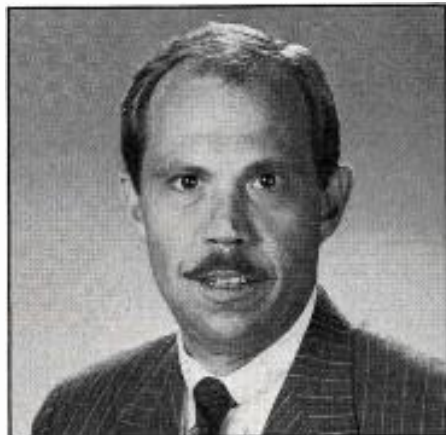
Westin was quoted last week as saying he has also had conversations with Warner

and Disney about possible projects for them. □

## Paramount's Monsky takes over 'Tabloid'

**Former Media Broadcasting Services president will supervise 'overall look and tone' of show**

Paramount confirmed last week that Mark Monsky has been named executive producer of *Tabloid* ("Closed Circuit," BROADCASTING, May 1). Monsky joins the half-hour news/entertainment show from Media



Monsky

Broadcasting Services Inc., where he served as president and executive producer

of such specials as *Hong Kong Before China* and *Social Insecurity* for NBC, and *Unauthorized Biographies*, a series of two-hour specials for Orbis Communications.

"Mark Monsky brings to *Tabloid* an established track record as an executive producer and extensive experience in the television news arena," said Frank Kelly, Paramount's executive vice president, programming, domestic television. "As executive producer of *Tabloid*, he will be involved in developing the format of the show, hiring key production staff, and su-

periving the overall look and tone of the show," said Kelly, adding: "We feel his background and innate sense of what makes news will be invaluable to the success of this program."

Monsky's appointment comes on the heels two weeks ago of Paramount's naming Alan Frio as anchor of the show. Frio will join *Tabloid* on July 1, coming from CBS O&O WCAU-TV Chicago, where he has been news anchor since 1984.

*Tabloid* is cleared in 110 markets representing 80% of the country. □

## New Muppet show for HBO

**Henson creations to be featured in program set for September debut**

Jim Henson Productions' *The Ghost of Faffner Hall*, an original 13-week family series focusing on the world of music, will debut on HBO next September. A new cast of Muppet characters will interact with such guests as Joni Mitchell, Dizzy Gillespie, Mark Knopfler, Bobby McFerrin, Ry Cooder, Ladysmith Black Mombazo, James Taylor and the Gil Evans Band.

While not "formally educational," according to Henson, the new show presents a "wonderful opportunity to open kids up to a wide variety of musical concepts and styles." The program is based on a music curriculum developed by Professor John Paynter, head of the music department at the University of York, England, and his colleague, composer



'The Ghost of Faffner Hall'

## Summer season week two: still waiting for an audience boost

The summer season's second week (ended April 30) went to NBC when that network posted a 13.7 rating and 23.8 share. CBS came in second with an 11.7/ 20.6. ABC closed out week two with an 11.4/ 19.7. The combined rating for week two delivered 33.26 million households, up 91,000 households from the summer's week one.

Nielsen	Net	Show
1.	22.3/35 A	Roseanne
2.	21.2/39 N	Cosby Show
3.	20.8/34 N	Cheers
4.	20.0/35 N	Different World
5.	19.8/33 C	Murder, She Wrote
6.	18.7/34 N	Golden Girls
7.	18.1/30 A	Wonder Years
8.	18.1/29 N	Dear John
9.	18.1/30 N	L.A. Law
10.	17.7/32 N	Empty Nest
11.	17.6/28 N	NBC Sunday Movie
12.	17.3/30 A	Who's the Boss?
13.	17.2/27 N	In the Heat of the Night
14.	17.1/27 A	Have Faith
15.	16.8/33 C	60 Minutes
16.	16.5/29 N	Unsolved Mysteries
17.	16.3/26 C	Designing Women
18.	16.0/31 N	Hunter
19.	15.9/27 C	Knots Landing
20.	15.8/27 N	Matlock
21.	15.4/29 A	Full House
22.	15.4/28 A	Growing Pains
23.	15.3/26 C	Newhart
24.	15.2/24 A	Hallmark Hall of Fame
25.	15.2/26 C	CBS News Special: Lucy
26.	15.2/25 C	Jake and the Fatman
27.	15.1/29 A	20/20
28.	15.0/25 A	Head of the Class
29.	14.2/23 N	Night Court
30.	14.1/23 C	Murphy Brown
31.	14.0/23 C	CBS Sunday Movie
32.	13.8/24 A	thirtysomething
33.	13.8/24 C	Dallas
34.	13.4/22 N	NBC Monday Movie
35.	13.3/24 C	Kate and Allie
36.	13.2/23 A	Mr. Belvedere
37.	13.1/26 A	Perfect Strangers

Nielsen	Net	Show
38.	13.1/23 N	ALF
39.	12.7/22 A	MacGyver
40.	12.3/21 A	Just the Ten of Us
41.	12.2/21 A	China Beach
42.	12.1/20 N	Nearly Departed
43.	11.6/20 N	Nightingales
44.	11.5/22 N	Amen
45.	11.2/18 F	Married...With Children
46.	11.1/20 N	Black Athletes-Fact, Fiction
47.	10.8/18 A	Robert Guillaume Show
48.	10.7/17 A	Coach
49.	10.4/17 A	ABC Mystery Movie
50.	10.4/17 C	Equalizer
51.	10.4/18 C	Tour of Duty
52.	10.0/17 F	America's Most Wanted
53.	9.8/19 C	Diet America Challenge
54.	9.7/16 N	Nick and Hillary
55.	9.4/18 C	Beauty and the Beast
56.	9.4/19 N	One of the Boys
57.	9.1/15 A	Dynasty
58.	9.1/17 N	Magical World of Disney
59.	9.0/16 C	48 Hours
60.	8.9/16 C	Garfield in Paradise
61.	8.7/15 A	Koppel Report
62.	8.5/14 C	CBS Tuesday Movie
63.	8.2/16 A	Mission: Impossible
64.	8.2/14 C	Heartland
65.	8.2/14 N	Miami Vice
66.	8.1/16 C	Paradise
67.	7.4/14 C	Jesse Hawkes
68.	7.3/14 N	Dream Street
69.	7.1/12 C	Hard Time on Planet Earth
70.	7.1/14 C	West 57th
71.	6.9/14 F	21 Jump Street
72.	6.4/11 A	Moonlighting
73.	6.1/11 A	Man Called Hawk
74.	6.1/11 A	Over the Edge. special

Nielsen	Net	Show
75.	5.9/11 A	Living Large
76.	5.8/11 F	Cops
77.	5.8/11 N	Jim Henson Hour
78.	5.4/11 A	Heart and Soul
79.	5.4/9 F	Garry Shandling Show
80.	4.9/10 F	Reporters
81.	4.7/7 F	Tracey Ullman Show
82.	4.6/9 A	Code One
83.	4.4/8 F	Beyond Tomorrow
84.	3.9/6 F	Duet

### Syndication Scorecard \*

(Week ending April 23)

Rtg.	Show	Stns.	Covg.
1	13.6 Wheel of Fortune, syn.	229	99
2	11.9 Jeopardy	211	97
3	11.0 National Baseball Network	73	87
4	9.6 Cosby Show	198	97
5	8.5 Oprah Winfrey Show	215	99
6	8.2 Wheel of Fortune, wknd.	199	87
7	8.1 Star Trek	234	97
8	6.9 Current Affair	149	91
9	6.8 Entertainment Tonight	167	93
10	5.8 Donahue	222	98
11	5.7 Geraldo	198	99
12	5.7 Mama's Family, syn.	190	93
13	5.6 Friday the 13th	217	95
14	5.5 Star Search	152	95
15	5.5 War of the Worlds	219	96

The following programs are included, but not ranked:

9.0 World Wrestling Fed	246	97
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and music educator R. Murray Schafer. Each of the 13 episodes focuses on a different theme, including "Your Body is an Instrument," "Delighting in Sounds," "Sounds Become Music" and "If You Can Play It, It's an Instrument."

New Henson creations include Fughetta Faffner, a ghost who loves music. She haunts Faffner Hall, a mansion built in the

mid-19th century as a monument to sound and music. Other residents include the Wild Impresario, Riff and Mimi. When Fughetta's great-great grandnephew Farkas inherits Faffner Hall, he becomes determined to rid his new home of the musically inclined inhabitants.

*Faffner Hall* was taped in Newcastle-upon-Tyne and London, England, as well

as in Los Angeles and New York. The series was produced by Jim Henson Productions in association with Tyne-Tees Television.

Previous Henson productions that debuted on HBO include the specials *The Tale of the Bunny Picnic*; *Emmet Otter's Jug-Band-Christmas* and the *Fraggle Rock* series. □

## FNN to launch PPV weekly show

### Planned for next fall, 'Investor's Advantage' is business newsletter

The Financial News Network plans to enter the pay-per-view market next fall with *Investor's Advantage*, a weekly, one-hour business "newsletter" whose per occasion cost will be somewhere between \$9.95 and \$19.95, according to FNN President David Meister. Expected to launch sometime after Labor Day and before the end of October, *Advantage's* focus will be "narrower and deeper" than FNN's standard programming fare.

The show, to be seen on Saturdays, will include analysts' commentary on various chief executive officers' speeches, Meister said. There are no current subscription projections for the pay-per-view launch.

Gil Faccio, senior vice president of affiliate relations, said last week that FNN is growing at a rate of 400,000 subscribers per month and has added 286 cable systems since July 1988. The network is now carried by 24 of the top 25 MSO's, and it announced last week the renewal of affiliation agreements with Continental Cablevision and ComCast Cable, respectively the country's third and seventh largest MSO's, serving 3.7 million subscribers. These contract renewals extend FNN carriage for an additional five-year term.

The network also announced renewal of its distribution agreement with Viacom Enterprises for *This Morning's Business* through August 1990. The half-hour program is seen in more than 140 markets covering 83% of the country.

FNN, which will observe its eighth anniversary Nov. 30, is also receiving its highest ratings since launch, according to Nielsen peoplemeter numbers cited by Meister. Each half-hour time period between 9:30 a.m. and 6 p.m. was at its 12-month high during April. *FNN Marketwrap*, which examines the day's stock market activity from 4 p.m.-5 p.m., increased from a 0.3 Jan. 23-27 to a 0.7 April 24-28.

"It Pays to Watch" is FNN's new advertising slogan, part of a new marketing campaign launched this spring. Already in such print publications as *Forbes*, *BusinessWeek* and *Fortune*, ads saying "You can watch entertaining shows about the rich and famous; or you can watch FNN and learn how to join them" will be seen on several cable networks in the near future, according to Michael Wheeler, FNN executive vice president. He also said that last spring the network had 15 national advertisers, and this year has already increased that number to 60.

On the subject of NBC's Consumer News & Business Channel, which launched

April 17, Meister said he felt NBC's new cable venture was not trying to compete with FNN, and that "there can be room for both of us." FNN research, according to Meister, indicates CNBC began with an initial subscriber base of 6 million, as opposed to CNBC's announced 13 million. "CNBC is not having a lot of impact on us," Meister said. Wheeler agreed that the two services were not competing for the same audience, comparing FNN to a money magazine, and CNBC to *Good Housekeeping*. □

## CNBC picking up steam

Positive reaction grows as CNBC fine tunes service, including extending air time and information on stock ticker; Continental signs

Three weeks after launch, NBC's Consumer News & Business Channel is gaining traction among cable operators, as it gathers positive reaction to the service and another major subscriber commitment. Continental Cablevision, the country's third largest operator, has signed a charter affiliation agreement whereby it is rolling out CNBC

## Syndication Marketplace

**Genesis Entertainment's** *The Byron Allen Show* has been cleared by 75 stations representing 63% of the country, including 21 of the top-25 markets. Deals in Philadelphia, Cleveland, Denver and Tampa, Fla., will round out all top 25 markets. The distributor is positioning the show as direct competition to NBC's *Saturday Night Live*. □

**Viacom's** *Superboy* has been renewed for a second season. The half-hour weekly airs in 180 stations representing 97% of the country. □

**Joslyn Entertainment's** Halloween special *Dracula...Live From Transylvania* has been cleared in 90 markets representing 80% of the country. The two-hour special airs live from Transylvania in prime time Oct. 25. □

King World has announced that its one-hour special, *Leonard-Hearns II: The War*, has been cleared in TKTKT markets representing 75% of the country. The pre-fight special has been cleared in nine of the top 10 markets, including New York, Los Angeles and Chicago. □

**DIC Enterprises** and **Cluster Television**, producer and distributor, respectively, of *G.I. Joe* animated series, said they would produce 24 new episodes of program, with availability starting in September 1989. New episodes will be launched with five-part "mini-series," with additional new episodes to follow in September 1990. □

L.A.-based **Promark** has acquired the distribution rights to *Classic Cars and Racing Stars*, a 12-part monthly series on vintage Grand Prix racing, classic car auctions and the Concours D'Elegance. The first three episodes are being offered on a 50-50 barter basis, one per month during the summer. Stations will have an option to renew their agreements for an additional nine episodes for airing monthly throughout the year. The series is offered for clearance on weekend afternoons, with the first episode available to coincide with the Indianapolis 500, May 28. □

**Time magazine** and **Golden Gaters Productions** have begun production on *Man in Space: The 20th Anniversary of the Landing on the Moon*. The one-hour special, offered on a barter basis, is available for airing June 9-25. GGP expects to announce a host for the show within the next few weeks. □

to 25% of its more than two million subscribers.

A key programing shift, both requested and applauded by cable operators, has been CNBC's carriage of the stock ticker full time during the daytime hours, and the use therein of more information for the hard-core investor. "We've added a number of indices to the ticker," said NBC Cable President Tom Rogers, and "added more information and increased the number of full-screen slides."

The changes were based on feedback from cable operators, especially those that had dropped FNN and found that the serious investors in their audience missed the stock ticker. Cox Cable, which dropped FNN companywide and has felt some heat, made the pitch, along with several other MSO's.

Originally CNBC did not have the ticker on during consumer news segments, the idea being that it serve one audience at a time—the female demographic at home during the day with consumer news, versus the hard-core investor. But Jerry Maglio, senior vice president, marketing and programing, of United Cable, who also recommended the ticker fulltime, said it is possible to serve both audiences. People "are seeing a lot of split-screen programing on cable" these days, said Maglio, with *Prevue Guide*, *Weather Channel* and *FNN*. And viewers that pay attention to the ticker have the sound turned down on their set anyway, he said.

### Drawing younger audiences

The Disney Channel will launch *Teen Win, Lose or Draw*, a half-hour game show hosted by Marc Price, May 6 at 6:30 p.m. Taped at the new Disney/MGM studios in Orlando, Fla., the show is a youth-oriented version of *Win, Lose or Draw* hosted by Bert Convy.

*Teen Win* also features celebrity guests who, along with contestants and the studio audience, are teenagers. Host Price who is also featured on *Family Ties*, will be joined by his pet dalmation, Tyler, as co-host. The series is produced by Buena Vista Entertainment for the Disney Channel, with Jay Wolpert as executive producer.

CNBC has welcomed the operators' comments. "I like the feedback in this area," said Rogers, because "it's the easiest to respond to." The stock ticker changes were made within a matter of days, for instance. Conversely, Rogers said, there are changes CNBC wants to make that are more difficult to accomplish quickly, such as "bringing more analysis, debate and controversial information" in the format, especially daytime, "instead of just presenting the news." As with other improvements, those changes will evolve over time, said Rogers. He also believes that CNBC can serve both audiences. "We think we can provide consumer and business news, and for the hard-core investor, he'll have the ticker there."

The reaction from the industry has ranged from cautiously optimistic to enthusiastic. "I think it's good," said Mike Egan, vice president, programing, Cablevision Industries, who is a daily viewer. J.C. Sparkman, executive vice president of

Tele-Communications Inc., said company reports are that CNBC represents "good programing" and "covers the consumer needs."

"They do a good job of making some rather complex issues understandable to the common man," Egan said. He said the ticker "has gotten a lot better," now that the graphics are readable (camera angles were also adjusted so the ticker did not cover so much of the anchor desk) and more information is provided.

Egan said Cablevision hasn't gotten many complaints from serious investors who miss FNN in markets where it was dropped. "We would put it back on if we have many consumer complaints," said Egan, "but it hasn't come to that." There are other markets, however, where loyal FNN viewers have complained about the service being dropped, including Las Vegas, where it was reinstated, and San Diego.

Said Continental's Rob Stengel, senior vice president, programing: "We have a lot of high hopes for CNBC." Continental had made a carriage decision before CNBC launched, he said, but wanted to "nail down certain issues" before signing a charter agreement.

"There is a continuing delicate balance in how far they go in making it more consumer-oriented," said Stengel, with Continental believing it needs to concentrate on top-flight financial services information, versus softer news. In some markets, CNBC and FNN will be an either/or situation, in others Continental could run both. "It really needs to be an adequate replacement," said Stengel, before Continental would replace FNN for CNBC in some systems.

Jerry Maglio said his reaction to CNBC was "guardedly positive." Maglio lives within an ATC system which does not carry CNBC, so he has yet to see it extensively. But he said reports from the field, both from systems carrying it, and those that are monitoring it with a view to carrying the service, are "generally favorable... There were certain glitches and bugs, and that's to be expected," he said. Maglio said there was some dropping of FNN by United, but not that much.

John Adduci, vice president, marketing, Adelphia, which carries CNBC extensively, said he has not yet had a lot of feedback. "I haven't heard big negatives or big positives," he said. Unlike others, Adduci isn't sure how much the average consumer needs the stock ticker. "I don't know if the stock ticker is critical to that channel," he said.

Don Mathison, vice president, marketing and programing, Media General, is im-



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pressed with the service, but adds that the early graphics need some improvement. "People are seeing lots of sophisticated graphics," he said, "and their expectations have risen." He added that "the pay services do a dynamite job" with graphics, for instance. Mathison views cable "as a video newsstand" with a myriad of channels vying for a viewer's attention. "I'd like to see them [CNBC] become like *Changing Times* and *Money Magazine*," said Mathison.

As is apparent, CNBC is getting a lot of feedback from operators that are carriers or potential carriers of the service, and not all the advice is going in the same direction. Balancing those suggestions, with the direction CNBC wants to go, will be part and parcel of the service's evolution. □

## Moyers details productions for public television

**New offerings include six-part series on poetry readings, look at American political rhetoric**

Bill Moyers and his Public Affairs Television Inc. production company are readying 11 hours of documentary programming for PBS next fall on a variety of subjects.

*The Power of the Word* is a six-part series about language, according to Moyers, specifically focusing on what he termed the "untold story" of the popularity of poetry readings around the country today. Through interviews with poets, the programs will demonstrate "the power of language to name things honestly, to touch the human spirit, and to remind us of things we didn't know we'd forgotten," Moyers said.

A four-part series entitled *The Public Mind* will investigate the gap between rhetoric and reality in American political life, with emphasis on the role of the image. Moyers is also preparing a one-hour documentary on the history and popularity of "Amazing Grace," recorded by more artists than any other hymn, he said.

"We'll look at it through the lives of the people who made it what it is and the ordinary people it's touched," explained



Moyers

Moyers. Singers who will appear on the program include opera diva Jesse Norman, Judy Collins, who helped popularize the song in the early 1970's, Johnny Cash and the Harlem Boys Choir.

Moyers, who has been in and out of the "hospitable environment" of public television during his 18-year career as a broadcast journalist, will also present *Moyers: A Second Look*, a 13-part series beginning May 7 on PBS. This retrospective will feature selected programs, with new introductions and conclusions, produced for public television as well as for *CBS Reports* between 1979 and 1988. "Studies show the public broadcasting audience turns over every seven years," Moyers said, "and a lot of our material has never been seen by a lot of new viewers."

Shows from *Reports* include *One River, One Country*, a 1986 look at the "unnamed nation" arising at the border towns of El Paso, Tex., and Ciudad Juarez, Mexico; *The Vanishing Family—Crisis in Black America*, also from 1986, and *People Like Us*, a 1982 program focusing on three cases of poverty in America brought about by government budget cuts.

Other programs are culled from Moyers's PBS series *Bill Moyers' Journal*, *A Walk Through the 20th Century*, *Creativity, God and Politics*, and *In Search of the Constitution*, and specials *Facing Evil* and *Promises, Promises*. They include interviews with James Dickey, Archibald MacLeish and Dame Rebecca West; a look at the 10-year "holy war" among Southern Baptists over interpretation of the Bible, and a 1984 visit to Marshall, Tex., Moyers's hometown. □

## INTV's Padden credits some network share loss to gains by independents

Credit, in part, the rise of independent televisions with the decline of the networks' audience share, said Preston Padden, president, INTV, speaking to a luncheon group of advertisers in Los Angeles last Tuesday. "Last season, the three networks earned a 72 share of ad-supported TV rating points. This year, their share fell to 68, with basic cable and the independents each picking up two share points of the ad-supported total," he said.

"Despite the fact that the networks threw their best programming at independents, including such heavyweights as *Lonesome Dove*; despite an increase in the number of cable networks, regional and national; despite an additional 4.5 million cable subscribers versus a year ago, independent television retained its lead in total day viewing," he said. Padden put the total day viewing share for indies at 23, compared to a 21 for NBC, 20 for CBS, 19 for ABC and a 14 for basic cable channels. In prime time ratings alone, Padden said, indies earn a 19 household share, "hot on the trail of the

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broadcast networks," who earned a 26, 21 and 20 for NBC, ABC and CBS respectively. □

## Calling all viewers: the futures of interactive TV

The age of "interactivity" between television viewers and the programs they watch has arrived, and the technology making this possible—as well as new uses for that technology—will continue to be developed. That was the consensus of a panel discussing "The 1990's: The Interactive Decade," sponsored by the New York Television Academy.

"We will take interactivity where it was never intended to go, into the hands of the people," joked Lee Masters, executive vice president and general manager of MTV. He explained that MTV is currently experimenting with interactive television in a number of different areas, including contests, news polls and audience research.

In late May or early June, Masters said, MTV will debut a new prime time show that will offer a number of different interactive possibilities. Every night, for example, the program will have a different title, to be chosen by a studio audience as well as viewers at home, who will call in their votes. These audiences will also be able to

choose which show segments they wish to see from a list of options.

This program will offer a live contest each night, with home viewers asked a series of questions, then punching in the answers on their telephones. "This is the first show that gives power to the people, who are sure to abuse it," said Masters. MTV also intends to launch a pilot this fall which will allow between 10,000-20,000 home viewers to plot the developing story via telephone.

Ronald Katz, president and chief executive officer, FDR Interactive Technologies, moderated the panel. His company's Viewer Interact Computer, or VIC, located in Omaha, can handle up to 1.8 million calls an hour, or 30,000 a second. VIC can also remember each caller's name, number, city and opinions.

## Fox fare

Fox Broadcasting has given a 13-episode commitment to 20th Century Fox Television's *The Simpsons*, an animated half-hour comedy set to premiere in the fall schedule. That schedule could include an hour block of prime time animated programming, with the network having also given a pilot commitment to Lorimar for *Hollywood Dog*, which uses an animated character, dog, in the live-action series.

Also at Fox, apparently in an attempt to breathe new life into *Duet*, four new cast members are being added. Joining the show as regular members are Philip Charles Mackenzie, who most recently starred in Showtime's *Brothers*; Jon Cypher, who had a recurring role in *Hill Street Blues*; Danny Gans, a comedian and musician, and comedienne Ellen DeGeneres. The show consistently ranks at or near the bottom of the prime time ratings, finishing last week at the bottom with a 3.9 rating and a six share.

Phil Boyer, Capital Cities/ABC Video Enterprises senior vice president, program development, discussed the importance of new and ongoing technological advances vis-a-vis the telephone and interactive television. Digitized voices, those encoded on a computer or digital chip, insure that each call will begin with the start of a message, not in the middle as used to happen.

He also talked about ANI, or Automatic Number Identification. Before the phone is even answered, Boyer said, ANI allows the company responsible for the call pattern to know the number of the person calling. This can be used to monitor or limit the amount of calls from any one number. Katz said he recognized the potential ethical dangers of ANI, but said FDR would use it only to prevent multiple calling abuse.

Norman Horowitz, MGM/UA Telecommunications president and chief executive officer, spoke about the difficulties of getting *Hot Line*, a new interactive game show, off the ground due to the "turmoil" of today's marketplace. The show is a "victim of the economics of television," he said, citing the fragmentation of today's audience and low advertising rates during the day. *Hotline* costs \$150,000-\$200,000 a week to produce, Horowitz said, while he is only able to spend \$50,000-\$60,000. "We can't afford to produce it for the time periods it will go into," he said.

Horowitz said that live television provides the most challenging use for interactivity, and that "part of the good, part of the evil, is allowing people to talk back." □

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## Number five

Arbitron has announced that its fifth local "single source" television market will be Phoenix, in the first part of 1991. KTVK-TV has been signed as the first client there. The single source measurement combines Arbitron's ScanAmerica peplemeter technology, a data scan wand to monitor product purchases and written questionnaire, to survey uncoded product purchases. The previous four markets are New York, St. Louis, Sacramento-Stockton, Calif., and Minneapolis-St. Paul. Denver was the first Arbitron ScanAmerica peplemeter market and will likely become a single source market.



# Changing Hands

**WTXX(TV) Waterbury, Conn.** □ Sold by Michael Finkelstein to Renaissance Communications Corp. for \$18.25 million. **Seller** has 8% interest in buyer. **Buyer** is also owned by Geoffrey Rose, 1%; Harvey Cohen, 1%, and Warburg, Pincus Capital, 90%. It also owns WDLZ(TV) Miami. WTXX is independent on ch. 20 with 2239 kw visual, 223.9 kw aural and antenna 1,200 feet above average terrain.

**WHIT(TV) Ann Arbor, Mich.** □ Sold by FAB Communications Inc. to Blackstar Communications Inc. for \$4.35 million plus \$450,000 non-compete agreement. **Seller** is owned by Fred A. Blencowe and Edward L. Taylor. Blencowe has interest in KUH(L)(AM)-KXFM(FM) Santa Maria, and KLIT(FM) Carpinteria, both California. **Buyer** is owned by John E. Oxendine, Kenneth O. Harris, Wesley S. Williams Jr. and Chesley Y. Maddox. It is wholly owned subsidiary of Blackstar Communications Inc. that, through subsidiaries, owns KBSP-TV Salem, Ore., and WBSF-TV Melbourne, Fla. WHIT is independent on ch. 31, with 1220 kw visual, 217 kw aural and antenna 1,200 feet above average terrain.

**WUST(AM) Washington** □ Sold by District Group Communications Inc. debtor-in-possession to Vogel/Israel Communications Inc. for \$1.4 million. **Seller** is held by Barry Skidelsky, trustee, and has no other broadcast interests. **Buyer** is equally owned by Gary M. Israel and Mark R. Vogel, Washington-based real estate businessmen. Station is first purchase. WUST is daytimer on 1120 khz with 1 kw.

**KYOO(FM) Bolivar, Mo.** □ Sold by KYOO Broadcasting Co. to Sunburst II Inc. for \$960,000. **Seller** is owned by Mel Pulley and his wife, Gretchen Pulley, and has no other broadcast interests. **Buyer** is headed by John M. Borders, president, and also owns KGBX(AM) Springfield, Mo. Kyoo operates on 106.3 mhz with 3 kw and antenna 200 feet above average terrain.

**KSUE-AM-FM Susanville, Calif.** □ Sold by Radio Lassen to Sierra Broadcasting Corp. for \$950,000. **Seller** is principally owned by Cecil Webb and his wife, Dayne, who have no other broadcast interests. **Buyer** is new California-based corporation headed by Rodney Chambers, president, and George Carl, chairman. Both principals are part of management team of KVON(AM)-KVYN(FM) Napa, Calif. Carl will remain in Napa and Chambers will relocate to Susanville to manage properties. KSUE is fulltimer on 1240 khz with 1 kw, and KSUE-FM operates on 93.3 mhz with 100 kw and antenna 1,115 feet above average terrain. **Broker: William A. Ertine Inc.**

**KINB-FM Poteau, Okla.** □ Sold by Indian Nation Broadcasting Co. to Landmark Communications Inc. for \$770,693. **Seller** is headed by V.F. Nowlin, and has no other broadcast interests. **Buyer** is owned by Chris Bence, William James Samford and Sid McDonald. Bence is executive vice president of Woods Communications Group Inc., Springfield, Mo.-based group of one AM, three FM's, and five TV's. KINB-FM operates on 107.3 mhz with 100 kw and antenna 1,810 feet above average terrain.

**WLDS(AM) Jacksonville, Ill.** □ Sold by Saga Communications Inc. to Erdon Broadcasting

for \$650,000. **Seller** is Detroit-based group headed by Edward K. Christian. It also owns WLWW(FM) Champaign and WYMG(FM) Jacksonville, both Illinois; KRNT(AM)-KRNO(FM) Des Moines, Iowa; WVVO(AM)-WSNY(FM) Columbus, Ohio; WNOR-AM-FM Norfolk, Va.; and WKLH(FM) Milwaukee. **Buyer** is equally owned by Jerry B. Symons and Donald W. Hamilton. Symons is vice president of Saga Communications of Illinois Inc., licensee of WLDS, and general manager of station. WLDS is daytimer on 1180 khz with 1 kw.

**KTAP(AM) Santa Maria, Calif.** □ Sold by Leo Kesselman to Buenos Diaz Broadcasting Inc. for \$425,000. **Seller** has interest in KKT(T)(AM) Bernalillo, and KID(I)(FM) Albuquerque, both New Mexico, and KPIG(FM) Freedom, Calif. He also owns interest in low power TV's, K08V8 Santa Maria, Calif., and K99D8 Albuquerque, N.M. **Buyer** is owned by Eduardo Diaz, who also owns KLZZ(FM) Los Osos-Baywood Park, Calif. KTAP is daytimer on 1600 khz with 500 w.

**KKOW-AM-FM Pittsburg, Kan.** □ Sold control of American Media Investments Inc. from Robert D. Freeman and Frank L. Carney to O. Gene Bicknell for \$400,000. **Seller:** Carney will sell his shares, valued at \$240,000 and Robert D. Freeman will sell his shares, valued at

\$160,000. **Buyer** has no other broadcast interests. KKOW is fulltimer on 860 khz with 10 kw day, and 5 kw night, KKOW-FM operates on 96.9 mhz with 100 kw and antenna 470 feet above average terrain.

**WSEL-AM-FM Pontotoc, Miss.** □ Sold by Steve McGowan to Rod Callahan for \$327,000. **Seller** also owns WAYD(AM)-WORJ(FM) Ozark, Ala. **Buyer** is Pittsburgh-based equipment distributor, who has no other broadcast interests. WSEL is daytimer on 1440 khz with 890 w, and WSEL-FM operates on 96.7 mhz with 3 kw and antenna 405 feet above average terrain. **Broker: The Thorburn Co.**

**WAAY(AM) Huntsville, Ala.** □ Sold by SJK Inc. to United Communications Inc. for \$300,000. **Seller** is owned by Elizabeth Jones Smith, her two children, M. Davidson Smith IV and Anita Smith Johnson, and Smith Broadcasting Inc. Smith Broadcasting also owns WNUE(AM) Fort Walton Beach, Fla.; and WAAY-TV Huntsville, Ala. **Buyer** is owned by Sam E. Floyd, president; Greg Floyd, Ronald E. Stone, and John Magliola. Sam E. Floyd owns interest in WFAI(AM)-WKML(FM) Fayetteville, N.C.; WASC(AM) Spartanburg, S.C., and WYNG-FM Evansville, Ind. WAAY is fulltimer on 1550 khz with 50 kw day, and 500 w.

**KCLQ(AM) Hanford, Calif.** □ Sold by Liggett

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Broadcast Inc. to P&C Broadcasting for \$300,000. **Seller** is Williamston, Mich.-based group owned by Robert Liggett. It also owns KCLQ-FM Hanford and KMGG(FM) Monte Rio, both California; WBCK(AM)-WJJC(FM) Battle Creek, WNN(FM) Bay City (Saginaw), WFMK(FM) East Lansing and WLHT(FM) Grand Rapids, all Michigan. **Buyer** is owned by Joaquin Correia, 25%; Lucille M. Correia, 25%, and Maria O. Pereira, 50%. It has no other broadcast interests. KCLQ fulltimer on 620 khz with 1 kw.

**KDOM-AM-FM Windom, Minn.** □ Sold control from Glenn R. Olson to Windom Radio Inc. for \$300,000. **Seller** owns 80% of stock in Windom Radio Inc., remaining 20% owned by Rich Biever. Olson owns controlling interest in KQWC-AM-FM Webster City, KSIB(AM)-KTR-FM Creston, and KQIS-FM Clarinda, all Iowa. **Buyer** is owned by Richard J. Biever. KDOM is fulltimer on 1580 khz with 1 kw, and KDOM-FM operates on 94.3 mhz with 3 kw and antenna 325 feet above average terrain.

**WIZ(AM) Henderson, N.C.** □ Sold by Radio Corp. to Rose Farm and Rentals Inc. for \$265,000. **Seller** is owned by Stanley H. Fox, his brother, Irvin L. Fox, and their brother-in-law, Nathan B. Evans. They have no other broadcast interests. **Buyer** is owned by Anne M. Rose, 48%; her husband, John D. Rose III, 24%; his brother, David M. Rose, 14%, and David Rose's wife, Cindy C. Rose, 14%. It has no other broadcast interests. WIZ is fulltimer on 1450 khz with 1 kw.

**KEZP-FM Canadian, Tex.** □ Sold by Megahype Broadcasting Partnership to Canadian Broadcast Group Inc. for \$250,000. **Seller** is owned by Ronald R. Hamilton, his father, Kenneth E. Hamilton, and Lori L. McConville. It has no other broadcast interests. **Buyer** is headed by Charles D. McFall, president. McFall is sole officer, director and shareholder of Palmer Radio Group Inc., proposed assignee of KQBS Wasilla, Alaska. Applications were filed Dec. 29, 1988. KEZP-FM operates 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

#### CABLE

**Systems serving Fayetteville, Friendship, Goshen, Greenville, Hillsboro, Leesburg, Liberty, Lucasville, Lynchburg, Owensville, Peebles, Piketon, Seaman, West Union, and portions of Columbus, all central and southwestern Ohio.** □ Sold by Tele-Media Inc. to Warner Cable Communications Inc. **Seller** is State College, Pa.-based media group that is equally owned by Robert Tudek and Everret Mundy. It serves about 470,000 subscribers in 20 states. Principals, along with Roger Zimmerman, also own TMZ Broadcasting, group of four AM's and five FM's they purchased last year (BROADCASTING, Oct. 24, 1988). **Buyer** is subsidiary of Warner Communications Inc., and is Dublin, Ohio-based group serving about 1.5 million subscribers in 22 states. Systems serve approximately 30,000 subscribers.

**System serving Union and Gaffney, and portions of Cherokee and Union Counties, all South Carolina** □ Sold by Piedmont Cablevision to Masada Cable Partners LP. **Seller** is Gaffney, S.C.-based group that has no other cable holdings. **Buyer** is Birmingham, Ala.-based MSO that serves approximately 40,000 subscribers. System serves approximately 7,000 subscribers with approximately 13,000 homes passed. *Broker: Waller Capital Corp.*

**Systems serving Atoka, Kingston, Tishomingo, and Colgate, all Oklahoma** □ Sold by GH Cable Oklahoma to James Cable Partners

LP. **Seller** is owned by GH Cable, Carlisle, Pa.-based group, headed by Hal Etsel, which through other partnerships serves approximately 12,000 subscribers in Arizona and Mississippi. **Buyer** is Bloomfield, Mich.-based MSO headed by Bill James. It serves approximately 130,000 subscribers. System serves approximately 3,600 subscribers. *Broker: Johnson, Crowley & Associates.*

**Systems serving Austin, Bell, Falls, Hayes, McLennan, Milam, and Robertson and Wil-**

**lamson Counties, all Texas** □ Sold by Galaxy Cablevision LP to Douglas Communications for \$25.6 million. **Seller** is Sikeston, Mo.-based MSO serving approximately 52,000 subscribers in three states. **Buyer** is Topeka, Kan.-based MSO serving approximately 45,000 subscribers in five states. Systems serve approximately 10,500 subscribers.

*For other proposed and approved sales, see "For the Record" page 100.*

## Law & Regulation

### New approach urged for government policymaking

#### Annenberg fellow Brotman suggests three-member Council of Communications Advisors

The U.S. government's communications policymaking machinery has been criticized over the years from a variety of positions. It lacks coherence. The power to drive it is minimal. And the efforts to remedy the apparent defects—the White House Office of Telecommunications Policy in the Nixon administration and the National Telecommunications and Information Administration in the years since Carter, among others—have had their failings. The time has come to try again, according to a fellow of the Annenberg Washington Program, this time, with the creation of an institution located in the Executive Office of the President and modeled on the three-member Council of Economic Advisors.

Stuart Brotman, a former special assistant to the director of NTIA who is now a Boston-based communications lawyer and consultant, recommends the creation of a Council of Communications Advisors. It would be a collegial body of three members appointed by the President on the basis of their expertise and confirmed by the Senate, and would be a part of the Executive Office. It would have ready access to the President, would coordinate communications policy among executive branch agencies and would work closely with its "peers" in the Executive Office, such as the U.S. Trade Representative. And it would focus on only a handful of the most important communications issues.

Such a council, Brotman feels, would avoid the problems of past attempts at reforming executive branch policy making. For instance, he says that while "the integrity and competence" of NTIA are well established, it lacks "a visible position with respect to Presidential decision making"; it is too far from that center of power. Indeed, a reorganization of the Commerce Department, of which it is a part, has placed NTIA on an even lower rung of the bureaucratic ladder. Instead of reporting to the Secretary of Commerce, the NTIA chief now reports to an undersecretary.

Distance from the seat of power was not

OTP's failing; on the contrary, as part of the White House, it became a victim of "sordid politicization," in Brotman's words. Still, Brotman feels that result was more a function of the "personalities and tone of the Nixon administration than...an inherently flawed organizational structure." So, he says, "it is useful to think of bringing communications policy-making in the Executive Branch closer to the White House again." The Executive Office of the president, he suggests, strikes the right balance: close to the Oval Office, but not too close.

Brotman does not see the FCC as designed for taking the lead in policy making. It is, he notes, encumbered with operational responsibilities and quasi-judicial restrictions. Its powers and responsibilities would remain intact under the Brotman proposal, and NTIA would continue to perform its operational and departmental roles. But NTIA would be stripped of the functions for which it was principally created—those involving long-range planning, research and policy coordination. Those would be transferred to the new council.

As Brotman sees that new agency, it would perform several principal roles: It would undertake "focused, long-range planning" on those three or four communications issues "likely to rise to the level of national interest." It would also, Brotman says, "stimulate other units within the Executive Branch to resolve as many differences as possible before having a policy decision go to the President." Brotman says the council's "more neutral presence would enhance the credibility" of that role.

Nor is that all, Brotman sees the council as serving as an advocate, on both the domestic and international fronts. Brotman says the council would represent the administration before the commission and Congress. And he sees no jurisdictional problem in the council using its skills to advance U.S. telecommunications interests "in a world populated by centralized communications agencies." Brotman says that while the State Department is responsible for conducting American diplomacy, "there is no inconsistency in having recommendations concerning the messages the diplomacy will



convey come from beyond Foggy Bottom."

Not only does he not see any conflict developing between the proposed Council and State, he cites as an example of the kind of communications policy conflict among government agencies he feels his proposal would eliminate the celebrated "turf" fight between NTIA and the State Department in the early years of the Reagan administration. At issue was whether private companies should be allowed to enter the international communications satellite market as competitors of the International Telecommunications Satellite Organization. Both agencies agreed that such competition should be permitted. But a dispute over details of the process to be employed prevented the U.S. from adopting a policy for 20 months, until November 1984.

In Brotman's view, the timing of his proposal is good. He noted that NTIA last fall, in its "Telecom 2000" report, sought to raise the issue of centralizing communications policymaking functions. But the timing was bad, he said, with a new President three months from taking office. "The best time to accomplish meaningful reform is now," he says, "at the beginning of a new administration." And he says that the council could be created "with relative ease," by Executive Order. However, the Executive Order creating NTIA was not written and published without considerable infighting among affected agencies. □

## House subcommittee shines light on allegedly deceptive infomercials

FCC and FTC taken to task by subcommittee concerned over claims in "Money, Money, Money"

The FCC and FTC came under fire last week for being lax in their enforcement of what lawmakers question may be deceptive infomercial programming. The criticism came from an unlikely source, a subcommittee of the House Small Business Committee.

FCC rules state that broadcast stations must indicate on the air that long-form infomercial programming is an advertisement. There are similar FCC rules for cable operators. Subcommittee members, concerned about claims made by author Wayne Phillips in an infomercial, *Money, Money, Money*, took the FCC to task for not conducting greater monitoring of whether those disclaimers are carried.

Subcommittee Chairman Norman Sisisky (D-Va.) said the panel "has serious questions about whether the laws requiring broadcasters to label commercial messages are being aggressively enforced." Panel members present also hit the FTC for dragging its feet on pursuing false and deceptive advertising claims made within such pitches, including the Phillips promotion, which first came to light late last year. (The Phil-

lips program spotlights what it says is grant money provided by the government to start businesses. That has produced a bevy of phone calls to state and federal agencies, which say no such grant money exists, thus prompting the attention of the subcommittee.)

FCC Mass Media Bureau Deputy Chief William Johnson outlined the commission's authority by reviewing deregulatory actions that have removed rules on advertising limits. Home shopping programs and real estate shows are examples of infomercials that people readily construe as advertising, he said. But he acknowledged that the subcommittee is concerned that those programs that are presented as talk or news shows are different.

The FCC's authority, however, is limited to enforcing rules that require the infomercial to be labeled as an advertisement. Any action the FCC has taken, he said, has been complaint-driven. Later, Johnson said that WDZL(TV) Hollywood, Fla., had been fined \$10,000 for not running the advertising disclaimer on a show promoting a hair restoration formula, and that WOWK-TV Huntington, W. Va., was fined \$8,000 for not running a disclaimer on a show promoting a sunglasses product. In both cases, the fines, which were levied late last year, were prompted by complaints, Johnson said.

When Representative Ron Wyden (D-Ore.) asked if the FCC had a monitoring system, Johnson said it did not. "I find this absolutely amazing that the FCC is the only

group in America that doesn't watch TV," said Wyden, who is also a member of the Energy and Commerce Committee.

Johnson said increasing the \$20,000 fine limit would be desirable. Representative James Bilbray (D-Nev.) said that a station could take in up to \$500,000 a year to carry the program, yet be fined only \$20,000 for not complying with the FCC's rules.

The subcommittee was concerned about disclaimers, but was even more concerned about the deceptive advertising within *Money, Money, Money*, which falls under the FTC's jurisdiction. Representative Martin Lancaster (D-N.C.) told William MacLeod, director of the FTC's Bureau of Consumer Protection, that "if *Money, Money, Money* is still running, you're not doing your job. This kind of hucksterism should stop." MacLeod explained it takes time for the FTC to accumulate evidence that will stick in court in cases it pursues, both for preliminary injunctions to stop broadcasts and to make deceptive ad claims stick. Although MacLeod acknowledged that rulemakings or further guidelines from the FTC on deceptive advertising practices may be warranted, he suggested that the FTC's case-by-case enforcements, which serve to deter other violators, are adequate for now.

On *Money, Money, Money*, Phillips says the government has \$33 billion in grant money available for entrepreneurs, especially women and minorities, to start their own businesses. Viewers are urged to contact state commerce departments and

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the U.S. Small Business Administration for more information. Representatives of three state commerce departments and the SBA said although Phillips's book on the subject is largely accurate, the television program provides a false sense that this grant money is available. Those witnesses said the volume of calls on the subject from the program's viewers has taxed their resources.

Lancaster and others on the panel were concerned that five months had passed since one government agency, the SBA, became aware of the problem, and yet another agency with jurisdiction, the FTC, had not acted. MacLeod said he was prevented from speaking on the matter because of ongoing investigations, although he offered to debrief the committee in private.

Infomercial programing most often appears on independent television stations and on cable systems, whether through national networks or through producers buying time on locally available cable channels. Johnson said his guess was that more of that type of programing is on cable. If some broadcasters do not label the program, Johnson admitted there is even less chance that cable operators would because most do not have the technical equipment to insert such information. If the originating cable network hasn't included a tag line, it isn't likely to appear at all. The most visible purveyor of cable infomercials has been Financial News Network, but it has announced that it is eliminating all infomercial programing as of this month. □

## Newspaper Guild files petition to deny against WPIX(TV)

A petition to deny has been filed by the Newspaper Guild of New York against the Tribune Co.'s WPIX(TV) New York. The Guild represents the station's editors, writers, artists and other news department employes. Citing "a series of law violations that raise serious questions regarding WPIX's qualifications to remain as licensee," the Guild has asked the FCC to designate the renewal application for hearing.

Included in the filing are claims of unfair labor practices, age discrimination, violations of New York State labor law and violations of the federal Occupational Safety and Health Act. The petition also details a decline in the station's "service and commitment to television programing in New Jersey."

The filing comes after the National Labor Relations Board found the station guilty of violating the National Labor Relations Act in negotiations with the Newspaper Guild of New York (BROADCASTING March 13). The order generally rejected an appeal WPIX had taken from an earlier decision by an NLRB administrative law judge. Specifically, it concluded the station had refused to bargain in good faith by breaking off contract talks and by failing to pay contractually required wage-step increases from

Oct. 9, 1986, to April 2, 1987.

WPIX station management declined to comment. Martin Appel, station vice president of public relations and sports, said they had not received a copy of the petition, but found some of the facts in the press release distributed by the Guild "misleading and incorrect."

At the same time, Robert Ohlerking, executive director of the Downtown Brooklyn Development Association, has sent the commission a letter asking that the licensees of WABC-TV, WCBS-TV, WNBC-TV, WPIX(TV) and WNYW(TV), all licensed to New York, be conditionally renewed, dependent on the stations' improving their news coverage of Brooklyn. Said Ohlerking: "The five stations give neither adequate or relevant coverage of the people of Brooklyn, which constitute a third of the population of the city, and a fifth of the population of the region." □

## Commission vs. courts

**Study shows FCC has, over 14 years, won-lost record on appeals court challenges of 73%-27%**

The FCC general counsel, a veteran communications lawyer and a former FCC commissioner now a professor of law hashed over the question of trends in judicial review of commission decisions. Given the statistics that formed the basis of the discussion, the session might have been labeled, "The more things change, the more they remain the same."

The session was part of a Federal Communications Bar Association seminar on "Judicial Review of FCC Decisions," one that reflected continuing interest (or concern) in what has been seen as a poor record for the commission in defending its decisions in the U.S. courts of appeals. But if they show anything, the statistics developed by General Counsel Diane Killory's office could provide reassurance to those at the commission concerned about its won-lost

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record in those courts last year (67.4%-32.6%).

The statistics showed that since 1975, the commission's record has risen and fallen in a cyclical fashion, whether the times were those of activist judges, as in the 1970's, or conservative ones, as at present. Over those 14 years, the commission achieved a 73.2%-26.8% won-lost record. More significantly, for the purposes of the discussion, that was about the same record the commission lawyers chalked up in the last five years. And Killory said the study was "conservative"—any court decision not only reversing but vacating and remanding for any reason was counted as a loss.

The percentage had a familiar ring to the moderator of the panel. Glen O. Robinson, who served on the commission from 1974 to 1976 and now teaches law at the University of Virginia. He had done a statistical study of commission performance in the courts of appeals in the years 1970-76, and found the commission's success rate was 73%. The statistics, he said, "cut against the wisdom of significant change."

But while Robinson used the phrase of the late Circuit Judge Harold Leventhal in describing the relationship between the commission and the courts—"an agency-court partnership"—the third member of the panel said that duo had become a triangle. Roger Wollenberg, a veteran member of the FCBA, said Congress in the last few years had entered the relationship. He called that "a phenomenal development."

Wollenberg said FCC Chairman Dennis Patrick and his predecessor, Mark Fowler,



Wollenberg

had gotten into trouble with Congress for not following the views of the committees responsible for its oversight. Indeed, he noted that Congress in December 1987 had clearly demonstrated its "unhappiness with the courts": It had directed the commission not to spend money on a study on its minority and women's preference policies the appeals court in Washington had ordered.

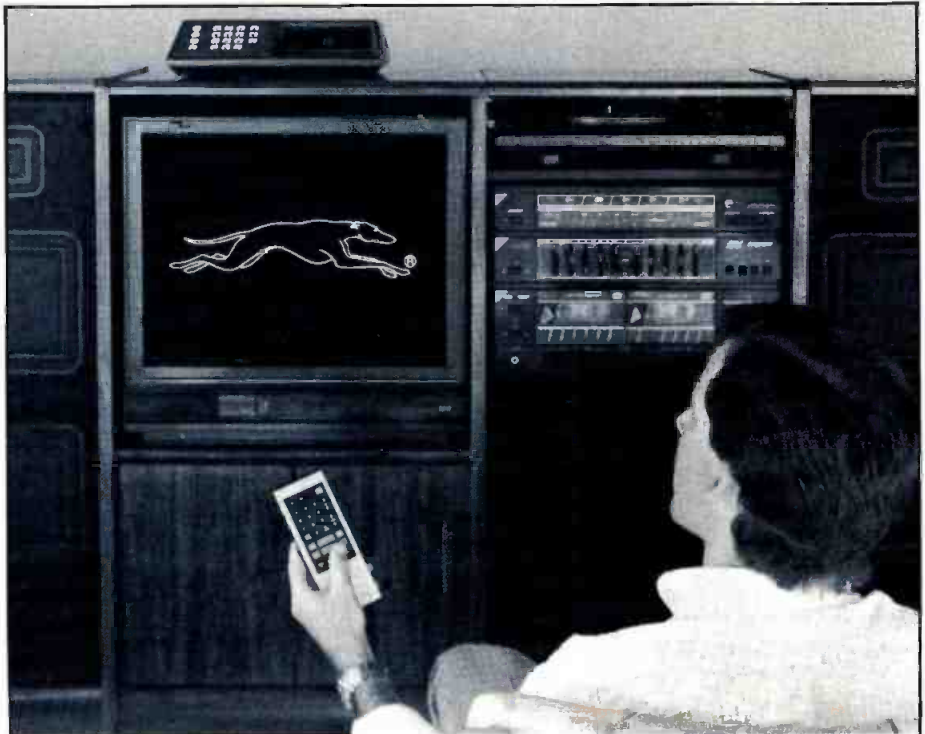
In any event, Killory said, in effect, winning wasn't everything, certainly not the only thing. She said the commission could improve its record by taking greater care with its orders and doing a better job of anticipating questions the court might think important. But the commission, she said, could "maximize" its record in court by taking no chances. "Sometimes the commission pushes the edge of existing law, going into new areas for policy reasons," she said. "We make a judgment that [such exploration] is worth the risk."

And sometimes, the courts decide the commission has gone too far. □

## Rural request

Eleven Democratic members of the House Energy and Commerce Committee with rural constituencies led by Jim Slattery (Kansas) has sent a letter to President George Bush, urging him to appoint an FCC commissioner with "a special sensitivity to the interests and concerns of rural Americans." The lawmakers pointed out that Bush may be appointing as many as four new commissioners in the "near future." The group noted the impending resignation of FCC Chairman Dennis Patrick and the impending expiration of Commissioner Patricia Diaz Dennis's term on June 30. Two of the five commission seats have been vacant since late 1987. The Bush administration is considering several Republican candidates to succeed Patrick and to fill the two vacancies ("Closed Circuit," April 24). It is not yet clear whether the Bush administration will replace Dennis. It will have to be with another Democrat and, thus far, no Democratic candidates have emerged.

Also signing the letter: Mike Synar (Okla.); Rick Boucher (Va.); Jim Cooper (Tenn.); Terry Bruce (Ill.); Phil Sharp (Ind.); Bill Richardson (N.M.); Bill Tauzin (La.); John Bryant (Tex.); Al Swift (Wash.), and J. Roy Rowland (Ga.).



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## American programmers consider European-based co-productions

**Italy's Reteitalia hoping to work with CBS, ABC and Turner; MCA also looking at formation of European-based co-venture**

U.S. programmers, including CBS, ABC and Turner Broadcasting, are being coaxed toward European-based television co-productions by the leading Italian commercial producer, Reteitalia, and other European media enterprises.

Hollywood studio MCA is also said to be talking with several European media companies about setting up a European-based co-production entity, but wants to go beyond the more common project-by-project partnership to develop a longer-term, financially driven production co-venture.

Observers say a key advantage for Americans co-producing in Europe—besides the advantage of sharing costs with European partners—is to qualify more American product under Europe's government-imposed program quotas. Quotas limiting American shows threaten U.S. distributors and producers in Europe, which have seen significant overall sales growth in the last several years.

Talks between Reteitalia (the TV movie and film production arm of Italian media magnate Silvio Berlusconi and his multi-billion dollar Fininvest holding company) and CBS, ABC and Turner have so far focused on co-producing programming in the U.S., sources say. But the Italian producer, with a \$100 million production budget of its own, is also looking to bring future shoots to the continent to enhance European salability.

According to Reteitalia General Manager Carlo Bernasconi, co-production with

American network partners is possible, although there are no immediate plans. He added that co-producing with Americans is "difficult...because American companies need American writers, American actors, American directors. It's very difficult to have a good product for America that is a good product also for Italy, for France and for Germany."

Giuseppe Proietti, Reteitalia's head of international sales and co-productions, said discussions begun recently with CBS, ABC and Turner, involving mostly made-for-TV movies and mini-series, have not yet led to specific projects, but more meetings are planned to discuss U.S.-based co-ventures.

Added Proietti: "What we also hope and are also trying is to have American producers and American companies shooting in Europe, European stories with American casting, American directors and American

elements, but that can have common interest for both Europe and America. That's what we hope, and we think it's possible."

Both CBS and ABC have already made limited moves into the European production industry. ABC earlier this year bought a minority stake in Munich-based producer distributor Tele-Munchen and has three other similar equity positions in European producer-distributors under negotiation, as well as an international co-productions with the British Broadcasting Corp.

CBS, meanwhile, has established a distribution and funding relationship with the European Co-production Association, an alliance of Italian state broadcaster RAI, Britain's Channel Four, France's state channel, Antenne 2, and others. Turner also has ventured into European co-production, shooting with RAI a mini-series on the life of Michelangelo for its new cable service Turner Network Television.

The Reteitalia-U.S. negotiations come in the wake of a powerful programming consortium being formed between the Italian firm, which dominates private broadcasting in Italy, and which has TV interests in France, Germany and Spain, and two other European media companies (BROADCASTING, May 1).

According to Reteitalia's Bernasconi, who outlined the European consortium plans for BROADCASTING two weeks ago, that co-venture will include France's number-one broadcaster, TF1, of which Fininvest has now bought a 3.9% share, and West Germany's leading producer-distributor, Leo Kirch's Beta-Taurus. The same three companies, in a separate co-venture earlier this spring, bid unsuccessfully for channels on France's new direct broadcast



Reteitalia's Bernasconi

### Reteitalia GM speaks on European, American TV

Carlo Bernasconi, general manager of European production powerhouse Reteitalia and a senior advisor to Italian media giant Silvio Berlusconi, spoke in an exclusive interview with BROADCASTING on topics including program library acquisition plans, prospects for a European-wide television production industry, and competition with the dominant American TV industry. Following are highlights.

■ On the company's interest in acquiring new program libraries, Bernasconi said: "I don't need another library at this moment. We have in Reteitalia my library...7,000 feature film titles for Italy, 1,000 feature titles for France, 500 titles for Spain, plus 20,000 hours of telefilms for Italy, 20,000 hours for France, 10,000 hours for Spain, 3,000 hours for Germany. At this moment, I don't acquire companies. I buy only products, because I need products, not companies."

■ On feeding the demand for programming by Berlusconi's three Italian networks: "We need 20,000 hours of product a year. It is impossible to produce 20,000 hours, so we don't only produce,

we need also to buy. We are not independent from America. [But] in 10 years, I have spent 20 years of American production and at this moment, I don't have any new product from America. I have only *Dallas* and *Dynasty* in prime time. Five years ago I had every product in prime time. It's a change of the viewers: Italians prefer Italian and European programs."

■ On competition from the American market and the development of a European television: "It's difficult to compete now with an American producer-distributor because in America the cost of production is very high, but the [income from distribution] is also very high. It is a different situation in Europe. In America, home video is very strong, pay television is strong, network is strong, syndication is strong. In Europe, it is a little market at this moment. It is necessary to have commercial television in every country in Europe. Without commercial television, it's impossible to compete with an American product. The cost to produce is the same and you have not the income. I believe there will be a European television in time, three or four years. It's necessary for the future. We need it to stay together."



satellite TDF-1.

Bernasconi explained that while the focus of the Reteitalia-TF1-Beta co-venture was a production of European television, he hopes to produce programs of interest to the U.S. market. Among the first four projects planned by the consortium are a two-part, 200-minute English-language production of the play, "Saturday, Sunday, Monday," starring Sophia Loren and Marcello Mastroianni, and a sequel to the Reteitalia miniseries *A Child Named Jesus*, which Tribune recently bought for a U.S. airing. □

## Preparing for pan-European advertising

**DDB Needham Worldwide's Bernbach says technology will enable advertisers to reach 340 million European consumers simultaneously'**

The concept of pan-European advertising is here to stay, but it does not necessarily mean a more frequent appeal to the lowest common denominator of European consumers, or the supplanting of more local advertising, according to advertising executive John L. Bernbach of DDB Needham Worldwide.

Bernbach, one of a dozen speakers who last week addressed a gathering of 100 international ad industry executives at the annual World Federation of Advertisers general assembly in Washington, told the group: "No matter what you think of the concept of pan-European—or, ultimately global—advertising, the fact is, it is going to happen. It is going to be driven by technology, the ability to reach 340 million European consumers simultaneously."

But Bernbach argued that the emergence of pan-European advertising does not mean the decline of regional and local country advertising, but rather the development of at least two or three "layers" of advertising, one reinforcing the other.

He added that creatively used, national flavor and identification in commercials can cross international boundaries and become a "value added.... Europeans will become more familiar with national stereotypes and come to not only expect, but will look forward to them, in their advertising."

Said Bernbach: "We must not forget that the consumer will also be growing, learning and communicating with his neighbor. The barriers of trade are not the only ones that will fall. You can expect European consumers to grow in knowledge and sophistication, in income and expectations."

The executive said it would be a mistake to underestimate European consumers and warned against looking for the "lowest common denominator" rather than the "highest level of commonalities."

Relatively fewer differences are apparent, for instance, between young people's tastes in music, sports and cultural activities, leading to the emergence of pan-European products in high-tech and soft drink categories, Bernbach predicted.



**DDB Needham's Bernbach**  
Wealthier, highly educated Europeans also share similarities in their rejection of stereotypes and appreciation of exclusive products, therefore leading to more pan-European products in finance, transportation and more upscale image products.

Bernbach acknowledged, however, that the main challenge of advertising to the "so-called single European market is that there is nothing singular about it. It is comprised of a lot of very different people, coming from diverse cultural, political and religious backgrounds."

Some products will continue to retain a local flavor, Bernbach noted, and advertisers must also be careful about national differences regarding social issues such as etiquette, sexual mores and taste.

"The creative challenges of pan-European advertising go beyond only issues of taste," he said. "It is well recognized that all transnational advertising will have to become more graphic and visual and less word-driven, at least in the broad-reaching campaigns."

He added that successful pan-European advertising starts with the product. Brand name, packaging and product formulations must be acceptable across all national boundaries, he said. Also, added Bernbach: "An agency can't do it unless the client wants them to." □



**Continental committee.** A group of Americans and Europeans with a personal or professional interest in broadcasting on the continent has been organized to monitor and exchange information on that subject. David Webster, senior fellow at the Annenberg Washington Program (right foreground), is the organizer and guiding force behind "The Trans-Atlantic Dialogue on European Broadcasting." Next spring, it plans to hold a major conference in Luxembourg—televised and transmitted by satellite around the world—that will feature major broadcasting figures from both sides of the Atlantic, along with officials of the U.S. government and the European Community.

Committee members shown with Webster in one of the group's rare in-person meetings—"We're the first committee in history that works entirely by fax machine," he says—are clockwise from his right: Steven Rattner, managing director, Lazard Freres, New York; Philippe Sands, lecturer in European law, King's College, University of London; Marvin Koslow, senior vice president, marketing services, Bristol-Myers Co., New York; John Eger, World Wide Media Group, Stamford, Conn.; Fred Cate, sitting in for his law partner, Robert Bruce, of Debevoise & Plimpton, Washington; J.B. Holston III, vice president, Business Strategic International Development, NBC, New York; Karl Johannesson, Karl Johannesson & Associates, Luxembourg; Michael Garin, senior managing director, Furman Seiz Inc., New York, and Andrew Mulligan, Mulligan Communications Inc., Washington.

Others on the committee are Wilson P. Dizard, senior fellow in International Communications, Center for Strategic and International Studies, Washington; Michael Gardner, partner, Aiken, Gump, Strauss, Hauer & Feld, Washington; Herb Granath, president, Capital Cities/ABC Video Enterprises Inc., New York; Mario Hirsch, Counsel in Communication, Luxembourg; John Howkins, consultant, London; Christopher Irwin, coordinator, Planning and Development, Policy and Planning Unit, BBC, London; Uwe Kitzinger, president, Templeton College, the Oxford Centre for Management Studies; Steven R. Koltai, vice president, strategic planning, Warner Bros. Inc., Burbank, Calif.; Newton Minow, director, the Annenberg Washington Program; Alastair Tempest, European Advertising Tripartite, Brussels; Gerard Unger, Counsellor Du President Publicis, Paris, and Brian Wenham, Surrey, England.

## Italy explores pay movie channel

An Italian pay TV service with a program schedule patterned after the U.S.'s Home Box Office and a terrestrial delivery system modeled after France's Canal Plus is under exploration by that country's leading private broadcaster, Silvio Berlusconi.

According to a spokesman, Berlusconi's top broadcasting executive, Adriano Galliani, is now heading a marketing-led group charged with studying the possibility of converting the sports channel, Telecapodis-

tria, based in neighboring Yugoslavia but with 70% coverage of Italy, into a pay film channel with sports and music special events.

The channel would carry a small percentage of advertising, the spokesman said, and Berlusconi's companies would take on day-to-day management, as well as continue existing program supply and advertising collection arrangements.

Telecapodistria currently airs 12 hours of

varied sports programming each day, along with news produced in Berlusconi's Milan studios independently by Yugoslav journalists.

The Berlusconi spokesman said the company was not considering converting one of its three Italian networks to pay TV, despite speculation that such a change would allow Berlusconi to keep all three networks after new broadcasting laws go into effect that are expected to limit media ownership. □

### Distant Signals

International satellite service provider **Brightstar** is in talks with Intelsat rival PanAmSat about leasing three transponders across the Atlantic. Brightstar, a Visnews subsidiary with an active U.S. and European TV client list, currently has two transponders on Intelsat bird, but is looking to add a third for 1990 and could move its whole service to the Intelsat rival. If PanAmSat prevails during ongoing talks with Brightstar, its new business with Brightstar would represent its first transAtlantic deal besides the Mexico-to-Europe service of Univisa, a company once run by PanAmSat principal Rene Anselmo. □

**MTV** will air a rock concert live from Leningrad in a four-hour pay-per-view telecast Aug. 13. The concert will also be broadcast live on radio network Westwood One and syndicated for live airings around the world by distributor Radio Vision International. The proceeds from the concert, largely from ticket sales at Lenin Stadium and through a \$20-per-household PPV fee on Showtime Event Television, will benefit the anti-drug and alcohol abuse organization, the Make a Difference Foundation. □

The **Discovery Channel** has launched a European version of the service reaching 200,000 UK and Scandinavian cable homes via the Intelsat V satellite. The six-hour-a-day service expects to reach other European countries and expand to 12-hours-a-day as early as next fall. □

**Communications Equity Associates** will be investment bankers and financial advisers for a new German-language news and information satellite channel, Euro Canal Eins (EC1), to be launched next year. The service, planning nine hours of news, information and entertainment for cable viewers in Germany, Switzerland, Austria and the Benelux countries, hopes to raise \$65 million to develop the channel. One-quarter owned by management, and 75% by international film distribution and licensing company, Context-Film, the company will be based in Munich and headed by Heiner Wehking, formerly managing director of

the Munich-based news and information satellite channel Eureka. □

Former CNN Europe head Charles Bonan has joined pan-European satellite service, Super Channel, operating out of New York as the head of the channel's new business development company, **Super Media International**. Super Media will represent both Super Channel and its Italian parent company, Beta Television, which operates Italy's Videomusic service. Bonan, a former ad executive and marketing director for the Broadway musical "Beatlemania," helped Turner Broadcasting launch CNN in Europe in 1985. □

**Divorce Court** will be distributed in Italy, following arrangements between its U.S. syndicator **Blair Entertainment** and the Italian firm Transcon, which will dub 960 original episodes into Italian. **Genesis International** will also produce and distribute a Spanish-language version of **The Judge**. **El Juez** will be produced separately and will star Rene (**Hill Street Blues**) Enriquez. □

President Jimmy Carter's former media adviser, Gerald Rafshoon, can't seem to shake Iran's Ayatollah Khomeini. Word has it Khomeini's recent attack on author Salmon Rushdie has put the kibosh on Rafshoon's first TV project—a four-hour mini-series on Iran chronicling Khomeini's rise and Carter's attempts to free the American hostages. Rafshoon, head of U.S. production for Britain's **Consolidated Entertainment**, was to have co-produced the mini-series with Home Box Office and Zenith Productions, but the difficulty in portraying Khomeini in a positive light and buyers' fright factor apparently killed the project. Rafshoon still has his share of despots to choose from, however; he is already in discussions about a mini-series on Panamanian general, Manuel Noriega. □

**Orion Network Systems'** proposal to establish a separate international satellite system in partnership with **British Aerospace** is a matter of concern to some

Intelsat officials. And it is not only because of technical problems that have slowed coordination—one of Orion's two proposed satellites is slated to occupy an orbital slot over the Atlantic close to the Intelsat bird. Those problems are expected to be resolved in time for consideration at the Board of Governors' June meeting.

But Orion's two satellites will be equipped with the equivalent of 88 transponders, all of that capacity to serve the North Atlantic region and about one-third of it to be used to link North America with Europe. That would still be about five times the capacity PAS has for its North Atlantic service. And proposed services, including video and data, are the same as those Intelsat will be offering with its new VII series satellites. That kind of competition is what prompted Intelsat to hire Booz, Allen & Hamilton to review article 14(d) procedures dealing with the economic impact of proposed separate systems ("Closed Circuit," April 24). □

**MGM/UA Television** has entered into a co-production agreement with the Soviet production group Soyuztefilm to produce a four-hour mini-series about a joint Soviet-American space mission to Mars. NBC will air the mini-series in the United States and Gosteleradio will carry the show in the Soviet Union. The majority of the filming will be done in the Soviet Union, with shooting expected to begin in spring 1990. □

**GGP Sports** will produce and distribute the international TV coverage of the first Pan American winter games, Sept. 3-16, said Bob Horowitz, GGP Sports VP-general manager. The company said it will include coverage of the major skiing events as well as features on the athletes, coaches and teams competing in the Pan Am games. Talks are under way with broadcast and cable networks to discuss domestic distribution, Horowitz said, adding that GGP Sports will sell the TV rights to outlets in Mexico, Guatemala, Ecuador, Peru, Chile, Bolivia, Brazil and Argentina.



## ITI unveils pay TV service for broadcasting

**Company demonstrates TickeTV at NAB convention, says new system can put TV stations and nonaddressable cable systems in PPV business**

Broadcasters have never had much luck in the pay television business, but at the NAB convention last week a Los Angeles-based startup company was trying to convince them to give it another go.

International Telesystems Inc. demonstrated at a Sunday morning (April 30) press conference a system and the essence of a service—dubbed TickeTV—that it claims can put television stations (and non-addressable cable systems) in the pay-per-view television business in short order with relatively little financial risk.

PPV has been proved in 10 million addressable cable homes, said ITI President Larry Shultz. TickeTV, based on new and improved positive-trap scrambling technology, will enable stations and nonaddressable cable systems to reap PPV revenues while “expanding the [PPV] audience potential to 90 million homes,” he said.

ITI’s goal is to have one broadcast affiliate in every market. As of last week, it has one: KLVX(TV) Las Vegas. Using prototype equipment, the noncommercial station scrambled a tape of a 1981 Sugar Ray Leonard-Tommy Hearns prize fight and broadcast it for the TickeTV demonstration.

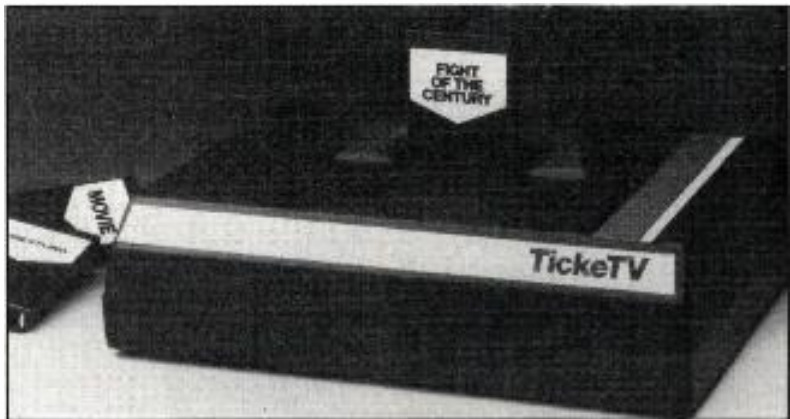
John Hill, general manager, KLVX, said he has not “put a pencil” to figuring out how much it will cost to install scrambling equipment permanently at the station. But whatever the cost, he said, it is insignificant when compared to the potential revenue. PPV telecasts can capture 10% of a market’s homes, at \$10 a home, he said. “It doesn’t take a magician to come up with some very significant dollars.”

In addition to the TickeTV events, Hill said, the technology would allow the station to narrowcast programing intended for “very specific audiences.” The station is licensed to the Clark county school district.

Rick Kulis, Choice Entertainment, a pay TV distributor who attended the press conference, was enthusiastic about TickeTV, which is “the best part of what STV used to be.” “It will make every home in a market pay-per-view friendly,” he said. “I won’t have to beg and borrow with the cable operators to get my product into homes.”

Even without the broadcast homes, Kulis said, PPV’s potential is enormous. Kulis said he is distributing the June 12 Leonard-Hearns rematch to 1.2 million addressable cable homes in California and expects 135,000 to ante up \$40 to receive it.

Shultz said he hoped to offer the first event over TickeTV next October, regardless of the number of broadcast and cable affiliates it has lined up by that time. Shultz



Set-top decoder hooks up between TV set and cable or antenna

said there is no “threshold” number of affiliates that must be reached to go ahead with the rollout. “We could do it with Las Vegas alone if we had to,” he said.

Shultz would not discuss ITI’s finances. To establish credibility, he points to the company’s managers, directors and shareholders. The chairman is Stephen Dart, Dart Industries heir and former Columbia and Paramount producer. The directors include Andre Blay, the former chairman of Embassy Home Video and former president of CBS/Fox Home Video, and George W. Bush, the son of President Bush. The shareholders include Arthur Price, president of MTM Entertainment Inc., and other principals of MTM.

To descramble a TickeTV broadcast or cablecast, a consumer must plug a domino-sized electronic “ticket” into a set-top “decoder base” hooked up between his TV set and his cable or antenna. A new ticket is needed for each event, but the base—little more than a socket for the tickets—remains attached to the set to be used over and over.

TickeTV will line up 10 or 12 PPV events a year and sell the tickets for them, splitting revenue with the event producer or promoter and with its affiliates. Shultz said ITI is promising a 40-40-20 split with itself on the short end.

The price of the tickets will vary with the event. Recent prize fights offered on addressable cable have sold for as much as \$35, but Shultz believes most TickeTV events will be in the \$15-\$25 range. The price of the base unit will be around \$15.

Shultz envisions selling the tickets and base units at supermarkets, convenience stores and other retail outlets through point-of-purchase displays. Such retailing will allow for cross-promotional deals, he said. “Buy a ticket and get a dollar off the six-pack of Coke” or “Buy a six-pack and get a discount on the ticket.”

To become part of TickeTV, stations will have to spend between \$25,000 and \$100,000 for scrambling gear. The more

powerful the station’s signal, the more expensive the cost of scrambling. Shultz said ITI is willing to finance the purchase and installation of the equipment, and pay itself back by keeping a greater share of the PPV revenue.

The positive trap is one of the oldest and least secure scrambling technologies. An interfering signal is injected into the television signal to scramble the picture. To descramble it, a filter is placed between the cable or antenna and the television set to eliminate the interfering signal.

Shultz acknowledges that the “old positive trap is easy to defeat,” but he claims that ITI’s improved version is as secure as any. Much of the improvement comes from placing the interfering signal close to the video carrier so that low-cost “Radio Shack” filters cannot “notch it out” without themselves interfering with the video, he said.

ITI can place the interfering signal close to the video because it has developed a method of mass-producing extremely narrow quartz filters that can surgically remove the interfering signal, he said. The filters are the essence of the tickets, he said. ITI is able to produce two million filter-tickets a month for less than \$2 each, he said.

Each ticket is designed to filter out signals at just one frequency, Shultz said. So by changing the frequency of the scrambling signal for each event, he said, consumers will have to buy a new ticket for each event.

More ambitious pirates may build “tunable” filters that would allow them to trap any interfering signal regardless of its frequency, Shultz said. But the ITI system can counter such devices by rapidly shifting the signal between two frequencies and putting two filters on the ticket, he said. The system is capable of going to three frequencies and three filters if need be, he said.

According to the FCC, stations are allowed to scramble their signals and offer STV or PPV service part time. □

## Showtime goes addressable for marketing push

**Fall campaign will use addressable technology to drive impulse purchases of Movie Channel and Showtime**

Showtime Networks Inc. announced what it says is the first marketing campaign that integrates addressable technology into the promotional mix. Showtime intends to use the impulse technology used in addressable systems to order pay-per-view events to entice non-Showtime customers to subscribe and receive Showtime programming almost instantaneously.

"This campaign takes advantage of cable's impulse technology to sell subscription pay as a convenient, impulse purchase," said Nora Ryan, senior vice president, consumer marketing.

The addressable element is only part of Showtime's overall fall campaign. From Nov. 29 through Dec. 3, Showtime has stacked its programming deck to appeal to non-Showtime subscribers. Making Showtime premieres in November will be "Cocktail," "Eight Men Out," "Red Heat" and "Married to the Mob." In addition, the network continues to run "Three Men and a Baby," "Good Morning Vietnam" and "Fatal Attraction." Ryan said some concerts or comedy specials may also be added to the five-day promotion.

In addition to print ads, direct mail pieces and the three-month, half-price offers, cable operators will be encouraged to inform subscribers through television spots

that they can receive Showtime by calling the system. The most advanced PPV telephone ordering equipment is automatic number identification, which provides for mechanical authorization. Systems using automated response units or customer service representatives can also take part in the campaign, but will likely have to make staffing changes to handle the volume of calls, expected to be concentrated between 4 p.m. and 10 p.m., Ryan said. All three systems can be used to turn on subscribers wishing to view Showtime when they call.

Showtime is targeting 1,300 addressable systems which have approximately 13 mil-

lion addressable homes. Of those, over 10 million do not subscribe to Showtime, the network said, and provides the core audience for the pitch.

Ryan said Showtime has been encouraged by test results from Viacom Cable's Milwaukee system, which is addressable. The Movie Channel enjoyed a 3.8% buy rate and Showtime a 4.6% buy rate from promotional activities that included use of ordering through addressable technology, Ryan said.

Ryan said one thing the mail pieces and ad slicks make clear is that the customer is subscribing to Showtime, and that the introductory monthly offer will only be available for three months. That is to insure customers "understand what they are doing." The ideal situation is for the customer to receive a direct-mail piece and be familiar with the offer, said Ryan, then have that reinforced by a television spot that can preview the lineup for a given night. Once the customer sees the preview spot, he can order the service and see the movie that has been previewed minutes earlier. Ryan said operators can opt to unscramble the network's feed during interstitial programming to run "call to action" promotions to further increase impulse buys.

Showtime's fall promotion also includes an instant winners sweepstakes, available to both addressable and non-addressable systems, in which 15,000 prizes will be awarded. That promotion will include scratch-off games and coupon offerings. □



Nora Ryan, Showtime senior VP

## AIM accuses Cronkite of suppressing news to protect CBS

**Veteran newsman says he was appalled at press release indicating he was attacking '60 Minutes' in documentary on chemicals and environment, but says he did not ask to have show quashed**

It isn't often, if ever, that Walter Cronkite is accused of suppressing the news. But that was the case two weeks ago, when Accuracy in Media's Reed Irvine said a film scheduled for presentation at a Consumer Alert news conference April 24 was pulled from the schedule as a result of what he said was "pressure" that originated with Cronkite. Irvine said he was told Cronkite—who had narrated the film—did not like the "context" in which the film was to be shown.

The context was established by a press release issued April 20 by Consumer Alert announcing the start on April 24 of National Consumer Week, which was being sponsored by the National Consumer Coalition. The release implied that Cronkite, in the film, would attack CBS News's *60 Minutes* for a segment it broadcast Feb. 26 warning that apples treated with Alar pose a serious risk of cancer, particularly to children. The producer of *Big Fears...Little Risks* says it was he who insisted that the film be withdrawn from the schedule after learning of context. "We'd been had," said Frank

Powers of Film Councillors, a New York film-production unit.

The 30-minute film at issue was produced for the American Council on Science and Health, a nonprofit group. It was shot and completed before the airing of the *60 Minutes* piece, which has been criticized by some government agencies for generating groundless fears. Yet the Consumer Alert release referred to "the premiere of a film narrated by Walter Cronkite that reveals why most of our fears of chemicals in the environment are unfounded and that the recent Alar pesticide/apple scare was nothing less than a hoax." And the schedule of the week-long activities said the film would be followed by Irvine in a discussion of "The Alar pesticide/apple scare: a hoax perpetrated by *60 Minutes* and the NRDC"



(the Natural Resources Defense Council). The press release was reworked after Cronkite's attorney complained to Consumer Alert President Barbara Keating-Edh. But the damage had been done.

At a press conference, Irvine took the offensive on the issue. He said he had been confident that Cronkite "would insist that *60 Minutes* apologize for having needlessly alarmed the public and caused our apple growers to suffer large economic losses. But," he added, "I am even more disappointed that a man who has dedicated his life to news and who poses as a passionate defender of the freedom of the press to have access to all manner of information would be a party to an effort to deny you the right to see a film that you came to see simply because he didn't want to see it used to buttress any criticism of his company, CBS." Irvine had devoted the March issue of the *Aim Report* newsletter to an attack on the CBS piece. The article was headlined, "*60 Minutes* is a health hazard."

Cronkite, who had been in Europe while the controversy was developing, returned to say he stood by the film—which he said had been made by "a damn fine producer"—and whose script he said he had read carefully. He also said he had checked out the scientists quoted in the piece and had been satisfied as to their credentials, and had reviewed the backgrounds of the mem-



bers of the American Council board (although he indicated he might not have participated in the film if he had known—as he learned subsequently—that some chemical companies support the work of the council). And although he felt the press release “totally misrepresented the nature of the film,” and placed the announcement of it in “juxtaposition” with word of Irvine’s planned attack on *60 Minutes*, he says he did not call for the withdrawal of the film. He did, however, make the telephone call—to Powers—that set in motion that withdrawal.

Cronkite had been alerted to developments by NBC consumer affairs reporter Betty Furness. She said she had faxed a copy of the press release to Cronkite in London. “The juxtaposition of events made it appear that Walter was involved in something he wasn’t,” said Furness. “It didn’t sound like Walter.” Cronkite, who indicated he had been appalled, expressed his concern in a telephone call to Powers. The producer says he had learned of the press release in a telephone call from a Consumer Alert spokesman, Don DeFore, and that he had made the decision to withdraw the film—and “put the pressure on” to accomplish that end—after talking to Cronkite and the executive director of the American Council on Science and Health, Beth Whelan. (She said she was “horrified” by the language of the press release.) The film was not being used for the purpose intended, Powers said. “Under the circumstances,” he added, his “only alternative was to withdraw the film.” As the copyright owner, he maintained, he had that right.

The thrust of the film—as articulated by a number of scientists interviewed for the piece—is that the fears people have of traces of chemicals in the environment bear little, if any, relationship to the risks, that people should pay more attention to more serious lifestyle risks such as smoking, alcohol and drug abuse, poor diet and unsafe sexual behavior. And the film was not being suppressed. It was premiered at a res-

taurant in San Francisco April 21, for about 60 people, including a crew from *60 Minutes*, Whelan said. The film is to have an East Coast premiere, probably in New York, in a few weeks. It is also being sold to public television stations and to cable television systems. (Cronkite’s contract with CBS prevents his appearances on any other commercial outlet.) Indeed, segments of the film—none showing Cronkite—were shown at the press conference.

The film was not the NCC’s only loss.

Whelan said the council withdrew from the NCC conference because of the controversy over the film. “We feel we were victims,” she said.

Meanwhile, the controversy over Alar, and the *60 Minutes* piece dealing with it and its possible carcinogenic effect, is not over. CBS News was standing by the piece. A spokesman, Roy Burnett, said the piece “was fair and objective.” But he said that “since a number of questions have been raised, we’ll do another to address them.” □

## Group formed to promote ‘responsible’ TV

Armed with letters from supporters and articles by Coretta Scott King and Patrick Buchanan urging her on, Terry Rakolta, the Michigan woman who last month began a one-woman fight against what she considers offensive programming (BROADCASTING, March 6), announced the formation of “Americans for Responsible Television.”

At a May 3 press conference, Rakolta said her organization will try to “promote private, voluntary efforts by the advertisers and the networks to raise the standards on network [TV].” Rakolta started the organization to express her concern about sex and

violence on TV and to bring back “family viewing time,” she said. Rakolta added that the nonprofit organization will not call for government control or censorship.

Fox Broadcasting’s *Married...with Children*, according to Rakolta, was the “straw that broke the camel’s back.” She said that she first became concerned about TV when her daughter was upset about an episode of the *Oprah Winfrey Show* concerning sexual addictions. One of the guests allegedly talked about having sexual relations with a dog. An *Oprah* publicist was unable to verify the contents of the episode in question. Rakolta, who wrote letters to the sponsors of *Married...with Children*, has received several letters from sponsors of the show, as well as from Fox Broadcasting and Gary Lieberthal, chairman and chief executive officer of Columbia Pictures.

Lieberthal said that the episode in question (Jan. 15) was “not typical of the series, and clearly not one of our better efforts.” The episode showed a rear view of a woman taking off her bra, a man wearing a garter belt and men “acting like they were fondling nude mannequins.”

Rakolta said that her campaign is not directed at cable programming, the movies or newspapers. She is only concerned about “free TV,” she said. What are shows that pass Rakolta muster? She likes ABC’s *The Wonder Years* and NBC’s *The Cosby Show*.



Rakolta

## Satellite Footprints

**Preemptible problem.** Comsat denied charges it is selling effectively nonpreemptible trans-Atlantic video services at a preemptible-status 45% discount via an Intelsat transponder designated to back up the cross-ocean fiber cable.

Pan American Satellite last week joined another international satellite transmission service company in objecting to Comsat’s already authorized discount tariff. In a petition filed April 28 at the FCC, Pan Am Sat seconded London-based Brightstar Communications’ request that Comsat’s discount tariff be rejected or suspended. Pan Am Sat, which late last month reached an agreement with Argentina’s telecommunications operating authority, Entel Argentina, which will consult with Intelsat to use the Pan Am Sat 1 bird, also charged that it “has reason to believe that Comsat is cooperating with these Latin American signatories in an effort to undermine PAS’s marketing efforts in Latin America. It is particularly appropriate,” it said, “that the commission address the regulatory classification of consortia at this time.”

Brightstar, which said it carries 60% of the video traffic in the North Atlantic, filed a petition with the FCC on April 10 charging that European Intelsat signatories participating in the new tariff have guaranteed video customers replacement service if the transponder remains preemptible, effectively making the offering

nonpreemptible at “anticompetitive” prices. Brightstar also said Comsat has asked Intelsat to assign a different transponder as the fiber backup.

In an April 17 reply, Comsat said, regardless of European partners’ activities, “Comsat is offering the service only on a preemptible, unprotected basis” and that the transponder will remain preemptible “for the foreseeable future.” Comsat said the purchase of GE-HBO satellite Satcom K-4 is still among the options for obtaining additional trans-Atlantic video capacity.

**More news to give and take.** When NBC-TV affiliate wis-TV Columbia, S.C., was planning last September to purchase its first satellite newsgathering vehicle, said station news director, Scott Parks, “we realized the obvious.” To put the new asset to use, he said, “a station needs to be a member of a news cooperative like Conus.” Wis-TV joined another NBC affiliate, four ABC-TV affiliates and Rainbow News 12 Co., which operates the local cable news channel News 12 Long Island, in becoming the latest members of Conus Satellite News Cooperative, bringing membership to 93 members representing 126 TV stations internationally, Conus said last week.

# For the Record

As compiled by BROADCASTING from Apr. 27 through May 2 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.—Docker; 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

- WAAY(AM) Huntsville, AL (BAL890414EE; 1550 khz; 50 kw-D; 500 w-N)—Seeks assignment of license from SJK Inc. to United Communications Inc. for \$300,000. Seller is owned by Elizabeth Jones Smith, her two children, M. Davidson Smith IV, and Anita Smith Johnson and Smith Broadcasting Inc. Smith Broadcasting also owns WNUE(AM) Fort Walton Beach, FL; and WAAY-TV Huntsville, AL. Buyer is owned by Sam E. Floyd, president; Greg Floyd; Ronald E. Stone, and John Magliola. Sam E. Floyd owns interest in WFAI(AM) and WKML(FM) Fayetteville, NC; WASC(AM) Spartanburg, SC, and WYNG-FM Evansville, IN. Filed April 14.
- KYMA-TV Yuma, AZ (TEMP890418; ch 11; 316 kw visual, 31.6 kw aural; ant. 518.24 ft.)—Seeks transfer of control from Clyde E. Pettit and A. Bates Butler to Sunbelt Broadcasting Co. for \$60,000. Parties have agreement dated May 18, 1987, in which Sunbelt is allowed option to buy out shares owned by sellers. Buyer is owned by James E. Rogers, his wife Janet F. Rogers, their son Frank Rogers, Louis Weiner Jr., Clark H. Tester, Rolla Cleaver, Gene Greenberg, Joan Zucker, Myron Baker, Carl Floyd and Thomas Franklin. Principals have interest in KVBC-TV Las Vegas. Filed April 18.
- KKTZ-FM Mountain Home, AR (BTCH890418GS; 107.5 mhz; 100 kw; ant. 989 ft.)—Seeks transfer of control from Cheryl D. Weichert to JoAnn Weichert for \$10. Buyer is equally owned by Billy R. Eustis and Joann Weichert. It has no other broadcast interests. Filed April 18.
- KNZS(AM) Capiola, and KMBY-FM Seaside, both California (AM: BAL890417ED; 1540 khz; 10 kw-U; FM: BALH890417EE; 107.1 mhz; 910 kw; ant. 1,570 ft.)—

Seeks assignment of license from Cypress Communications Inc. to KMBY Inc. for \$3.6 million ("Changing Hands," April 24). Seller is principally owned by John B. Frankhouser, who has no other broadcast interests. Buyer is owned by Stephen Adams Jr., son of Stephen Adams, who owns Adams Communications, Clearwater, FL-based group of four AM's, six FM's, and nine TV's. Stations are first purchase. Filed April 17.

- KCLQ(AM) Hanford, CA (BAL800403EC; 620 khz; 1 kw-U, DA-N)—Seeks assignment of license from Liggett Broadcast Inc. to P&C Broadcasting for \$300,000. Seller Williamston, MI-based group owned by Robert Liggett. It also owns KCLQ-FM Hanford and KMGG(FM) Monte Rio, both California; WBCK(AM)-WMJC(FM) Battle Creek, WHNN(FM) Bay City (Saginaw), WFMK(FM) East Lansing and WLHT(FM) Grand Rapids, all Michigan. Buyer is owned by Joaquin Correia, 25%; Lucille M. Correia, 25%, and Maria O. Pereira, 50%. It has no other broadcast interests. Filed April 3.

- KTAP(AM) Santa Maria, CA (BAPL890413EA; 1600 khz; 500W-D, DA)—Seeks assignment of license from Leo Kesselman to Buenos Diaz Broadcasting Inc. for \$425,000. Seller has interest in KKT(AM) Bernalillo, and KIDI(FM) Albuquerque, both New Mexico; KPIG(FM) Freedom, CA. He also owns interest in low power TV stations K09VB Santa Maria, CA, and K59DB Albuquerque, NM. Buyer is owned by Eduardo Diaz, who also owns KZZZ(FM) Los Osos-Baywood Park, CA. Filed April 13.

- KJIM(AM) Thornton, CO (BAPL890421EA; 760 khz; 5 kw-D, 1 kw-N, DA-2)—Seeks assignment of license from Sudbrink Broadcasting Co. to Genesis Broadcasting for \$1.47 million cash, plus assignment of KRZN(AM) Englewood, CO, (KRZN: BAL890421EB; 1150 khz; 5 kw-D, 1 kw-N) currently owned by Genesis ("Changing Hands," April 24). Seller is owned by Robert W. and Marion Sudbrink. It also owns WXTL(AM) Jacksonville Beach, FL; WAWA-TV Rome, GA, and WCEE-TV Mount Vernon, IL. It put station on air in 1987. Buyer is wholly owned by Booth American Co., which is principally owned by John L. Booth, his wife, Louise Booth, John L. Booth II and Ralph H. Booth II. It also owns WZPL-FM Greenfield (Indianapolis), and WZZP-FM South Bend, both Indiana; WIOG-FM Bay City, WJLB-FM Detroit and WSGW(AM) Saginaw, all Michigan; WSAI(AM)-WWNK-FM Cincinnati, WRMR(AM)-WLTF(FM) Cleveland, and WTO-D(AM)-WKKO(FM) Toledo, all Ohio. Through wholly owned Genesis Broadcasting, it also owns KMJ-FM Denver; KSMJ-AM-FM Sacramento, CA; KBTS(FM) Kileen, and KONO(AM)-KITY(FM) San Antonio, all Texas. Filed April 21.

- WTXX(TV) Waterbury, CT (TEMP890407; ch. 20; 2239 kw visual, 223.9 kw aural; ant. 1,200 ft.)—Seeks assignment of license from Michael Finkelstein to Renaissance Communications Corp. for \$18.25 million. Seller has 8% interest in buyer. Buyer is owned by Geoffrey Rose, 1%; Harvey Cohen, 1%, and Warburg, Pincus Capital, 90%. It also owns WZLZ(TV) Miami. Filed April 7.

- WUST(AM) Washington (BAL890410EB; 1120 khz; 1 kw-D)—Seeks assignment of license from District Group Communications Inc., debtor-in-possession to Vogel/ Israel

Communications Inc. for \$1.4 million. Seller is held by Barry Skidelsky, trustee, and has no other broadcast interests. Buyer is equally owned by Gary M. Israel, and Mark R. Vogel, and has no other broadcast interests. Filed April 10.

- WLDS(AM) Jacksonville, IL (BAL890404EC; 1180 khz; 1 kw-D)—Seeks assignment of license from Saga Communications Inc. to Erdon Broadcasting for \$650,000. Seller is Detroit-based group headed by Edward K. Christian. It also owns WLRW(FM) Champaign and WYMG(FM) Jacksonville, both Illinois; KRNT(AM)-KRNQ(FM) Des Moines, IA; WVKO(AM)-WSNY(FM) Columbus, OH; WNOR-AM-FM Norfolk, VA; and WKLH(FM) Milwaukee. Buyer is equally owned by Jerry B. Symons and Donald W. Hamilton. Symons is vice president of Saga Communications of Illinois Inc., licensee of WLDS(AM) Jacksonville, IL. Symons is general manager of station. Filed April 4.

- WBBA-AM-FM Pittsfield, IL (AM: BAL890406HK; 1580 khz; 250 W-D; FM: BAPH890406HL; 97.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Pike Broadcasting Co. to Illinois Community Broadcasting Co. for \$10,000. Seller is principally owned by Mary E. Meyer. Buyer is equally owned by Finis L. Hanna and Ray L. Hanna, and has no other broadcast interests. Filed April 6.

- KXOF(FM) Bloomfield, IA (BALH890417GV; 106.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Dwaine F. Meyer to Horizon Broadcasting Inc. for \$130,000. Seller also owns interest in KLAL-FM Lamoni, KCLR-FM Chariton, and KXLQ Indianola, all Iowa. Buyer is owned by Douglas R. Smiley, 90%; Stephen R. Smiley, 5%, and Eileen E. Smiley, 5%. Douglas Smiley owns 33% of KTAV Knoxville, IA, and 33% of KBMI Roma, TX. Filed April 17.

- KKOW-AM-FM Pittsburg, KS (AM: BTC890418EA; 860 khz; 10 kw-D, 5 kw-N, DA-N; FM: BTCH890418EB; 96.9 mhz; 100 kw; ant. 470 ft.)—Seeks transfer of control of American Media Investments Inc. from Robert D. Freeman and Frank L. Carney to O. Gene Bicknell for \$400,000. Frank L. Carney wishes to sell his 468.75 shares, with purchase value of \$240,000 and Robert D. Freeman wishes to sell his 312.5 shares with purchase value of \$160,000. Buyer has no other broadcast interests. Filed April 18.

- WHIR(AM)-WMGE-FM Danville, KY (AM: BTC890417GT; 1230 khz; 1 kw-D, 250 w-N; FM: BTCH890417GU; 107.1 mhz; 3 kw; ant. 187 ft.)—Seeks transfer of control from Perkey Inc. to Alex F. Talbot for \$120,000. Seller is owned by Wayne N. Perkey, who has no other broadcast interests. Buyer has no other broadcast interests. Filed April 17.

- WWL(AM)-WLMG-FM New Orleans (AM: BAL890418GJ; 870 khz; 50 kw-U, DA-1; FM: BAPLH890418GK; 101.9 mhz; 95 kw; ant. 253 ft.)—Seeks assignment of license from Loyola University to Keymarket Communications for \$13.1 million ("Changing Hands," April 17). Seller put stations on air in 1922 and 1970 respectively, and has no other broadcast interests. Buyer is North Augusta, SC-based group owned by Kerby Confer. It also owns WRXL(FM) Hickory, NC; WHGB(AM)-WNNK(FM) Harrisburg and WYOM(AM)-WKRZ-FM Wilkes-Barre, both Pennsylvania; WTCC(FM) Orangeburg, SC; WRVR-AM-FM Memphis; KKMJ(FM) Austin and KOKE(AM) Rollingwood (Austin), both Texas. Filed April 18.

- WIHT(FM) Ann Arbor, MI (TEMP890420; ch. 31; 1220 kw visual, 217 kw aural; ant. 1200 ft.)—Seeks assignment of license from FAB Communications Inc. to Blackstar Communications Inc. for \$4.35 million plus \$450,000 non-compete agreement. Seller is owned by Fred A. Blencowe and Edward L. Taylor. Blencowe has interest in KUHL(AM)-KXFM(FM) Santa Maria, and KLIT(FM) Carpinteria, both California. Buyer is owned by John E. Oxendine, Kenneth O. Harris, Wesley S. Williams Jr. and Chesley Y. Maddox. It is wholly owned subsidiary of Blackstar Communications Inc., that through subsidiaries owns KBSP-TV Salem, OR, and WBSF-TV Melbourne, FL. Filed April 20.

- WYCE(FM) Wyoming, MI (BALED890414GH; 88.1 mhz; 1 kw; ant 62 ft.)—Seeks assignment of license from Wyoming Public Schools to Grand Rapids Cable Access Center Inc. for \$30,616. Seller has no other broadcast interests. Buyer is headed by Don Walsh, Jere Ralph, David Suwal, Rick Eyk, Tom Henry, Mark Hiller, Argie Hiller, Argie Holliman, Ruth Lehman, John Stekete and

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Dirk Koning. It has no other broadcast interests. Filed April 14.

■ **KBUN(AM)-KBHP(FM)** Bemidji, MN (AM: BTC890421ED; 1450 khz; 1 kw-U, DA-1; FM: BTCH890421EE; 101.1 mhz; 100 kw; ant. 350 ft.)—Seeks assignment of license from Paul Bunyan Broadcasting Co. to Omni Broadcasting Co. for \$227,500. Seller is equally owned by Anne P. DeLong, her husband, Edward E. DeLong III, her cousins, John W. Potter and Patricia P. Ring. Potter and Ring are brother and sister. Buyer is headed by Louis H. Buron Jr., who has no other broadcast interests. Filed April 21.

■ **KDOM(AM)-FM Windom, MN** (AM: BTC890418EC; 1580 khz; 1 kw-U; FM: BTCH890418ED; 94.3 mhz; 3 kw; ant. 325 ft.)—Seeks transfer of control from Glenn R. Olson to Windom Radio Inc. for \$300,000. Seller owns 80% of stock in Windom Radio Inc., remaining 20% owned by Rich Biever. Olson owns controlling interest in KQWC-AM-FM Webster City. KSIB(AM)-KITR-FM Creston, and KQIS-FM Clarinda, all Iowa. Buyer is owned by Richard J. Biever. 100%. Filed April 18.

■ **WLSM-AM-FM Louisville, MS** (AM: BTC890420GN; 1270 khz; 5 kw-D; FM: BTCH890420GO; 107.1 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control from Hughes Construction Co. to Thomas R. Boydston for \$153,000. Seller is owned by Gary V. Hughes and Gary Glenn Hughes. It has no other broadcast interests. Buyer has no other broadcast interests. Filed April 20.

■ **KYOO(FM)** Bolivar, MO (BAPLH890421GW; 106.3 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from KYOO Broadcasting Co. to Sunburst II Inc. for \$960,000. Seller is owned by Mel Pulley and his wife Gretchen Pulley, and has no other broadcast interests. Buyer is headed by John M. Borders, president, and also owns KGBX(AM) Springfield, MO. Filed April 21.

■ **WCQA(FM)** Fredonia, NY (BAPH890419GQ; 96.5 mhz; 660 w; ant. 686 ft.)—Seeks assignment of license from Chautauqua Radio LP to Chautauqua Broadcasting Corp. Seller is principally owned by Hector Rivera, who has no other broadcast interests. Buyer is owned by Vincent T. Ridikas, who owns WDOE(AM) Dunkirk, NY. Ridikas is limited partner with 73.11% ownership in permittee of WWDR(FM) Hardeville, SC. Filed April 19.

■ **WOR(AM)** New York (BAL890420EA; 710 khz; 50 kw-U, DA-1)—Seeks assignment of license from S/G Communications to GRADH-107 Inc. for \$25.5 million ("In Brief," April 24). Seller is owned by RKO, and will receive \$16.5 million, and \$9 million will be divided among competing applicants. Buyer is headed by Richard D. Buckley Jr., Richard S. Krusen, John J. Tommaney and Martha Buckley Fahnoe. T4 is trust established under will of Richard D. Buckley for benefit of Steven Bradford Buckley. Trustees of T4 are Richard D. Buckley Jr., Martha Buckley Fahnoe, John Tommaney and Steven Bradford Buckley. T4 owns interest in Buckley Broadcasting Corp. of New York, licensee of WSEN(AM)-WSEN-FM Baldwinsville, NY; 25% interest in Buckley Broadcasting Corp. of Connecticut, licensee of WDR(AM)-WDRS-FM Hartford, CT; 22.22% interest Buckley Broadcasting Corp. of California, licensee of KKHI-AM-FM San Francisco and KLLY-FM Oildale, all California. Filed April 20.

■ **WNYJ-FM** Rotterdam, NY (BALH890414HS; 98.3 mhz; 3 kw; HAAT: ant. 328 ft.)—Seeks assignment of license from WNYQ Associates to The Radioactive Group Inc. for \$2.82 million ("Changing Hands," May 1). Seller is partnership with John J. Long Jr., general partner, and has no other broadcast interests. Buyer is principally owned by Bruce M. Lyons, who also owns WXXX-FM Newport, NH, and WSCM(AM)-WACS-FM Cobleskill, NY. It is selling WSCM(AM) pending FCC approval. It is purchasing WHWB-FM Port Henry, NY ("Changing Hands," Feb 20). Filed April 14.

■ **WIZS(AM)** Henderson, NC (BAL890417EA; 1450 khz; 1 kw-U)—Seeks assignment of license from Radio Corp. to Rose Farm and Rentals Inc. for \$265,000. Seller is owned by Stanley H. Fox, his brother, Irvin L. Fox, his brother-in-law, Nathan B. Evans, and has no other broadcast interests. Buyer is owned by Anne M. Rose, 48%; John D. Rose III, 24%; David M. Rose, 14%, and Cindy C. Rose, 14%. It has no other broadcast interests. Filed April 17.

■ **WMQX-AM-FM** Winston-Salem, NC (AM: BAL890417GF; 1340 khz; 1 kw-U; FM: BAPLH890417GG; 93.1 mhz; 100 kw; ant. 483 ft.)—Seeks assignment of license from Evergreen Radio Group Inc. to Ralph C. Guild. Purchaser shall assume obligations to pay seller's current liabilities to extent that current liabilities as of closing date do not exceed current assets as of closing date. In event that current liabilities exceed current assets as of closing date, purchaser shall designate specific current liabilities assumed equal current assets. Seller will provide purchaser with sufficient information reasonably prior to closing date for purchaser to make such designation. Seller and purchaser shall make post closing adjust-

ments, if any, within 90 days following closing date. Buyer also owns interest in KFRE(AM)-KNAX-FM Fresno, CA, and WXTC-AM-FM Charleston, SC. Filed April 17.

■ **KINB-FM** Poteau, OK (BALH890410GZ; 107.3 mhz; 100 kw; ant. 1,810 ft.)—Seeks assignment of license from Indian Nation Broadcasting Co. to Landmark Communications Inc. for \$770,693. Seller is headed by V.F. Nowlin, and has no other broadcast interests. Buyer is owned by Chris Bence, William James Samford and Sid McDonald. Bence is executive vice president of Woods Communications Group Inc., Springfield, MO-based group of one AM, three FM's, and five TV's. Filed April 10.

■ **WHGB(AM)** Harrisburg, PA (BAL890421EC; 1400 khz; 1 kw-U)—Seeks assignment of license from Great Scott Broadcasting to Keymarket Communications of Pennsylvania Inc. for \$250,000. Seller is North Augusta, SC-based group owned by Kerby Confer. It also owns WRLX(FM) Hickory, NC; WHGB(AM)-WNNK(FM) Harrisburg and WYOM(AM)-WKRR-FM Wilkes-Barre, both Pennsylvania; WTCB(FM) Orangeburg, SC; WRVR-AM-FM Memphis; KKMJ(FM) Austin and KOKE(AM) Rollingwood (Austin), both Texas. Filed April 21.

■ **WELU(TV)** Aguadilla, PR (TEMP890418; ch. 32; 105 kw-V; HAAT: ant. 967 ft.)—Seeks assignment of license from Israel Rodriguez Evangelistic Association to Faith Pleases God Church Corp. Israel Rodriguez Evangelistic Association, dba: Consumer Educational Research and Development Television Center gives all rights and title to WELU(TV) to Faith Pleases God Church Corp. Buyer is headed by Carlos Ortiz, John Jacobson, Minerva Jacobson and Aracelis Ortiz. It also owns WUJA-TV Caguas, and is permittee of low power TV W03AY Augusta, MA. Carlos Ortiz owns 55% of limited partnership for KMNZ-TV Oklahoma City, and 5% of common stock of channel KMHB(TV) McAllen, TX. Aracelis Ortiz owns W50AV San German, and W59BQ Ponce, both Puerto Rico. Filed April 13.

■ **WKRI(AM)** West Warwick, RI (BAL890403ED; 1450 khz; 1 kw)—Seeks assignment of license from DBH Broadcasting Inc. to Atlantic Broadcasting System Inc. for \$350,000. Seller is owned by Thomas V. Lannitt, who has no other broadcast interests. Buyer is headed by C. David Leyrer, president, and has no other broadcast interests. Filed April 3.

■ **KBHB(AM)-KRCS(FM)** Sturgis, SD (AM: BAL890331HE; 810 khz; 25 kw-D; FM: BALH890331HF;

93.1 mhz; 100 kw; ant. 1,060 ft.)—Seeks assignment of license from Sturgis Radio Co. Inc. to CD Broadcasting Corp. of Sturgis for \$900,000 ("Changing Hands," May 1). Seller is owned by Les Kleven and his wife, Marguerite. They also own KKOJ(AM) Jackson, MN. Buyer is owned by Christopher T. Dahl, 75%, and Russell Cowles II, 25%. It also owns KLIZ-AM-FM Brainerd, KKBJ(AM) Bemidji, KLGR-AM-FM Redwood Falls, all Minnesota. It is spinning off KLIZ-AM-FM Brainerd, MN, and acquiring KJJQ(AM)-KKQQ(FM) Volga, SD, KQHT-FM Crookston, MN, and KRRZ(AM)-KZPR(FM) Minot, ND ("Changing Hands," April 24). Filed March 31.

■ **KJJQ(AM)-KKQQ(FM)** Volga, SD; KRRZ(AM)-KZPR(FM) Minot, ND, and KLIZ-AM-FM Brainerd, MN (KJJQ: BAL890331HG; 910 khz; 500 w-D; 1 kw-N, DA-2; KKQQ-FM: BALH890331HH; 102.3 mhz; 3 kw; ant. 234 ft.; KRRZ: BAL890331HI; 1390 khz; 5 kw-D; 1 kw-N; KZPR-FM: BALH890331HJ; 105.3 mhz; 100 kw; ant. 579 ft.; KLIZ: BAL890331HC; 1380 khz; 5 kw-U, DA-N; KLIZ-FM: BALH890331HD; 107.5 mhz; 100 kw; HAAT: 350 ft.) Assets exchanged by Sioux Valley Broadcasting for KLIZ-AM-FM Brainerd, MN, owned by CD Broadcasting Corp. Par value for exchange is assessed at \$910,000 ("Changing Hands," April 24). Sioux Valley is principally owned by Robert Ingstad, who also owns KGFX-FM Pierre, SD; KDHL(AM)-KQCL(FM) Faribault, MN; and has interest in KBUF(AM) Holcomb, and KKIQ-FM Garden City, both Kansas; KRRZ(AM)-KZPR(FM) Minot, SD; KKOJ(AM)-KKPR(FM) Kearney, NE, and KFKA(AM)-KSQI(FM) Greeley, CO. CD Broadcasting is owned by Christopher T. Dahl, 75%, and Russell Cowles II, 25%. It also owns KLIZ-AM-FM Brainerd, KKBJ(AM) Bemidji, KLGR-AM-FM Redwood Falls, all Minnesota.

■ **KEZP-FM** Canadian, TX (BALH890301GV; 103.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Megahype Broadcasting Partnership to Canadian Broadcast Group Inc. for \$250,000. Seller is owned by Ronald R. Hamilton, his father, Kenneth E. Hamilton, and Lori L. McConville, and has no other broadcast interests. Buyer is headed by Charles D. McFall, president. McFall is sole officer, director and shareholder of Palmer Radio Group Inc., proposed assignee of KOBBS Wasilla, AK.

■ **KTFH(TV)** Conroe, TX (TEMP890414; ch 49; 5000 kw visual, 500 kw aural; ant. 1,192ft)—Seeks transfer of control from Florence Coaxum to Dupont Investment Group 85 Ltd. for no consideration. Seller has no other broadcast interests. Buyer is owned by Bill Maxwell, 10%; Max

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Vigil, 20%; Ted Binder, 10%; Ralph Kelsey, 10%; Don Criswell, 10%; William S.E. Baleirnie, 4%; Lawrence Johnson, 6%; Charles Kastler, 10%; Denis Rouse, 10%, and Rick Rouse, 10%. Filed April 14.

■ **KLXQ(FM) Uvalde, TX (BAL11890407GW; 102.3 mhz; 3 kw; ant. 245 ft.)**—Seeks assignment of license from Southwest Mediacaast Inc. to Moll-Tex Broadcasting Co. for \$195,000. Seller is equally owned by Charles H. Jones, his wife Ethel R. Jones, and their son Gary L. Jones. It has no other broadcast interests. Buyer is equally owned by Albert J. Moll III, and Evelyn M. Moll, and has no other broadcast interests. Filed April 7.

## Actions

■ **WTCG(AM) Andalusia, AL (BAL881219EG; 1400 khz; 1 kw-U)**—Granted app. of assignment of license from Tom McGregor, trustee in bankruptcy to The WTCG Radio Corp. for no consideration. Seller has no other broadcast interests. Buyer is owned by Scott McCAda, 80%, and James Presley Boswell, 20%. and has no other broadcast interests. Action April 20.

■ **WPBD(AM) Atlanta (BAP880930EH; 640 khz; 50 kw-D 1 kw-N)**—Granted app. of assignment of license from Phoenix City Broadcasting Ltd. of Atlanta to Jacor Broadcasting of Atlanta Inc. for \$4.3 million. Seller is headed by president and general partner, Michael Hollis. Buyer is Cincinnati-based group of six AM's and seven FM's, principally owned by Terry S. Jacobs, chairman and CEO (14.69%), and Frank E. Wood, president and COO (9.92%). Action April 19.

■ **WGST(AM) Atlanta (BAL890119ED; 920 khz; 5 kw-D, 1 kw-N)**—Granted app. of assignment of license from Jacor Broadcasting of Atlanta Inc. to Family Broadcasting Network for \$2.3 million. Seller is Cincinnati-based group of six AM's and seven FM's, principally owned by Terry S. Jacobs, chairman and CEO (14.69%), and Frank E. Wood, president and COO (9.92%). Buyer is equally owned by James C. Dobson, Shirley Dobson, and Ted Engstrom, and has no other broadcast interests. Action April 19.

■ **WITH(AM) Baltimore (BAL890119EC; 1230 khz; 1 kw-U)**—Granted app. of assignment of license from WITH of Baltimore Inc. to Atlantic Coast Radio Inc. for \$1.55 million. Seller is owned by James D. McCotter, Rogers N. Kirven Jr., Roland Ripamonti and his sister, Rosanna Ripamonti, J. Welles Wilder Jr., and Michael Eichson. McCotter, Kirven, and both Ripamontis own interest in WNTR(FM) Silver Spring, MD. Buyer is equally owned by Alan Christian, Gerald Dale Andrews and Grace M. Stamer. It has no other broadcast interests. Action April 20.

■ **WEAN(AM) Providence, RI (BAL890203EF; 990 khz; 50 kw-U, DA-D)**—Granted app. of assignment of license from Appleton Broadcasting Co. LP to North American Broadcasting Co. for \$1.05 million ("Changing Hands," Feb. 13). Seller is principally owned by Harold J. Bausmer, 24.5%; William A. McCarthy, 24.5%, and Appleton Broadcasting Corp., 51%. It has no other broadcast interests. Buyer is owned by Frank Battaglia, and also owns WALE(AM) Fall River, MA. Action April 17.

■ **WTNI(AM) Hartsville, SC (BAL890228EB; 1490 khz; 1 kw-D)**—Granted app. of assignment of license from Bell Broadcasting Co. to C&O Broadcasting Inc. for no consideration. Seller is owned by John J. Bell, who has no other broadcast interests. Buyer is equally owned by Sheryl B. Carr and Melissa B. Outlaw, and has no other broadcast interests. Action April 17.

■ **WSMV(TV) Nashville (BALCT890222KE; ch. 4; 100 kw visual, 10 kw aural; ant. 1,423 ft.)**—Granted app. of assignment of license from Gillett Broadcasting of Tennessee Inc. to Cook Inlet Communications LP for \$125 million ("Changing Hands," March 13). Seller is Nashville-based group owned by George Gillett Jr. It also owns KSBW(TV) Salinas and KSBY-TV San Luis Obispo, both California; WTVT(TV) Tampa, FL; KBIZ(AM)-KTWA(FM) Ottumwa, IA; WMAR-TV Baltimore; WOKR(TV) Rochester, NY. Also owns 55% of SCI Television Inc., which owns KNSD(TV) San Diego; WAGA-TV Atlanta; WSBK-TV Boston; WJBK-TV Detroit; WJW-TV Cleveland; and WITI-TV Milwaukee. Buyer is owned by Cook Inlet Corp. Cook Inlet Communications Inc., their officers and directors, and WCC Associates and its six general partners, all have, through subsidiaries, interest in WPGC-AM-FM Morningside, MD; WFMY(AM)-KZOL(FM) Provo, UT; KOPA(AM)-KSLX(FM) Scottsdale, AZ; WZGC(FM) Atlanta; KFMK(FM) Houston; WZLK(FM) Boston; WUSN(FM) Chicago; KUBE(FM) Seattle; WTNH-TV New Haven, CT. Britton E. Crosley, officer and director of Cook Inlet Region Inc., and director of Cook Inlet Corp., is officer, director and 100% stockholder of KNIK Broadcasting Corp. Action April 17.


■ **WKRN(TV) Nashville (BALCT890302LE; ch. 2; 100 kw visual, 10 kw aural; ant. 1,350 ft.)**—Granted app. of



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assignment of license from Knight-Ridder Broadcasting Inc. to Young Broadcasting of Nashville Inc. for \$42 million. Seller is Miami-based group that put its stations on block last year (BROADCASTING Oct. 10, 1988). Buyer is owned by Adam Young, Vincent Young and Ronald Kwasnick. It also owns WTVO-TV Rockford, IL; WLNS-TV Lansing, MI; WKBT(TV) La Crosse, WI, and KLFY-TV Lafayette, LA. Action April 17.

## New Stations

### Applications

#### AM's

- Sault Ste. Marie, MI (BP890405AB)—Algoma Broadcasting Co. seeks 1400 khz. Address: P.O. Box 36, Fairfield, CT 06430. Principal is headed by Timothy D. Martz, and has no other broadcast interests. Filed April 5.
- Batavia, OH (BP890407AD)—James Philip Gray seeks 1160 khz. Address: 10 Trinity Place, Fort Thomas, KY 41075. Principal has no other broadcast interests. Filed April 7.

#### FM's

- Johnson City, TX (BPH890405MD)—William L. Moir seeks 107.9 mhz; 50 kw; 150 m. Address: 11920 Gay Glen, St. Louis 63043. Principal has no other broadcast interests. Filed April 5.
- Santa Fe, TX (BPED890405MA)—Community Radio Inc. seeks 90.5 mhz; 5 kw; 182 m. Address: 2936 Oleaner, Pasadena, TX 77503. Principal is equally owned by Robert Vaughn, Sharon Vaughn and Mary Bates. It has no other broadcast interests. Filed April 5.
- Vancouver, WA (BPH890410MB)—KRIZ Broadcasting Inc. seeks 105.9 mhz; 50 kw; minus 31 m. Address: P.O. Box 22462, Seattle 98122. Principal is owned by Christopher H. Bennett, who has no other broadcast interests. Filed April 10.
- Vancouver, WA (BPH890411MA)—Q Prime Inc. seeks 105.9 mhz; 6.1 kw; 406 m. Address: 212 11th Street, Hoboken, NJ 07030. Principal is equally owned by Clifford N. Burnstein and Peter D. Mensch, who have no other broadcast interests. Filed April 11.
- Vancouver, WA (BPH890412MB)—Fort Vancouver Broadcasting Inc. seeks 105.9 mhz; 17.5 kw; 254 m. Address: 2009 S.E. 132nd Court, Vancouver, WA 98684. Principal is owned by Sharon J. Capps, 75%, and Ronald L. Hughes, 25%. Gary L. Capps, husband of Sharon J. Capps, is vice president of KVAN Inc., licensee of KVAN(AM) Vancouver, WA. Mr. Capps also exercises certain management responsibilities over KMJK(FM) Lake Oswego, OR. Filed April 12.
- Vancouver, WA (BPH890412MC)—Smith Broadcasting Inc. seeks 105.9 mhz; 6.2 kw; 408 m. Address: 1963 Camelot St., Portland, OR 97225. Principal is headed by Gregory Darnell Smith, president, and has no other broadcast interests. Filed April 12.
- Vancouver, WA (BPH890412MD)—Atwater Kent Communications Inc. seeks 105.9 mhz; 16.3 kw; 265 m. Address: P.O. Box 7205, Beaverton, OR 97007. Principal is owned by Kenneth J. Seymour, 70%; Keith M. Seymour, 20%; Gregory Fabos, 8%, and Timothy Segrin, 2%. Kenneth J. Seymour is 30% partner, his wife Carolyn Seymour is 40% partner and Keith M. Seymour is 20% partner in permittee of low power TV K14HN Hillsboro, OR. Kenneth J. Seymour is 80% owner, and Keith M. Seymour is 20% owner of corporate permittee of low power TV K16CB Portland, OR. Filed April 12.
- Vancouver, WA (BPH890413MN)—Linda and Jack Sexton seeks 105.9 mhz; 18 kw; 252 m. Address: 3030 Riverview Dr., Fairbanks, AL 99709. Principals have no other broadcast interests. Filed April 13.
- Vancouver, WA (BPH890413ML)—Vancouver FM Broadcasters LP seeks 105.9 mhz; 7.5 kw; 385 m. Address: 5745 SE 21st Ave., Portland, OR 97202. Principal is headed by Richard L. Vega, and has no other broadcast interests. Filed April 13.
- Vancouver, WA (BPH890413MJ)—Clark Broadcasting LP seeks 105.9 mhz; 6 kw; 390 m. Address: P.O. Box 61761, Vancouver, WA 98666. Principal is headed by Lynne Keller, who has no other broadcast interests. Filed April 13.
- Vancouver, WA (BPH890413MK)—Bernard V. Foster seeks 105.9 mhz; 6.9 kw; 393 m. Address: 4115 NE 19th St., Portland, OR 97211. Principal has no other broadcast interests. Filed April 13.
- Vancouver, WA (BPH890413MG)—Turnbeaugh Communications LP seeks 105.9 mhz. Address: P.O. Box 7871, Stockton, CA 95209. Principal is owned by Roger L.

Turnbeaugh Sr., 59.98%; Calvin Sutliff, 6.67%; Philip Rainwater, 6.67%; Gerald J. Kazma, 13.34%, and JCA Investment LP, 13.34%. It also owns KCVR(AM)-KWIN(FM) Lodi, CA. Roger Turnbeaugh owns 16% voting stock in Four W Broadcasting Inc., licensee of KHSS(FM) Walla Walla, WA. Filed April 13.

#### TV's

- Knoxville, TN (BPCT890405)—SWMM/Knoxville Corp. seeks ch. 26; 5,000 kw visual; 369 m. Address: 6100 Corporate Dr., #500, Houston 77036. Principal is owned by Southwest Multimedia Corp., which is sole shareholder of SWMM/Brownsville Corp., licensee of KVEO-TV Brownsville, TX. SWMM/Odessa-Midland Corp., licensee of KPEJ(TV) Odessa, TX, and SWMM/Shreveport Corp., licensee of KMSS-TV Shreveport, LA. It also owns 80% of shares of SWMM/Waco Corp., licensee of KWKT(TV) Waco, TX. Filed April 5.

### Actions

#### AM's

- Pensacola Beach, FL (BP861224AC)—Granted app. of Pensacola Bay Broadcasting Co. for 1570 khz. Address: 1100 Shoreline Dr., #220, Gulf Breeze, FL 32561. Principal is equally owned by Galen D. Castlebury Jr. and Helen L. Castlebury. It has no other broadcast interests. Action April 20.

- Cloverdale, VA (BP870629AH)—Granted app. of Golden Rule Organization Workshop Inc. for 820 khz. Address: 201 Progress St., Blacksburg, VA 24060. Principal is owned by Virginia L. Baker, Larry C. Cobb and Vernon H. Baker. Virginia L. Baker is officer, director and stockholder of Baker Broadcasters Inc., licensee of WBZI(AM)-WLGJ-FM Xenia, OH, and WKGM Smithfield, VA. Action April 20.

#### TV's

- American Falls, ID (BPH890215MB)—Returned app. of Axiom Communications Partnership for 104.1 mhz; 3 kw; 100 m. Address: 5420 Fieldgreen Dr., Stone Mountain, GA 30088. Principal is owned by Eric W. Reid, and Larry G. Fuss. Reid also owns WANQ(AM) Delmar, NY. He also owns interest in CP New FM Truro, MA, and WNYQ Rotterdam, NY. Action March 16.
- Poplar Bluff, MO (BPH890217ML)—Returned app. of Lawrence McCann, Dave Obergoenner, Debra Clarke for 103.5 mhz; 50 kw; 83 m. Address: 3204 Yale Dr., St. Charles, MO 63301. Principal has no other broadcast interests. Action March 9.

## Facilities Changes

### Applications

#### AM's

- Flagstaff, AZ, KCLS 600 khz—April 12-Application for CP to change antenna system, reduce night power and change TL: 1½ mi W of Flagstaff, AZ; 35 11 47N 111 40 28W.
  - San Francisco, KCBS 740 khz—April 11-Application for CP to change night time directional pattern.
  - Lake Oswego, OR, KLV5 1290 khz—April 13-Application for CP to change antenna system; TL: 15201 SE Johnson Rd., Clackamas, OR; 45 24 44N 122 34 37W.
  - New York, WINS 1010 khz—April 4-Application for Mod of CP (BP840723AN) to make changes in antenna system; change TL to Metro Rd., 2.9 km E of intersection of Rtes. 3 and 20; 40 48 39N 74 02 24W.
  - Riverhead, NY, WRHD 1570 khz—April 11-Application for CP to change TL: Middle Rd., 1000 ft. E of Horton Rd., 2.4 km NE of Riverhead, NY; 40 56 06N 72 41 32W.
  - Adjuntas, PR, WPJC 1020 khz—April 14-Application for Mod of CP (BP841227AB) to change antenna system from DA-2 to DA-N, Non-DA-D for new station.
  - Camuy, PR, WCHQ 1360 khz—April 12-Application for Mod of CP (BP870707AB, as Mod) to augment directional pattern.
- #### FM's
- Alameda, CA, KJAZ 92.7 mhz—March 29-Application for CP to change ERP: .57 kw H&V; HAAT: 227 m H&V; TL: atop Bank of America Bldg., 555 California St., San Francisco.
  - Honolulu, KHHH 98.5 mhz—April 19-CP canceled for BMPH8707061F, Mod of CP (BPH821028AN) to change TL and HAAT.
  - Indianapolis, WRFT 91.5 mhz—April 03-Application for CP to move tower location 41.5 m.
  - Moss Point, MS, WKYK 104.9 mhz—March 29-Appli-

cation for CP to change ERP: 33 kw H&V; HAAT: 183 m H&V; CLASS: C2; TL: 1.5 mi E of MS-AL line on Gaston Loop Rd. in Mobile County, AL.

- Medford, OR, KOPE 103.5 mhz—March 29-Application for Mod of CP (BPH841231MA) to change ERP: 100 kw H&V; HAAT: 312 m H&V; TL: Atop Johns Peak, 4 km WSW of Central Point, OR.

### Actions

#### AM's

- Madison, AL, WDKT 1360 khz—April 21-Application (BP880928AA) returned for CP to increase night power to 500 w.
- Puyallup, WA, KJUN 1450 khz—April 20-Application (BP870813AG) granted for CP to change FREQ: 1440 khz; increase night power to 2 kw; increase day power to 5 kw; install DA-2.

#### FM

- Cabot, AR, CP FM 102.5 mhz—April 19-Application (BPH8903021B) returned for Mod of CP (BPH870710MM) to change TL: 5.8 km N 356 degrees E to Cabot, AR, 2300 ft. W of Hwy. 89 on Pickthorn Rd.

## Actions

- Westinghouse Communication Services Inc. (WCS). Authorized WCS to construct and operate 6/4 ghz international earth station at Boca Chica Key, FL, for provision of Intelsat Business Services. (By O&A [DA 89-461] adopted April 21 by chief, International Facilities Division, Common Carrier Bureau.)
- Wold Communications Inc. Authorized Wold to construct and operate international earth station facilities at Sylmar, CA, for provision of international television service. (By O&A [DA 89-462] adopted April 20 by chief, International Facilities Division.)
- Satellite Distribution of Programing. Began inquiry on existence and extent of any unlawful discrimination by satellite carriers against distributors in distribution of superstation and network station programming by satellite. Comments are due June 30, replies July 31. (Gen. docket 89-88 by NOI [FCC 89-115] adopted April 12 by commission.)
- 800 mhz Public Safety Bands. Decided not to adopt government-mandated trunking compatibility protocol standard for existing communications equipment operating in 800 mhz public safety bands. (Gen. docket 88-441 by MO&O [FCC 89-69] adopted Feb. 22 by commission.)
- FCC Affirms Grant of Short-Spacing Rule Waiver to WYRY Hinsdale, NH (Report MM-391, Mass Media action). FCC has affirmed Mass Media Bureau action granting Tri-Valley Broadcasting Co., licensee of WYRY-FM, Hinsdale, NH, waiver of short-spacing rule, over objection of WXL0-FM Fitchburg, MA. Action by commission April 20 by MO&O (FCC 89-123).
- American Mobile Data Communications Inc. Granted AMDC extended construction period to build nationwide two-way digital communications network using frequencies in 900 mhz band allocated to Specialized Mobile Radio Service. (By MO&O [FCC 89-114] adopted April 12 by commission.)
- FCC Amends Rules to Permit Broadcast and Cablecast of Lottery Information of Certain Indian Gaming Activities (Report MM-392, Mass Media action). Amended rules to allow broadcast and cablecast of lottery information and advertisements for certain Indian gaming activities as specified in Indian Gaming Regulatory Act. Action by commission April 25 by R&O (FCC 89-124).
- Maryland PSC Denied Review of FCC Preemption of Billing and Collection Services Offered by LECS to Interstate Carriers (Report CC-314, Common Carrier action). Denied application by Maryland PSC seeking review of staff order that declared that FCC had properly preempted states from regulating billing and collection services offered by local exchange carriers to interstate carriers. Action by commission April 14 by MO&O (FCC 89-120).
- San Bernardino Public Safety. Clarified two aspects of decision granting conditional waivers of rules to allow County of San Bernardino, CA, to establish county-wide public safety system by using frequencies offset for regularly assignable 800 mhz channels. (By MO&O [FCC 89-119] adopted April 13 by commission.)
- Electromagnetic Emissions. Extended to June 7 and July 7 dates for filing comments and replies, respectively, in matter of procedure for measuring electromagnetic emissions from digital devices. (Gen. docket 89-44, by order [DA 89-453] adopted April 10 by chief engineer.)
- Ameritech. Upheld bureau action denying objections to



Ameritech Operating Companies revisions filed on behalf of Indiana Bell to increase special access rates and decrease local transport portion of switched access rates. (By MO&O [FCC 89-97], adopted March 27 by commission.)

■ **FCC Amends Rules to Allow Licensees to Modify Authorizations to Specify New Community of License**—MM docket 88-526 (Report DC-1398, action in docket case). Amended rules to establish procedure whereby FM and television licensees and permittees may modify their authorizations to specify different community of license in course of rulemaking proceeding. Action by commission April 26 by R&O (FCC 89-128).

■ **Twentieth Holdings Corp.** Permitted to Put WFXT(TV) Boston, in Trust Subject to Strict Compliance with Insulation Requirements (Report MM-393, Mass Media action). Consistent with existing precedent, approved application of Twentieth Holdings Corp., licensee of WFXT(TV), ch. 25, Boston, to transfer control of license to trust, provided that certain conditions designed to insulate better trust from Twentieth are fulfilled. Action by commission April 26 by decision (FCC 89-129).

■ **Increased Power Permitted for PMS Stations**—CC docket 88-135 (Report DC-1339, action in docket case). Authorized Public Mobile Service licensees, typically paging and two-way services, to increase effective radiated power (ERP) when their interference contours do not exceed existing interference contours of co-channel stations operating under control of same license. Action by commission April 26 by R&O (FCC 89-126).

■ **Commission Grants Waiver of CableTelco Cross-Ownership Rules For GTE in Cerritos, CA** (Report CC-315, Common Carrier action). Granted waiver of cable-telco cross-ownership rules and affirmed authority of General Telephone Co. of California to construct and operate coaxial cable system in Cerritos, CA. In addition, commission granted General's request for authority to construct and operate fiber optic system in same city and waived cross-ownership rules for that purpose. Action by commission April 26 by MO&O (FCC 89-127).

■ **FCC Proposes Amending Rules to Implement Final Acts of 1987 Mobile WARC**—gen. docket 89-103 (Report DC-1397, action in docket case). Proposed modifications to Parts 2, 25, 80 and 87 of rules to reflect revisions of radio regulations scheduled to become effective Oct. 3. Action by commission April 26, by NPRM (FCC 89-125).

■ **AM Service.** Adopted National Radio Systems Committee emission limitation known as NRSC-2 as new AM broadcast standard, beginning June 30, 1990. (MM docket 88-376, by First R&O [FCC 89-118] adopted April 12 by commission.)

■ **Indian Lotteries.** Amended rules to allow broadcast and cablecast of lottery information and advertisements for certain Indian gaming activities as specified in Indian Gaming Regulatory Act. (By R&O [FCC 89-124] adopted April 25 by commission.)

■ **Home Satellite Dish Market.** Initiated proceeding to solicit comment on feasibility of imposing syndicated exclusivity rules with respect to delivery of syndicated programming to home satellite dish owners. Comments are due July 7, replies August 4. (Gen. docket 89-89 by NOI and NPRM [FCC 89-117] adopted April 12 by commission.)

■ **Los Angeles.** Denied Black Television Workshop of Los Angeles reconsideration of action ordering hearing to determine whether BTW is qualified to be licensee. (MM docket 88-420 by MO&O [FCC 89-121] adopted April 19 by commission.)

■ **Telstar Inc.** FCC has determined that Administrative Procedures Act will allow it to submit to House subcommittee certain documents, previously withheld, concerning applications of Telstar Inc., for new common carrier point-to-point microwave radio stations. (By order [FCC 89-132] adopted April 27 by commission.)

■ **Requests for Reconsideration of Terms and Conditions of Revised Access Tariffs Denied**—CC docket 86-125, phase II (Report DC-1401, action in docket case). Denied requests by MCI Telecommunications Corp., GTE Service Corp. and NYNEX for reconsideration of its March 9, 1987, order completing investigation of local exchange carriers' LECs revised terms and conditions contained in their July 2, 1985, annual interstate access tariff filings. Action by commission April 26 by MO&O (FCC 89-130).

■ **Selection of Broadcast Applicants by Lottery.** Granted Federal Communications Bar Association's request for extension of time to file comments and replies in this proceeding. Comments are now due June 8, replies June 30. (MM docket 89-15 by order [DA 89-483] adopted April 27 by chief, Mass Media Bureau.)

■ **Annual 1988 Access Tariff Filings.** Responding to 14 petitions for reconsideration of Dec. 27, 1988 order (FCC 88-420), concluded that FCC has authority to impose refunds without accounting order or suspensions, but may not order refunds of decreased rates under Section 204(a).

Reaffirmed COE Category 3 disallowance for New England Telephone. It also found that particular comparisons of forecast and actual data used in Dec. 27 order for inside wire and special access cost-demand disallowances may be inaccurate. Finally, FCC reaffirmed disallowances for excess deferred taxes and for New York Telephone's special access loop count, but vacated message COE Category 4.23 disallowance. (CC docket 88-1, Phase II by MO&O on Reconsideration [FCC 89-131] adopted April 27 by commission.)

## Allocations

■ **Boonville, Huntsville, Osceola and Wheeling, all Missouri.** Effective June 16, amended FM table by substituting channel 257C2 (99.3 mhz) for channel 257A at Boonville, and conditionally modifying license of KDBX-FM to specify operation on C2 channel; by allotting channel 223A (92.5 mhz) to Huntsville; channel 222A (92.3 mhz) to Osceola; and channel 289A (105.7 mhz) to Wheeling. Filing window for Huntsville, Osceola, and Wheeling channels will open June 19, and close July 19. (MM docket 88-329 by R&O [DA 89-460] adopted April 19 by chief, Allocations Branch, Mass Media Bureau.)

■ **Harrisonville and Carrollton, both Missouri, and Girard, KS.** At request of KCFX Radio Inc., proposed amending FM table by substituting channel 266C1 (101.1 mhz) for channel 264C (100.7 mhz) at Harrisonville, and modifying license of KCFX(FM) to specify operation on C1 channel; by substituting channel 264C1 for channel 266C at Carrollton, and modifying license of KMZU at Girard, to specify operation on C1 channel; and by substituting channel 256A (99.1 mhz) for channel 266A at Girard. Comments are due June 23, replies July 10. (MM docket 89-96 by NPRM [DA 89-459] adopted April 19 by chief, Allocations Branch.)

■ **Huron, SD.** At request of Dakota Broadcasting Inc., proposed amending FM table by substituting channel 256C1 (99.1 mhz) for channel 221A (92.1 mhz) at Huron, and modifying license of KURO-FM to specify operation on C1 channel. Comments are due June 23, replies July 10. (MM docket 89-94 by NPRM [DA 89-457] adopted April 19 by chief, Allocations Branch.)

■ **Churchville and Luray, both Virginia.** At request of Peter W. Lechman, proposed amending FM table by substituting channel 292B1 (106.3 mhz) for channel 294A (106.7 mhz) at Churchville, and modifying his construction permit to specify B1 channel. In order to accommodate Churchville upgrade, proposed substituting channel 289A (105.7 mhz) for channel 292A at Luray, and modifying license of WLCC(FM) to specify operation on new class channel. Commonwealth Audio Visual Enterprises, licensee of WLCC(FM), is ordered to show cause by June 23 why its license should not be modified. Comments are due June 23, replies July 10. (MM docket 89-95 by NPRM [DA 89-458] adopted April 19 by chief, Allocations Branch.)

■ **Imboden, AR.** At request of Jim Atkinson, proposed allotting channel 245A (96.9 mhz) to Imboden as its first local FM service. Comments are due June 16, replies July 3. (MM docket 89-93 by NPRM [DA 89-444] adopted April 11 by chief, Allocations Branch, Mass Media Bureau.)

■ **Joshua Tree, CA.** Dismissed petition of Craig L. Fox requesting allotment of channel 221A (92.1 mhz) to Joshua Tree. (MM docket 88-237 by R&O [DA 89-445] adopted April 11 by chief, Allocations Branch.)

■ **Ogden, KS.** Ordered KQLA, channel 280A (103.9 mhz), Ogden, to show cause why its license should not be modified to specify operation on channel 278A (103.5 mhz). (MM docket 87-36 by order [DA 89-427] adopted April 11 by chief, Allocations Branch.)

■ **Bishopville, MD.** At request of John P. Gillen, proposed allotting channel 295A (106.9 mhz) to Bishopville as its first local FM service. Comments are due June 16, replies July 3. (MM docket 89-92 by NPRM [DA 89-428] adopted April 11 by chief, Allocations Branch.)

■ **Farwell, TX.** Effective June 9, amended FM table by substituting channel 252C2 (98.3 mhz) for 252A at Farwell, and modified license of KLZK-FM accordingly. (MM docket 87-398 by R&O [DA 89-426] adopted April 10 by chief, Allocations Branch.)

■ **Eagle River, WI.** Effective June 9, substituted channel 233C2 (94.5 mhz) for channel 232A (94.3 mhz) at Eagle and modified license of WRJO(FM) accordingly. (MM docket 88-313 by R&O [DA 89-425] adopted April 10 by chief, Allocations Branch.)

■ **New Ulm, Bryan, Huntsville, Cameron, Creedmoor and La Grange, all Texas.** Effective June 12, amended FM table to substitute channel 259A (99.7 mhz) for channel 235A (94.9 mhz) at Huntsville. (MM docket 87-209, by

MO&O [DA 89-429] adopted April 11 by chief, Policy and Rules Division, Mass Media Bureau.)

■ **Greenup, KY and Athens, OH.** On reconsideration, substituted channel 289B1 (105.7 mhz) for 288A (105.5 mhz) at Athens Greenup and modified WXTQ-FM's license accordingly. This action reversed 1987 Report and Order which substituted channel 298B for 288A at Greenup and modified WLGC-FM's license accordingly. (MM docket 86-29 by MO&O [DA 89-443] adopted April 11 by chief, Policy and Rules Division, Mass Media Bureau.)

## Call Letters

### Applications

Call Sought by

#### New FM's

WZLM(FM) Dale Broadcasting Inc., Dadeville, AL  
 WESP(FM) Broadcast Associates, Dothan, AL  
 WXPZ(FM) Milford Ltd., Milford, DE  
 WGUF(FM) Rowland Gulf Radio Inc., Marco, FL  
 WJMD(FM) Hazard Broadcasting Services, Hazard, KY  
 WPJB(FM) Full Power Radio of Narragansett Inc., Narragansett Pier, RI

#### Existing AM's

KTIM(AM) KCIW Kenyon Communications Inc., Wickenburg, AZ  
 KBRL(AM) KSWN Ron Crowe & Associates, McCook, NE  
 WBYM(AM) WSCM B-BE Media Inc., Cobleskill, NY

#### Existing FM's

KTIM-FM KCIW-FM Kenyon Communications Inc., Wickenburg, AZ  
 KSHO(FM) KBON Inland Empire Broadcasting Corp., Lake Arrowhead, CA  
 WZCL(FM) WXRI-FM ML Media Opportunity Partners L.P., Norfolk, VA  
 WSHZ(FM) WNYJ The RadioActive Group Inc., Rotterdam, NY

#### Grants

##### New AM

KEZF(AM) Dale A. Owens, Tigard, OR

##### New FM's

WKPFB(FM) Western Kentucky University, Henderson, KY  
 KQKQ(FM) KQKQ Inc., Galveston, TX  
 WXXI(FM) Salem Broadcasters, Salem, WV

##### New TV

KDKF(TV) Sunshine Television Inc., Klamath Falls, OR

#### Existing AM's

KMOW(AM) KEYU KEYI-FM Partners L.P., Austin, TX  
 KNDA(AM) KJJT L&T Enterprises Inc., Odessa, TX  
 WCUM(AM) WJBX Radio Cumbre Broadcasting Inc., Bridgeport, CT  
 WKRT(AM) WHYP Rambaldo Communications Inc., North East, PA

#### Existing FM's

WKQR(FM) WSYE Fuller Broadcasting Co. of Mobile County Inc., Citronelle, AL  
 KBZE(FM) KWDY-FM Optima Communications Inc., Colorado Springs  
 WERQ(FM) WSPW Michael Leep, New Carlisle, IN  
 WLKA(FM) WFLC Dell Broadcasting Co. of New York, Canandaigua, NY  
 WRKT-FM WRKT Rambaldo Communications Inc., North East, PA

# Classified Advertising

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

## RADIO

### HELP WANTED MANAGEMENT

**Northeast.** Group seeks two station/sales managers who understand and enjoy selling and leading sales staffs Upstate NY and western Pennsylvania. We're a group on the move and need strong, key people to grow with us. Replies confidential. EOE. Box C-49.

**General manager/general sales manager** for FM in East Coast resort market. Outstanding record as leader and sales manager a must. Excellent future with growing company. \$60,000 base plus cash flow incentive. Earned equity possible. All replies acknowledged. Confidentiality assured. EOE. Box C-66.

**Firebreathing GM** for successful high rated Class C CHR top 100 market. Resume to K106. 7525 Waterwood. Shreveport. LA 71109. EOE.

**Sales manager** for WLOI/WCOE, small market radio stations in northern Indiana. Must be energetic positive leader, trainer, motivator for two separate experienced sales staffs. No local sales list but sales manager responsible for agency sales. Strong support from full-time co-op director and telemarketing department. Guarantee, plus override, family insurance program plus other benefits. Send resume and reference to Ken Coe, President, WLOI/WCOE, 902 1/2 Lincolnway, La Porte, IN 46350. EOE.

**General sales manager** for top rated AM/FM combo in central Pennsylvania, owned by aggressive group operator. Must be a superb leader, innovator in changing sales techniques. Must be able to maintain on-going sales training. Fighter, cheerleader, motivator for an already great sales team. Salary + override + good fringes. Need resume. Salary requirements immediately Box D-17. EOE.

**Sales/GM - Combo** on Fla. west coast in the fastest growing area. Need results oriented individual with proven track record in sales & management. We want results not excuses. Excellent salary and performance bonuses in tropical paradise. Send resume Box D-22. EOE.

**Sales manager:** I need a person who is highly motivated and can sell, manage people, create promotions and take my chair in 12 months! If you can do it, call Bob Tole, Owner, 603-524-6050. EOE M/F.

**South Bend area** new regional AM with FM CP needs hard working sales manager. No current sales staff. If you can handle all sales then you keep ALL commissions. AM cash flow must be beefed up to allow FM to be constructed. AM covers South Bend, Indiana and Benton Harbor, Michigan. SMN Heart and Soul. Prefer South Bend area experience. Send detailed resume to Larry Langford, WLLU/WLWJ, Box 393, Cassopolis, MI 49031 EOE

**Colorado mountain AM/FM.** small market, needs turnaround. Covers 2 ski resorts. Need sales oriented general manager who can purchase 49% ownership with \$25,000 down. Rush resume and financial qualifications to: Bill Kitchen, P.O. Box 160, Louisville, CO 80027. EOE

**Are you ready** for your first management position? Growing New England group searching for sales manager to motivate seasoned sales staff to new heights. Must have strong sales background. Opportunity to grow with the company. Send resumes to General Manager, WNCN-FM, Box 551, Montpelier, VT 05601. EOE.

**Wanted:** Motivated person to assume control and ownership of small market AM in northwestern PA, including assumption of first and second mortgages. Replies to Box D-29. EOE.

**Manager, KCCK-FM operations:** Must have at least three years successful work experience in broadcasting, preferably at a CPB-qualified radio station and preferably in an upper-level broadcast management position. Bachelor's degree in Broadcasting or related field required; Master's degree preferred. Previous supervisory experience required; previous successful experience in public relations, fundraising, volunteer and friends groups, and community involvement activities preferred. This person must have proven leadership capabilities. This is a dynamic position in a growing station and requires an energetic innovative leader. Demonstrated written and verbal communication skills required. The ability to produce radio programs and to function on-air is required. Applications will be accepted until the position is filled. Transcripts, letters of recommendation and/or credentials are required for this position. Contact Personnel Office, Kirkwood Community College, P.O. Box 2068, Cedar Rapids, IA 52406; 319-398-5615. AA/EEO.

### HELP WANTED SALES

**Imagine a fast-growing radio market,** with over 2 million people, no local TV, no full-area newspaper and no format competition. Now, imagine yourself selling in southern California at Lite Hits KQLH-FM! If you're motivated, aggressive, enjoy direct retail and making lots of money, call Robin Abercrombie, LSM, now at 714-737-1370. Immediate opportunity! EOE. M/F

**Trumper Communications** is seeking account executives for present and future openings. If you are a radio salesperson with a minimum 2 years experience with a successful track record, we want to hear from you. We are a growing broadcast group offering excellent opportunities and earnings potential. Send resume to: Trumper Communications, Inc., 900 Oakmont Lane, Suite 210, Westmont, IL 60559. EOE.

**Need a Super Star!** Senior account executive who can sell directs and can work agencies in Philadelphia market. Management potential! Respond to Box D-15. EOE

**Sales: Disciplined self-starter** with desire to earn unlimited income in sales for top south Florida radio station Team environment. EOE. Send resume: WSHE Personnel, 3000 S.W. 60th Ave., Fort Lauderdale, FL 33314.

**Start now.** Heavy duty sales people. Must be motivated. 100,000 watts rated #1 25-54, 25-49, 18-49, 18-34, 12-24, 18+, 12+, 6am-12 mid, Mon/Sun. Resume to KXGO FM, Personnel Director, P.O. Box 1131, Arcata, CA 95521. EOE.

### HELP WANTED ANNOUNCERS

**WVMT stereo 620** seeks full and part time announcers. Lots of remotes, lots of fun. Up-tempo AC format. Burlington metro. Previous experience required. T & R Mark Esbjerg, Box 620, Colchester, VT 05446. EOE.

**Moonlight** with Davis Deejays. If you live in the Baltimore/Washington area and do not have a Saturday air-shift, you can make good supplemental bucks doing weddings and private parties. Call 1-800-999-DAVIS. EOE

### HELP WANTED TECHNICAL

**Unique position available** for unique person. AM/FM group seeking broadcast technical type to work with group chief. Must be flexible, responsible and able to travel. Prefer at least 2 yrs experience. Headquarters in Mid-South. Attitude most important. EOE. Box D-33.

**Engineering pros wanted:** Osborn Communications is looking for engineering professionals. Heavy construction, RF, audio a must. SBE certification a plus. Send resume, salary history to Mark Olkowski, 405 Lexington, Ave., 54th Floor, New York, NY 10174. EOE.

**Broadcast engineer:** Needs RF and studio engineering experience. \$1500/month plus health. Send resumes to K-100 Radio, P.O. Box 631, Marysville, CA 95901. EOE.

### HELP WANTED NEWS

**News anchor:** Akron's News/Talk WNIR has opening for news anchor/reporter, with award winning news department. Talk show hosting and television news can also be part of the package. Call Bill Klaus, 216-673-2323. EOE.

**News opening:** Join our Northern New England News Department and polish your skills in every aspect of the profession: Gathering, writing, and delivering. Opening in June. EOE. Women and minorities encouraged. Box D-28.

**News person.** Long hours, low pay but great place to start. No calls please. KQSS, Box 1432, Globe, AZ 85502. EOE.

**KCBS Radio is seeking** a managing editor. Primary responsibilities include news assignments and general supervision of the news product. A minimum of five years experience in the news department of a large or major market radio station is required. Management and on-air experience preferred. Send resume to Ed Cavagnaro, Director, News and Programming, KCBS, #1 Embarcadero Center, San Francisco, CA 94111. No phone calls. An equal opportunity employer.

Blind Box Responses

**BOX ???**  
c/o Broadcasting Magazine  
1705 DeSales St., NW  
Washington, DC 20036

(No tapes accepted)

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Announcer/producer.** Public station WCAL (100kw FM, 5kw AM, serving Minneapolis/St. Paul market) seeks Classical host/producer. Requires: engaging, informed on-air style; high proficiency in programming and announcing. **Classical music, interviews, studio equipment, and production.** BA preferred. Excellent salary and benefits. Imaginative, dedicated staff, outstanding technical facility at Nation's first listener supported station. Applications by May 15 get fullest consideration. Resume and non-returnable audition tape to: Personnel Director, St. Olaf College, Northfield, MN 55057. EOE/AA.

**FM program director:** WNYC-FM New York Public Radio seeks a program director. Responsibilities include coordinating and supervising the FM programming staff, planning and executing all special programming, overseeing program acquisitions, monitoring on-air sound, reviewing and analyzing audience data, coordinating technical needs with operations and engineering & cooperating with development personnel on fundraising projects. Requirements include a Bachelors Degree with strong liberal arts emphasis, ten years in broadcasting with two years in a managerial capacity, outstanding managerial and organizational skills, strong knowledge of classical music is highly preferred. Salary mid 40's + complete benefits package. Please send resume with cover letter to: WNYC-Personnel, 1 Centre St., 32nd Floor, New York, NY 10007. No phone calls please. EOE

### SITUATIONS WANTED MANAGEMENT

**General managership sought.** Revenue-and-results focused major market operations manager willing to trade market size for positive, mutual growth opportunity. Startup specialist with substantial, broadbased background. J. Young, 301-424-6061.

**25 year senior broadcaster.** Background includes sales, training, motivation and programming. Small, medium and major market experience. Team leader with a belief in community involvement, promotion and the bottom line. GM positions in top 75 preferred. Box D-9

**GM, skilled in administration,** sales, programming, engineering, and FCC matters. Available in 30 days. Equity considered. Box D-11

**Last five years** my stations have been number one. I'll do the same for you. Programming/sales oriented GM. Available now! East Coast. Call Bill, 804-232-5197.

**Presently employed general manager** ready to move into new opportunity. Medium or large market wanted. Aggressive. Mature. Goal oriented. CRM. I produce results! And have records to prove it. Call me now at 901-794-7993. Your ratings and cash flow will be happy you did!

**Southeast general manager.** Nine years GM experience. FM. Longevity in top 100 market. Profitable sales and ratings track. Box C-50.

**General manager.** Medium/small market. Fully experienced with developing a dedicated staff for success. West only. David, 209-435-9455

**Station sold,** 20-year management pro. Bottom line, community involved. Available now. 505-865-0717.

**13 year veteran,** self-employed, returning to radio. Solid experience. Seeking small - medium GM or medium - large SM position. 305-770-6450.

**Major market G.M.:** Station sold, available soon. Experience, credentials, skills, abilities, AM and turnaround specialist. All market sizes or groups considered. Box D-35.

**Sales manager.** Experienced motivator and trainer. Managing by objectives creates results. So does leading by example. Calif only. Box D-38.

### SITUATIONS WANTED SALES

**Metro Wash., D.C.** Major league experience. mature. Call me now at 703-658-4919.

### SITUATIONS WANTED ANNOUNCERS

**Please hire me!** General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Baccok, 3502 Ted Ave., Waukegan, IL 60085. 312-623-6997.



**Looking for an honest announcer?** Clean-cut black male with part-time college tunnel radio experience, seeks simple down to earth entry level radio station on East Coast. Norman, 617—298-3437

**27 years** Easy Listening experience. Final career move Bonneville or similar only! Neil Sher, 717—675-6982

**Sportscaster:** High-energy professional with talk show, PBP and color commentary experience in large media market. Knowledge of all sports as well as technical engineering aspects Bruce Reicher, 264 Mountain Rd., Windsor, CT 06095, 203—683-1656 Will relocate

**10 years on air** with PD and MD experience, conversational and humorous without the bells and whistles Looking to work back in Buffalo or N.E. Paul, 813-574-6792.

#### SITUATIONS WANTED NEWS

**Diligent, energetic, Sportscaster** available for play-by-play or color commentary. Well-versed in all sports, all levels of competition. Also, News anchor/reporter. Willing to relocate. Call Marc, day or night, at 201—287-3327

**Sportscaster,** 14 yr experience, 16 AP awards for sports-casts and PBP. Medium/major markets only 303—241-6452.

**Veteran sportscaster** who detests cliches, knows how to write, and can ask intelligent questions. Have done major college PBP and some PBP is a must I'm good, not cheap and not desperate. Box D-18.

**Sports: Talk is cheap.** As a veteran sportscaster, I back my words with knowledge. Sports talk-show host, ten years of play-by-play, including coverage in the most recent NCAA basketball tournament. Job experience includes anchoring in Philadelphia, and reporting in Boston and for most of the major networks. Box C-21

**Announcer,** experienced in mature news delivery and studio control operations, seeks full time or part time employment with radio broadcaster in the Philadelphia, southeastern Penna., southern New Jersey or northern Delaware areas. Also available for "Free Lance" commercial, non-commercial or industrial voice work in or out of state area. Will send demo tape upon request F. Randall, Suite 123, 545 Greenree Rd., Turnersville, NJ 08012

**Network O&O sportscaster** seeks to upgrade from part to full-time work. Seeking major or strong medium market station for all responsibilities. Box D-37

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Spanish translations:** Broadcast quality. Scripts, voiceovers. Voice directing and coaching 212—877-8880.

**Your News/Talk or Full-service AM** languishing? Maybe you need savvy, goal-oriented, demographics-minded, ND/PD/OM, who knows how to program news, topics people talk about. Who is promotion-minded and knows how to involve station and community. Currently employed. L.A. metro. Box D-39.

#### MISCELLANEOUS

**Make money in Voiceovers:** One-day seminar covers marketing, technique, demo tapes, character voices, everything you need to do commercials and industrials. In NYC, Sunday May 21. Call toll free: 1—800—333-8108 In NYC 212—369-3148. Berkley Prods., Box 6599-B, New York, NY 10128-991 EOE.

**It's working!** Successful, experienced account executives can find rewarding opportunity in operating their own broadcasting business. Dealerships still available. Part time/minimal investment. Contact Audio Quest, 614—486-7700.

#### CONSULTANTS

**Startups/turnarounds:** Ex G.M., any format, revenue generator, CP to full broadcast, train existing staff, all areas, office systems, FCC, sales and bottom line oriented, fix a mess fast, any broadcast problem solved. West only 505—293-1252 T J

## TELEVISION

#### HELP WANTED MANAGEMENT

**GSM needed** for small Midwest market affiliate. Prior sales management with local, regional, and national a must. Excellent compensation for right individual. Send resume, compensation requirements, and references to Box C-54. EOE, M/F.

**Field service TV news crew manager.** Experienced broadcast manager needed to supervise TV ENG crews in five cities in four states. Must have strong administrative, personnel development, supervisory, technical and people skills. No editorial decisions. Based in metro Detroit. Limited travel. Immediate opening. Send qualifications letter with resume and salary requirements to: General Manager, MVP Communications, Inc., 1075 Rankin, Troy, MI 48083 EOE.

**Video studio mgr:** Award-winning municipal access cable TV dept seeks innovative manager-producer. BA, technical competence and 3+ yrs exp in supervision and all aspects of production req. Salary \$28-\$42,000. Outstanding benefits. Send resume to Jason Stone, East Brunswick Public Library, 2 Civic Center, East Brunswick, NJ 08816. EOE.

**Aggressive, award-winning PTV station** in Southwest seeks director of operations. Responsible for management and supervision of facility scheduling, graphics design, on-air operation, and station physical facilities including uplink and remote services. Bachelor's degree in related field. Equivalent education and experience accepted in lieu of degree on a one-year for one-year basis. Seven years experience in broadcast or media operations, including facility management, administration, budgeting, graphics, photography, production techniques, personnel supervision. General knowledge of FCC regulations desired. Salary \$29,848 negotiable DOE. Closing date 6-5-89. Submit application and/or resume to UNM Personnel, 1717 Roma N.E., Albuquerque, NM 87131. Reference this ad and Requisition #435-A. AA/EOE

**WSBT-TV has an opening** for a general sales manager. Applicants should have either national or local sales management experience, preferably both. Send resume and salary requirements to General Manager, WSBT-TV, 300 W Jefferson Blvd., South Bend, IN 46601. No phone calls. EEO, M/F.

**Local sales manager** for small market ABC affiliate in a top agri-business area. Individual should have either 3-4 years of successful local television sales or currently hold a sales management position. Ability to train local staff is essential. Send resume and overview of management philosophy to Pat Niekamp, General Sales Manager, KAAL-TV, Box 577, Austin, MN 55912. EOE.

**General sales manager:** This middle market, leading independent is searching for a highly motivated, hard working individual. Ideal candidate should have some national sales experience, with a heavy emphasis on local sales, new business development and sales management. We're a dynamic, growing group operator with great benefits, and terrific growth opportunity. Inquiries will be held in strict confidence and should be sent to: Box D-36. EOE.

**WBFS-TV,** a Combined Broadcasting station, is seeking an experienced program director. Join the team at one of south Florida's leading independents and the home of Miami Heat basketball. Contact General Manager, Jerry Carr. Resumes only. 16550 NW 52nd Ave., Miami, FL 33014. EOE.

#### HELP WANTED SALES

**KFVE-TV Channel 5:** Account executive. We are looking for an experienced, successful person, with high energy and enthusiasm, ambitious, competitive and willing to work hard for large financial rewards. Must have a minimum of 3 years broadcast sales experience. Please send resume and salary history to KFVE-TV, 315 Sand Island Rd., Honolulu, HI 96819-2295, Attn: Norma. Confidentiality assured. EOE.

**Account executive:** #1 CBS affiliate in Richmond, VA is looking for a sales pro! If you can develop new business, create new opportunities while servicing a great list, WTVR-TV 6 has a golden opportunity for your television career! Excellent growth opportunities if you're serious about future management at WTVR-TV! Send resume to Jim Cosby, LSM, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please. EOE, M/F

**TV production & distribution** company needs syndication specialist, office producer/manager. Huntington (LI) based. Call 516—351-5878 for appl. or fax resume 516—351-5875. EOE.

**ABC affiliate** in Burlington, Vermont is looking for an aggressive, street-fighting local sales manager who can produce results! If you can come up with creative selling ideas that work and motivate yourself and your staff to success, send us your resume today. Citadel Communications, c/o WVNY-TV, 100 Market Sq., S Burlington, VT 05403. Attn: Brad Worthen. EOE.

**Market development coordinator:** New position at Television Bureau of Advertising in New York office offers growth to right person. Background in sales and/or marketing research helpful. Must have good administrative, telephone, word processing and writing skills. Mid 20's. EOE. Send resume to: Bob Lerew, Director of Market Development, Television Bureau of Advertising, 477 Madison Ave., New York, NY 10022

#### HELP WANTED TECHNICAL

**Television maintenance engineer** needed for top UHF Independent in San Diego, CA. Must be hands-on, take charge engineer, with three or more years of UHF transmitter experience. Studio and microwave maintenance experience is helpful. Send resumes to: Richard Large, KUSI-TV, 7377 Convoy Ct., San Diego, CA 92111 or call 619—571-5151. EOE.

**Transmitter maintenance engineer:** 3 years experience, studio maintenance experience required. FCC license, technical training or equivalent a must. Independent TV. Send resume to: Chief Engineer, WETO, P.O. Box 1074, Greenville, TN 37744 EOE.

**Chief engineer,** WTOV-TV (NBC) Steubenville, Ohio needs knowledgeable, hands-on chief engineer with VHF transmitter experience and strong management skills. Prefer person with budgeting experience and 3-5 years experience in chief or assistant chief's position. Send resume to: Gary Bolton, VP/GM, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE.

**Director of engineering,** Well equipped, group-owned CBS affiliate in top 30 market, with heavy commitment to news seeks a leader for engineering department of 25 people. Must have minimum five years in engineering management, with good people skills. EOE and excellent benefits. Send resume and salary history to: Station Manager, WCPO-TV, 500 Central Ave., Cincinnati, OH 45202.

#### HELP WANTED NEWS

**Experienced ND** with hands-on record of upgrading casts. Ratings through people is my way. 913—451-1259. EOE.

**Weathercaster** for Midwest market. Meteorologist preferred. AMS seal with experience considered. Excellent opportunity with group owned, network affiliate dedicated to excellent news operation. Send salary requirements and resume to Box C-56. EOE, M/F

**News/weather/sports.** Significant overhaul for major network affiliate under new management. Box D-5. EOE.

**Videographer(s) wanted:** We're looking for a good news shooter and editor, with some experience. Send tape & resume to 2190 W. Drake, Suite 365, Fort Collins, CO 80526. No phone calls, please. EOE.

**Producer/director:** Are you aching for news and sports all rolled into one? Top 30 Indie looking for experienced, aggressive, take-charge producer/director. Send current resume to: Box D-19. Equal opportunity employer. (No tapes, please.)

**News director:** #1 affiliate in 50's Sunbelt market. Looking for a leader to keep top news department on the winning track. This position calls for energy, innovation, and the ability to help an excellent staff be even better. EEO, M/F. Send resume to Box D-12

**Producer:** Is there a small to medium market producer who wants to work for a class act? KTBC-TV, Austin, Texas has an immediate opening for a 6:00 news producer. We need someone with good news judgement, who's a good writer, who's creative, a team player and fun to be around. Tapes and resumes to: Tim G. Gardner, KTBC-TV, P.O. Box 2223, Austin, TX 78768. KTBC-TV is an equal opportunity employer.

**Looking for producer** with excellent writing skills. Send tape and resume to: Marty Van Housen, KFMB-TV, Box 85220, San Diego, CA 92138. EOE.

**Looking for experienced newswriter** who is accurate, quick and creative. Send resume and writing samples to: Marty Van Housen, KFMB-TV, Box 85220, San Diego, CA 92138. EOE.

**KMGH, Denver,** is looking for excellent news editors for our daily newscasts. Must be familiar with BVE 800-900's. We're looking for people who can meet our deadlines and yet care about how the finished product looks. 3 years experience min. Resume and tape to: John Betancourt, KMGH-TV, 123 Speer Blvd., Denver, CO 80203. EOE.

**Special feature reporter:** Looking for a very special feature reporter...someone to travel the backroads of northern California and bring back interesting stories devoid of cliches or drivel. We want a story teller — someone who can weave words and pictures together in a memorable way. If you're good at telling interesting stories and don't mind living out of a suitcase now and then, send non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Cir., Sacramento, CA 95814. EOE, M/F. No beginners, and no calls, please.

**Feature photographer:** KCRA-TV is looking for someone to travel the backroads of northern California. We don't want "quick and dirty." We want beautiful, memorable pictures. NNPA award winners encouraged to apply. Interested? Rush non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Cir., Sacramento, CA 95814. EOE, M/F. No beginners, and no calls, please.

**Co-anchor.** No. 1 Upper Midwest 100+ NBC affiliate is seeking a co-anchor to complement newscasts. Minimum two years experience on-air, supplemented with two years or more of reporting experience. Send tape, resume and letter stating news philosophy to: News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702-0047 No calls accepted. EOE.

**Reporter needed for aggressive news operation.** Degree, good writing and editing skills and sound news judgement required. Anchor/producer experience beyond college a plus. Not a job for beginners. Tapes and resumes to: Bill Wagman, News Director, WANE-TV, Box 1515, Fort Wayne, IN 46801. EOE, M/F.

**News producer:** KCRA-TV needs a creative thinker to produce its weekend newscasts Superior writing skills required. Experience in a computerized newsroom considered a plus. If you're good at working under time pressure deadlines and enjoy a heavy work load, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ctr., Sacramento, CA 95814. EOE, M/F. No beginners, and no calls, please.

**General assignment reporter:** Seeking an aggressive, prolific, idea-generating general assignment reporter. This one's for serious folks only. If you're the best in your shop, we want to see your tape. We offer a great opportunity for a great reporter. If you're ready to become a part of one of the best news operations in the country, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ctr., Sacramento, CA 95814. EOE, M/F. No beginners, and no calls, please

**Sports photographer:** Requires demonstrated knowledge of sports and minimum three years experience in shooting sports for television. College degree preferred. Send resume and non-returnable videotape to Ken Middleton, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

**Weekend sports anchor/reporter** needed for Charlotte, NC, NBC affiliate. Candidates must be knowledgeable and enthusiastic about sports. We seek a distinctive personality who is comfortable in live situations and is a good producer of reports. Minimum five years experience, including anchor experience. College degree required. Send resume and non-returnable videotape to Ken Middleton, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

**General assignment reporter:** NBC affiliate in Charlotte, NC seeks a talented individual with at least 4 years reporting experience to join our growing team. The successful candidate will be comfortable with live reporting and will be a good producer of reports. College degree required. Send resume and non-returnable videotape to Ken Middleton, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

**Assignment editors (Dayside and Nightside):** Prefer experience on the desk and with live and SNG coverage. Knowledge of Charlotte, NC market a plus. College degree required. Minimum five years in television news preferred. Send resume to Hope Brown, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

**Producer:** Creative writer with sound editorial judgement and good people skills needed for late news producer position. Will manage night news staff of 13. Minimum 2 years experience. Tape and resume to Jack Cahalan, WCPO-TV, 500 Central Ave., Cincinnati, OH 45202. EOE.

**Special projects producer:** Tired of knocking it out in 2 minutes or less? We need a creative news producer familiar with longform/series production. Will work with 6 member special projects unit. Tape and resume to Jack Cahalan, WCPO-TV, 500 Central Ave., Cincinnati, OH 45202. EOE.

**Weather anchor:** 29th market affiliate looking for primary weather anchor. Must be personable, energetic, knowledgeable about weather and like community involvement. Tape and resume to Jack Cahalan, WCPO-TV, 500 Central Ave., Cincinnati, OH 45202. EOE.

**Weekend anchor:** Solid anchor/reporter needed for 29th market affiliate. 2 years minimum experience. Tape and resume to Jack Cahalan, WCPO-TV, 500 Central Ave., Cincinnati, OH 45202. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Creative service manager** needed to manage production and promotion departments. The right hands-on experienced pro will find excellent salary and benefits in an aggressive production/promotion station. Send resume, salary requirements to Box C-55. EOE, M/F.

**News director:** #1 affiliate in 50's Sunbelt market: Looking for a leader to keep top news department on the winning track. This position calls for energy, innovation, and the ability to help an excellent staff be even better. EEO, M/F. Send resume to Box D-12.

**Production manager:** Leader needed to head a dynamic, talented and eclectic production group. This rapidly growing broadcast/production facility with a large staff seeks a superior manager and motivator with a national vision. You must be able to handle the pressures of a high quality, high volume operation. You should know how to resolve personnel and scheduling conflicts, inspire confidence from your staff and clients, be a team player and team builder, recruit superstars and cultivate a creative environment while running a smooth business operation. We're looking for someone who is caring and committed. Please send a letter of introduction, resume and salary requirements to Box D-13. EOE.

**Strong #1 CBS affiliate** seeks an equally strong marketing director. Work in a highly creative atmosphere on-air, community, sales, and news promotion. A great opportunity for a #2 person to move up to #1. Send resume and salary requirements to John Mucha, General Manager, WBNG-TV, Box 1200, Binghamton, NY 13902. EOE.

**Director, production services:** Are you a revenue based, marketing driven production manager? Top 30 Indie seeks you! Proven managing and marketing skills of production business/TV station production department a must. Send current resume to: Box D-20 Equal opportunity employer

**Dubner operator.** At least two years experience news graphics, commercial production. Send tape and resume to KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503, Attention: Tammy Schmolli. EOE.

**Newscast graphics coordinator:** KCOY-TV is looking for an electronic graphics coordinator to work with vidifont paint/animation for newscasts. Degree, news pre-production experience preferred. Strong design skills essential. Send resume to Operations Manager, KCOY-TV, 1211 West McCoy Ln., Santa Maria, CA 93455. EOE.

**Talk show host/hostess:** We're planning a "franchise" daily talk show and need an enthusiastic person up-front. News background preferred. Two to three years in on-air TV or audience participation work required. If you're well informed, enjoy working an audience and want to join a first class staff, send tape and resume to Personnel Director, WISN-TV, P.O. Box 402, Milwaukee, WI 53201. EOE.

**TV producer:** WISN-TV, ABC in Milwaukee, needs a producer for a new daily live talk show. Applicants must have three to five years in local program production, preferably a talk show format and must be skilled communicators and planners capable of determining what our audiences want. Tapes and resumes to Personnel Director, WISN-TV, P.O. Box 402, Milwaukee, WI 53201. EOE.

**Experienced traffic personnel** for computer conversions, training and product support for a broadcast systems vendor. Extensive travel (50%), must possess excellent communication skills. Full benefits and competitive salary. Send resume & references to VCI, P.O. Box 215, Feeding Hills, MA 01030. EOE.

**New TV network** looking for creative, energetic, writer/producer for weekly women's lifestyle show. Fashion knowledge required. Send resume to: Runway Club, Channel America, 24 West 57th St., #804, New York, NY 10019. EOE.

**Georgia production company:** Looking for qualified individuals with experience in: Industrial/commercial/medical/broadcast production. EOE, M/F Box D-31.

**Production manager for premier distance learning production/distribution facility:** Responsible for planning/development/scheduling and production of educational programs. Productions include instructional, grants, contracts and strong emphasis in videoconferencing. Strong managerial and communications skills essential. Responsible for professional staff of 12 and part-time staff of 15. Requires minimum 5 years experience in television production, 2 years supervisory experience, BS/BA required, MA preferred. Successful applicant must comply with IRCA. For full consideration send resume to: Marshall E. Allen, Director Educational Television Services, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078-0585, 405-744-5960. Deadline for receipt of resume: June 2, 1989. Oklahoma State University is an affirmative action/equal opportunity employer

**Television graphic artist** for premier distance learning production/distribution facility: Individual to assist in the computer graphic design and preparation of studio, print and slide graphics, illustrations, and animations for television, produced by means of a CGL Images II Computer Graphics System. Requires Associate Degree in Art or certificate from a 2 year post secondary technical program in Commercial Art with computer graphics design experience preferred. Successful applicant must comply with IRCA. For full consideration send resume to: Marshall E. Allen, Director Educational Television Services, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078-0585, 405-744-5960. Deadline for receipt of resume: June 2, 1989. Oklahoma State University is an affirmative action/equal opportunity employer.

**Traffic/operations coordinator:** NY Independent television station seeks self-starter for available traffic/operations coordinator position. Requires traffic experience (minimum 1-2 years) to handle agency instructions, booking of spot orders and BIAS computer input. Must possess strong communications skills. We are an EOE. Send resume and salary requirements to: Employment F, Grand Central Station, P.O. Box 1111, New York, NY 10017.

**Producer:** Write, shoot, edit commercials. Step up to our state-of-the-art facility. Send tapes to: William Martin, WMUR-TV, 50 Cote St., Manchester, NH 03105. EOE.

**News promotion producer:** Live in beautiful Baltimore, enjoy the Chesapeake Bay & work with a great team. If you have 2-4 years news promotion experience, an incredible reel and live to produce breakthrough news promos, if you have experience in field and post-production, knowledge of print and radio production and a people oriented, winning attitude, then the WMAR-TV Creative Services Department is looking for you. We're an NBC affiliate. Rush your reel and resume to Andy Hunt, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. WMAR-TV is an equal opportunity employer.

**Graphic artist:** WXEX-TV8 is seeking a graphic artist with experience in 2-D and 3-D computer graphics. Position requires extensive design and illustration background. Knowledge of Microtime ImagePlus, Lumena 32 and Art-Star helpful. Send resume and reel to Production Manager, WXEX-TV, 21 Buford Rd., Richmond, VA 23235. EOE.

**SE Coastal market** looking for a co-host of top rated early morning and noon news programs. Excellent opportunity with group-owned network affiliate. Send resume and salary requirements to Box D-40. We will ask for a tape later. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Experienced broadcast manager,** station and group experience in television and radio, seeks station management position. If you are looking for a profit and people oriented manager to maximize your television or radio station investment, contact me in confidence. I will consider any size market. Let me demonstrate to you that I can be a profit center for you, not an expense. Box D-23.

**Young, mid 30's, self-starting OM** with mid 20's all phases experience desires another OM challenge. Proven bottom line oriented OM track record. Proven motivation, people and training skills. Proven innovative and integrated operations. Proven ratings builder. Three degree plus Lifetime General. Box D-32.

#### SITUATIONS WANTED TECHNICAL

**Technical EIC/video engineer:** 15 years experience including major television network and nationwide mobile production facilities. FCC licensed/SBE Senior Television certified. For resume and information: 412-264-4756.

**Need a break:** Looking for career opportunity. Have BS in Technical TV. Can write, shoot, edit and direct. Draw, 802-626-8039.

**Television chief engineer.** 24 years total engineering experience. 13 years as chief engineer. Experience with news operations in network affiliates. Please reply Box D-30

#### SITUATIONS WANTED NEWS

**Meteorologist with AMS seal,** Master's from Penn State and 5 years in a top-40 market. Liveline and WSI experience, and weather feature reporting. Call Mike at 803-268-5164.

**I want out of New York City!** But, I won't leave news. Can shoot, write, and edit - seeking reporter position in cable/small/medium market. Tom: 201-984-5802.

**Warm & sunny meteorologist:** AMS seal, 15 years major market experience. Seeks M-F, nightly position in top 40 market. Creative graphics, strong writing & educational skills. community involvement and much more! Box C-81.

**Dynamic veteran reporter.** A person who can do it all. 609-561-0619.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Cheap computer graphics!** Freelancer with own equipment can provide quick turnaround on 3-D flying logos, effects, and simulations for your special projects. Rates are for TOPAS animation on S-VHS: Broadcast clients - \$295 per finished animated second, non-profit only \$195. Call for sample slides - Bruce Goren 818-769-4986

**She's gotta have it!** Sharp and imaginative college grad looking to offer well rounded media and business skills to your DC/Baltimore production/promotion team. Articulate, professional and efficient-you will not be disappointed. Alma Derricks, day or night, 213-839-6577.



## MISCELLANEOUS

**Primo People** seeking talent. newscast producers, executive producers and news directors all market sizes. Send tapes and resumes to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Bill Slatner and Associates** offers talent coaching for the individual anchor and reporter. Also help with audition tape for reporters, anchors and photographers. Affordable cost. 312-328-3660.

**Clip this out** for further reference! Freelance videographers: We buy footage of fire, emergency medical service and law enforcement incidents. Call American Heat Video Productions, Inc. at 1-800-722-2443.

**24-hour employment information.** Call 813-786-3603 and climb aboard The Hot Sheet--broadcasting's most comprehensive job-listings publication!

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**R/T/V Graduate Assistantships:** News, research, production, management, in a leading mass communication program. Stipend plus tuition. Undergraduate programs in management, production, performance, filmmaking, and broadcast news. Contact Dr. William R. Rabin, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209. EEO/AA

**Instructor/assistant professor** for tenure-track position to teach TV production courses and supervise cable TV operations in a professionally-oriented undergraduate Radio-TV program. Opportunity to help in planning and design of new TV production facilities. Some graduate teaching possible. Ph.D. preferred. M.A. required. Professional experience and previous college teaching required. Salary competitive. Excellent fringe benefits. Start September 1, 1989. Screening begins June 15, 1989, and position will remain open until filled. Application letter, current vita, and three reference letters may be forwarded to Dr. Joe Oliver, Chairman, Search Committee, Stephen F. Austin State University, Box 13048, SFA Station, Nacogdoches, TX 75962. Affirmative Action/Equal Opportunity Employer.

**Communication.** Two Visiting Assistant Professors, one-year appointments, effective August 1989. To teach audio production, television production, scriptwriting and courses in specialty areas. M.A. required. Ph.D. preferred. Salary negotiable; course load, three courses each semester. Applications considered as received. Send letter of application, resume of experience and education, and names and addresses of three references to Dr. Chris Sterling, Acting Chair, Department of Communication, George Washington University, 812 20th St., N.W., Washington, DC 20052. GWU is an equal opportunity affirmative action employer.

### HELP WANTED MANAGEMENT

**Communications manager:** Edit magazine and related publications for professional broadcasting association; supervise press and PR. Word processing, editing, proofing, writing. PR & budgeting skills needed for motivated self starter with industry contacts. MAC computer experience desired, broadcast promotion experience valuable. Writing samples and references required. Send resume letter and salary reqs to: Business Manager, BPME, 6255 Sunset Blvd., #624, Los Angeles, CA 90028. EOE

### HELP WANTED SALES

**Advertising account executive:** San Francisco based. Responsible for space sales to TV stations in Bay Area, Northern California and Northwest. Americas' largest selling magazine needs self starter, quick learner, to work independently throughout Bay Area region. Must have two years experience in sales, account management, TV/print media exposure helpful. Travel required. Salary commensurate with experience, plus commission. Excellent benefit package. Send resume and salary requirements to: Ms. Logan, 9000 Sunset Blvd., Suite 300, Los Angeles, CA 90069. EOE M/F. Submission deadline May 30th.

### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

**Be on T.V.** Many needed for commercials. Casting info 1-805-687-6000. Ext. TV-7833.

**Attention - hiring!** Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885. Ext. R8435.

### EDUCATIONAL SERVICES

**On-camera coaching:** For TV reporters. Polish anchoring, standups, interviewing, writing. TELEPROMPTER. Learn from former ABC Network News correspondent/New York local reporter. DEMO TAPES. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

## MISCELLANEOUS

**Attention - Government seized vehicles** for \$100. Fords, Mercedes, Corvettes, Chevys. Surplus Buyers Guide. 1-602-838-8885, Ext. A. 8435.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**Maze Broadcast** pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

**Cash or equipment trade** for TV antennas, transmitters and/or parts. Jerry Servatius, J.S. Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Dr., El Paso, TX 79925. 915-772-2243

**LPTV equipment:** Six month project requires ten, used 100K UHF transmitters and/or translators with related equipment. Call Astro, 301-961-6530.

**FM antenna(s)** - Will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518.

### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

**FM Transmitter** "CSI T-25-F(1985)" RCA BTF20E1 (1975, 1976, 1974) "Harris FM10H3 (1974), RCA BTF10D (1968), CCA 5000DS (1972) Gates FM-1G (1967) Transcom Corp. 215-884-0888, Telex 910-240-3856.

**AM Transmitters** "CCA AM 10.000D (1970), Collins 820F (1978) "Gates BC-5P2 (1966) "Collins 21E "McMartin BA 2.5K (1981) "Transcom Corp. 215-884-0888, Telex 910-240-3856.

**50KW AM** "CCA-AM 50.000D (1976), excellent condition "Transcom Corp. 215-884-0888, Telex 910-240-3856.

**1KW AM Transmitters** "Collins 820D (1981) "CSI T1A (1981), Sparta SS1000 (1981) "Collins 20V3 (1967) "Bauer 707 "Gates BC-1T "Transcom Corp. 215-884-0888, Telex 910-240-3856.

**Nautel 1985, AMFET-5.** 5KW AM transmitter like new condition "Transcom Corp. 215-884-0888, TELEX 910-240-3856.

**New UHF TV transmitters:** Klystron, MSDC Klystron, Klystron, all power levels 10kw to 240kw. Call TTC 303-665-8000.

**RCA UHF TV transmitter:** 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000

**New LPTV transmitters:** UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000

**1000' Kline tower.** Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen. TTC. 303-665-8000.

**FM antennas.** CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**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.

**Hitachi HR-200B,** new heads, \$14,000. Sony BVW-40s, \$16,500. Sony BVU-110s, with time code, \$1800. Ampex ACE 200, \$33,900. Call now for your used equipment needs. Media Concepts, 919-977-3600 or FAX 919-977-7298.

**Rent for your next shoot!** Complete multi-camera remote production truck - Call now for avails - Media Concepts, 919-977-3600.

**Grass Valley 1600-7K 24 X 3 switcher system** with Mark II dual channel digital effects. Available immediately. Price negotiable. Maze Broadcast, 205-956-2227.

**Kline tower** 645 ft with two platforms, has been dismantled. 205-322-6666, WBRC-TV.

**RCA TP-66** film projector and RCA TP-15 multiplexer for sale. 205-322-6666, WBRC-TV.

**Equipment financing:** New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding, 214-422-5487.

**Used-new AM, FM, TV transmitters.** LPTV, antennas, cable, connectors, STL equipment, Etc. Save thousands. Broadcasting Systems. 602-582-6550.

**For sale:** Three TC50 camera systems with lenses, ITE tripods and cam heads 5K each. Call 219-424-5555. Ask for Glenn

**Harris FM 20-K,** 9 years old, \$29,000 like new. Collins 21-E, 5KW AM, \$7,000. Jerry. 315-673-9049.

**RCA TTU-30C** 30KW UHF TV transmitter, excellent, on-air. \$75,000. Jacques, 315-488-1269.

**Best prices** broadcast quality videotape - professionally evaluated - 100% guaranteed - all major brands! KCS20-\$4.00. 1" 60 min. - \$22.00, KCA60-\$8.00. Toll Free VSI, 1-800-346-4669.

**For sale:** 105 AM - FM transmitters - All powers - All manufacturers. All in stock - All mst books - All spares 50kw - 10kw - 5kw - 1kw AM's. 40kw - 20kw - 10kw - 5kw - 3kw - 2.5kw - 1kw FM's. Besco Internacional, Rob Malany, Sales Manager, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. FAX # 214-226-9416. World leader in AM-FM transmitters.

**120', 18" face** guyed tower for sale. Best offer. Tower is still standing. Mike Trombly, WKNE, Box 466, Keene, NH 03431. 603-352-9230.

**S-VHS post production system:** Alta Centaurus dual tbc with digital effects, two Panasonic AG-7500s, Panasonic AG-7300, Paltex/Abner edit controller with time code board and interface cables, fast forward F21 SMPTE generator/reader, two Magnavox data monitors. Excellent condition, very low hours. Ideal for small station or industrial production facility. \$23,750. 313 - 725-0877.

**LPTV transmitter,** TTC XL 1000 MU, 1 kilowatt, for UHF LPTV. Low hours, available immediately. Paul Bailion, 406-232-5626.

## RADIO

### Help Wanted Management

#### GENERAL MANAGER

Leader needed for this growing, community licensed Public Radio Station. Need strong administrative skills as well as the ability to lead and motivate a creative staff of nineteen. Several years experience in management of radio or public broadcasting required. Send resumes to:

**Peggy Cain, Chubb Life America,  
One Granite Place, Concord, NH 03301.**

EOE

### Situations Wanted Announcers

#### TALK HOST

**#1 DETROIT 18.7 SHARE  
#1 WASH. DC 14.1 SHARE**

Would you like numbers like this for fall? 20 yr Maj Mkt Pro seeks new opportunity, talent/programming experience. Great record, great references.

**For T&R: ART DINEEN (602) 846-9695**

**ASK ME HOW TO BUILD  
A RADIO TALKSHOW  
AUDIENCE  
TO DRAW LISTENERS  
TO ADVERTISERS.  
ASK ME WHICH WAY  
TALK SHOWS SHOULD GO  
TO FLOURISH IN THE '90s.  
MAJOR TO MEDIUM MARKETS  
CALL MEL YOUNG  
602-963-9144**

## TELEVISION

Help Wanted Programing  
Production & Others

# Director, On-Air Promotion

Join Our Dynamic New York-Based  
National Cable Network!

The A&E CABLE NETWORK, the leader in quality entertainment, has an immediate opportunity for an individual who is a dynamic team player to oversee on-air promotion and creative video services. You will supervise promotion scheduling and promo production, sales tapes and graphics. Our requirements include heavy television and post-production background, as well as excellent management, administrative and marketing skills.

We offer a competitive salary and an excellent benefits package. If you are qualified and interested in a stimulating environment in which to grow, please send your resume and salary history, no phone calls please, in confidence to: Director of Human Resources, A&E Cable Network, 555 Fifth Avenue, New York, New York 10017. We are an equal opportunity employer.



COMEDY • DRAMA • DOCUMENTARIES • PERFORMING ARTS

Help Wanted News

### NEWS REPORTER

WLVI-TV is seeking a general assignment reporter for THE NEWS AT TEN. Candidate should have at least two years of experience as a general assignment reporter in a medium to major market, including the ability to report "live" from the field. Some anchor experience is also preferred.

Please send resume and tape (no phone calls) to:



Sandra Kelly  
Personnel Manager  
WLVI-TV  
75 Morrissey Blvd.  
Boston, MA 02125

E.O.E.

### WASHINGTON CORRESPONDENT

Hearst Broadcasting is seeking a correspondent for our newly-opened Washington Bureau serving six network-affiliated, major market television station.

Applicants should have a minimum of three years experience in on-air reporting. Previous Washington experience is desirable.

Resume and tape to:

Hearst Broadcasting  
1825 K St., NW, #607  
Washington, DC 20006  
No phone calls.

Equal Opportunity Employer.  
Minorities and females are encouraged to apply.



Hearst Broadcasting

Help Wanted Sales

### DIRECTOR OF SATELLITE SERVICES

Turner Program Services seeks individual with strong technical background of satellites, earth stations and television programming distribution. Will assist in international development of CNN television. Electrical engineering degree preferred. Applicants must be willing to travel internationally and should have some desire to learn television programming sales. Please send resumes to:

## TURNER PROGRAM SERVICES

One CNN Center  
P.O. Box 105366  
Atlanta, Georgia 30348-5366  
Attention: Manager of Office Services  
E.O.E.



### ASSOCIATE PRODUCER

We're looking for a creative self-starter who can generate ideas, book great talkers, produce clever studio demonstrations and, in general, do everything it takes to produce the top-rated local afternoon talk show in the country. At least six months experience with a similar studio-based show is a must.

Please send a letter and resume (no tapes yet, please) to



KSTP-TV,  
Dept. AP  
Attn: Jennifer Groen,  
3415 University Avenue,  
Minneapolis, MN 55414

Equal Opportunity Employer, M/F

### Situations Wanted Programing Production & Others

#### WILLING AND ANXIOUS

to relocate in Southwest  
TV traffic experience  
with IBM 36 and Columbine software  
payroll/personnel, employe benefits  
administration, full-charge bookkeeping  
Contact Tehani Sandoval 9AM-5PM  
806-383-3321; after 6PM, 806-352-4924

### NEW YORK BASED MARKETING MANAGER

As a highly visible representative of the television industry, marketing managers develop and maintain TVB member stations in Northeast Top 30 markets. With an unparalleled network of industry contacts, ideas and research, you'll be responsible for developing new to television advertisers and coordinating market development projects.

This position requires a complete understanding of local television marketing, strong presentation skills and documentable new business skills. An understanding of marketing research, vendor fund development and co-op are highly desirable.

Send resume to:

Pat Ryan  
VP Local Sales  
Television Bureau of Advertising  
477 Madison Ave.  
New York, NY 10022  
E.O.E.





**SATELLITE UPLINK ENGINEERS**

**Cable News Network**, the leading news system in satellite communications, has career opportunities for engineers with earth station maintenance experience. These positions demand an extensive background in television and satellite uplink engineering. There will be some travel involved. Turner Broadcasting System offers an excellent benefit and compensation program.

Send resume to:

**Jim Brown, Engineering**  
 Turner Broadcasting System, Inc.  
 One CNN Center, Box 105366  
 Atlanta, Georgia 30348-5366  
 TBS is an equal opportunity employer

**ALLIED FIELDS**

Help Wanted Sales

**MAKE MONEY  
 IN YOUR SPARE  
 TIME**

**WANTED  
 PART TIME LISTING  
 MEDIA BROKERS**

Sale Price	*Your Commission
\$10,000,000	\$43,500
5,000,000	28,500
1,000,000	7,500
750,000	5,625
500,000	3,750
300,000	2,250

**CAN LEAD TO FULL  
 TIME MEDIA BROKER**

\* Exclusive Right Sale Listings. May be More or Less Pending Circumstances.

**ALSO WANTED  
 FULL TIME BROKERS  
 TEXAS, CALIFORNIA  
 MID-WEST**



the millar company u.s.a., inc.

1905 South 25th Street  
 Fort Pierce, Florida 34947  
 407-466-5086

**AUDIO OPERATOR**

Now accepting applications for an audio operator. Must have knowledge of studio and remote broadcasting equipment, general electronics, various musical instruments, SMPTE time code synchronization of audio/video equipment. Minimum of three (3) years experience in television and/or professional 16/24 track recording. Must have excellent hearing, consistent temperment, able to work in pressure situations, and be emotionally mature. Must be willing to work various shifts, holidays, and weekends.

Send resumes to:

**CBN Employment Department**  
 Box A3  
 CBN Center  
 Virginia Beach, VA 23463



**SOFTWARE SALES**

**BROADCAST MANAGEMENT PLUS (BMP)**, the leader in microcomputer systems and services for television station sales and programing departments, seeks Regional Marketing Representatives.

Requires four years of station sales and/or programing experience, or comparable. Familiarity with TV sales, programig and ratings game a must. Prefer some knowledge of microcomputers. **BMP**, an equal opportunity employer, offers a competitive salary, benefits and compensation programs and a superior product to sell.

Send resume in confidence to **Brian Brady, Director of Sales**,  
 2491 Greystone Drive, Okemos, MI 48864.

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Western based communications brokerage firm seeks energetic, experienced broadcast broker with financial background. If you desire unlimited earnings potential and are a self-motivated professional, with a high degree of integrity and a record of performance send a letter and resume with references to:

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All resumes kept strictly confidential  
 Firm is an equal opportunity employer

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**Lum and Abner  
 Are Back**

... piling up profits  
 for sponsors and stations.  
 15-minute programs from  
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PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
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**"The Matchmakers"**  
 TV News/Weather/Sports/Talk Show Host  
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Whether you are just starting your career or you are ready for that next move contact us describe the right job for you. Send us your tape and let us go to work for you.  
 Tapes information to:

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 Basalt, Colorado 81621  
 303-927-3555

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Great jobs are available...but do you know about them? The MediaLine daily telephone report puts you in touch with the best jobs. MediaLine has jobs for reporters, anchors, sportscasters, weathercasters, producers, assignment editors, promotion and production and programing people. For details call:

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 Hundreds of them. Published weekly.  
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 Media jobs at a price you can afford!  
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 Station management won't give you any feedback?  
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**Broadcast Job Bank**  
 For application information call  
**(916) 444-2237**  
 California Broadcasters Association

**Public Notice**

**REQUEST FOR PROPOSALS  
 FOR CABLE TELEVISION FRANCHISE**  
 The City of Canandaigua, in Ontario County, New  
 York, invites applications for a cable television fran-  
 chise within the incorporated City limits. Applications  
 shall be prepared and submitted in accordance with a  
 "Request For Proposals" available from the under-  
 signed. Applications will be accepted until 5:00 p.m.,  
 July 10, 1989 and all applications received will be  
 available for public inspection during normal business  
 hours at City Hall, 2 North Main St., Canandaigua,  
 New York.  
**Robert T. Batson**  
 Clerk/Treasurer  
 City Hall  
 2 North Main St.  
 Canandaigua, New York 14424

**Wanted to Buy Stations**

**WANTED TO BUY**  
**CLASS A OR B FM STATION**  
**QUALITY STATION—NO STIFFS**  
**WANTED PART FRANCHISING**  
**PREFER N.E., BUT WILL**  
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 300 North Zeeb Road,  
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**IN THE UNITED STATES BANKRUPTCY  
 FOR THE MIDDLE DISTRICT OF TENNESSEE**  
**IN RE: BKY NO:**  
**ALL AMERICAN MEDIA, INC 388-03886**  
**NOTICE OF SALE**  
**WZEW-FM, FAIRHOPE-MOBILE, ALABAMA**  
 Pursuant to Bankruptcy Rule 6004, and Rule  
 9014, on the 18th day of May, 1989, at 1:00  
 o'clock p.m., in Room 216, Customs House,  
 701 Broadway, Nashville, Tennessee, Jane B.  
 Forbes, Trustee for All American Media, Inc.,  
 Bankruptcy No. 388-03886 in the United  
 States Bankruptcy Court for the Middle District  
 of Tennessee, Nashville Division, will offer for  
 purchase to the highest and best bidder, the  
 assets used and useful in the operation of  
 WZEW-FM, Fairhope-Mobile, Alabama, in-  
 cluding, but not limited to FCC license, per-  
 mits, authorizations, leases and other agree-  
 ments, copyrights, trademarks, business  
 records and other tangible personal property.  
 Property will be sold as is, where is, free and  
 clear of any liens, claims, and encumbrances.  
 Any valid and proper liens, claims and en-  
 cumbrances will attach to the proceeds of the  
 sale. The Trustee will convey by valid Bank-  
 ruptcy Trustee's Deed or other appropriate  
 instrument, all right, title and interest the  
 Trustee has a right to convey. The proceeds of  
 the sale will be subject to auctioneer's fees  
 and expenses, agent's fees and expenses,  
 and Trustee's fees and expenses, if any.  
 The sale will be subject to FCC approval  
 and buyer's ability to meet FCC requirements.  
 A 15% deposit will be required on the  
 date of the sale, with balance at closing. The  
 closing is to be no later than 60 days after the  
 sale.  
**Inquiries should be directed to Jane B.  
 Forbes, Trustee, 347-B Main St., Franklin,  
 TN 37064; or to George Hatcher, Auction-  
 eer, Phone: 615—377-6727.**

**TRI CITIES TN**  
 Kingsport, Johnson City, Bristol, TN  
 Arbitron Market #90 MSA #106 870  
**AM 10,000 Watts**  
 All equipment four years old or newer  
**\$360,000**  
**Jim Charron 615—349-6133**

**Vail, Colorado**  
**Auction to highest bidder:**  
**KSPN-AM, 5 kw, 610 kHz**  
 Please direct all inquiries to:  
**David LaFrance**  
**Nationwide Media Brokers**  
**Chapman**  
**Associates**  
**San Francisco office:**  
**415/937-9088**

**SOUTHEAST  
 TOP 100 MARKET**  
 Class C FM Powerful AM Some Cash Flow  
 Great Property Great Market Great Potential  
 \$5.5 Million  
**216-529-0900**  
**or Box D-34**

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**A Confidential & Personal Service**  
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**ILLINOIS CLASS A**  
**Profitable station in large metro.**  
**Includes buildings and real estate**  
**and good equipment. Owner has**  
**other interests and must sell by**  
**July.**  
**Best cash offer above \$600,000.**  
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**Wilmette, IL 60091**

**TV STATIONS FOR SALE**  
 Green Bay, WI - #1 Indie. Excellent Facilities.  
 Roanoke, VA - Full Power UHF.  
 Excellent Potential.  
**RADIO STATIONS FOR SALE**  
 St. Thomas, VI - 50,000 W FM.  
 Orlando - 5kw AM.  
 Cocoa Beach - 5kw/1kw.  
 Fantastic AM serving Tampa - 5kw.  
**STATIONS WANTED**  
 TV - Florida or SE. Must have Cash Flow.  
 Mgmt in place. \$20 Mill  
 FM Combo in near NYC or N.E.  
**Connelly Wheeler Company**  
**(813) 287-0906 (603) 626-0818**  
**Tampa, FL Manchester, NH**

**THIS MONTH'S INNOVATIONS  
 FROM MCL**  
**\*RETAINER/NO COMMISSION PLAN**  
 For Volume Traders  
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**APPRAISAL SERVICE**  
 Two, Three, and Five Year Plans  
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For Sale Stations Continued

*It was a great convention!*  
 Just listed:  
 4 Channel MMDS - Group "E"  
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 AM - Perfect for Spanish  
 Large MKT - \$2M Cash  
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 Only Daily Medium. Enumclaw, WA.  
 100,000 Population Within 12 Miles.  
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**N.W. PENNSYLVANIA**  
 Class A FM  
 \$1.3 Million, 500K Down

**FLORIDA**  
 Independent TV  
 With Net Possibilities  
 Exploding Growth Area  
 \$5 Million, Great Terms

Central Florida AM  
 1 Kw Fulltime - Bargain  
 At \$350K, \$100K Down

5 Kw AM-Large Growth Mkt  
 \$550,000, \$150,000 Down

Major Market AM-Low Freq.  
 5 Kw Fulltime \$1.6M Cash

**KENTUCKY**  
 Fulltime Louisville AM  
 \$610,000, \$150,000 Down

**TENNESSEE**  
 Combo With Class A FM  
 \$850,000, \$400,000 Down

**MISSISSIPPI**  
 Our Best Buy - 100Kw FM  
 And Fulltime AM-Med Mkt  
 \$2,200,000

Combo Good Small Mkt.  
 Class A FM-App. for C-2  
 1 Kw AM-Priced To Sell  
 \$400,000

**ARKANSAS**  
 Class A FM - Good Buy  
 At \$360K, \$400K Down

**CALL BILL HUNTER**  
**NEW ENGLAND OFFICE**  
**MILLAR COMPANY**  
 802-863-0087



**UTAH**  
 Priced To Sell - 100Kw FM  
 And Fulltime AM Large Mkt  
 2.4 Million

**ARIZONA**  
 UHF-TV - 1st Ten Channels  
 Could Be Big Winner  
 Priced Right For Mkt  
 At \$6 Million

Fulltime AM 5Kw/1kw  
 Good Frequency  
 \$775K, \$250K Down

**ARKANSAS**  
 Class A FM Resort City  
 520 Ft. Tower With 9 Acres  
 Over 100,000 pop. 1 mV/m  
 \$360K, \$173K Down

**MISSISSIPPI**  
 Operational Class C-1  
 100Kw FM-City over 400K  
 Priced Below Duncan Base  
 Value at \$2.2 Million

Operational Class A FM  
 With C-2 50Kw Application  
 Plus Fulltime 1Kw AM  
 \$400,000

**FLORIDA**  
 West Coast TV  
 Explosive Growth Mkt  
 \$5 Million - Great Terms

**CALL KENT COLBY**  
**SALT LAKE CITY/RICHFIELD**  
**MILLAR CO. UTAH OFFICE**  
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**BROKERS-CONSULTANTS**  
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**FOR SALE**  
 New fulltime AM in Atlanta suburb.  
 Programming and physical plant in place.  
 All that is needed  
 is sales manager/owner  
 \$375,000.  
 Will consider lease/purchase.  
 404-237-2570.



**HURRY!**

AM/FM Coastal.....\$3.2  
 FM (B) Classical.....\$2.5  
 FM (A) Coastal.....\$800M  
 TV - NBC South.....\$12mil  
 AM Sports.....\$1.6  
 AM/FM South.....\$650M  
 AM Hispanic.....\$1.6

**Donald K. Clark, Inc.**  
 Media Broker  
 **813-949-9311**  
 P. O. Box 340617, Tampa, FL 33694

## For Sale Stations Continued

Boise FM/AM - Cash flow; \$2.2, terms  
Spokane FM - \$650,000/cash  
Eugene FM/AM - \$2.3/cash

The McDermott Group, Inc.  
206-622-3424

**NEW CLASS A FM START-UP  
CONSTRUCTION COMPLETE  
TALLAHASSEE, FLORIDA MARKET**

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MEDIA SALES, INC.

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Well known radio sales consultant seeks financial partner for unique service aimed at street level sales assist market.  
Box C-67.

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**WRITING FOR TELEVISION AND RADIO, 4th Edition** by Robert L. Hilliard. This highly successful book stresses practical, bread-and-butter aspects of broadcast writing—without neglecting the artistic, ethical and social responsibilities of the writer. It is designed to help you succeed as a pro in a very lucrative field, offering detailed coverage of all areas where career opportunities exist. WRITING FOR TELEVISION AND RADIO takes a systematic approach to each type of writing: news and sports; commercials; features and documentaries; music and variety shows; talk shows; drama; children's and minority scripts; educational, industrial and government programs. The comprehensive 4th edition is an excellent overview of the world of radio and TV writing. Includes sample scripts, glossary, bibliography and index.

1984, paper, 385 pp

W02782-2 \$29.95

Please make checks payable to:  
Broadcasting Book Division  
1705 DeSales St., N.W.  
Washington, DC 20036

Order toll-free using  
Visa or MasterCard  
800-638-7827

PLEASE NOTE: When answering a blind box ad, you MUST reference the **letter and number** of the box as shown in the ad. No tapes.

## EARLY DEADLINE

For the May 29 issue,  
the deadline will be

**FRIDAY, MAY 19.  
Noon, EDT.**

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.



**Space persons.** BROADCASTING fielded an expanded sales team at the NAB convention, climaxing a restructuring under the direction of Kenneth W. Taishoff, vice president for sales and marketing. Advertising staffs in the New York and Hollywood offices have been augmented and the Pattis/3M magazine representation organization has been retained to market BROADCASTING on a worldwide basis.

Pictured at a kickoff breakfast in Las Vegas (l to r): (seated) Lewis Edge, East Coast equipment representative; BROADCASTING's David Whitcombe, vice president/operations, and Lawrence B. Taishoff, president and publisher; Bill Facinelli, president, Pattis/3M; Ken Taishoff; (standing) Pattis's Jeff Plaster, Mary Jo O'Neill, Ric Bessford, Becky Akers and Craig Rexford; BROADCASTING's Joe Ondrick; Pattis's Hutch Looney; BROADCASTING's Randi Teitelbaum, John Russel and Skip Tash; Herb Schiff, West Coast equipment representative, and BROADCASTING's David Berlyn.



## Fates & Fortunes

### Media

**Patrick J. Devlin**, president-CEO of Blair Television, New York, has been appointed president-CEO of HSN Communications, New York, new operating group established by Home Shopping Network. Devlin will oversee 11-station Silver King television group; catalog and direct mail retailer; product acquisition business, and telemarketing, ticketing and reservations company.



Devlin



Newman

**Barry Newman**, regional account manager, WTVT(TV) Tampa, Fla., joins Tampa Bay Interconnect there as general manager.

**W. Donald Ray**, general sales manager, WSAZ-TV Huntington, W.Va., named general manager.

**Lori J. Sherman**, director, business development, Reiss Media Enterprises, New York, named VP, Guest Cinema. Sherman is responsible for operating management of Guest Cinema, pay-per-view programming for lodging industry.

**Alice Flood**, director, business affairs, WCBS-TV New York, named director, planning and administration. Flood succeeds **Robert A. Finkel**, who was named director of

finance and planning for CBS Television Stations.

**Lila L. Luna**, assistant business manager, KOVR-TV Sacramento, Calif., named business manager.

**Kevin J. O'Grady**, general sales manager, WJFK(FM) Washington, joins WYTZ(FM) Chicago as general manager.



O'Grady

**Ed O'Connor**, VP, major market affiliation, Transtar Radio Network, Colorado Springs, joins WGNA-AM-FM Albany, N.Y., as general manager.

**Bill Dwyer**, general manager, KNBR(AM) San Francisco, resigns as result of sale of sta-

tion to Susquehanna Broadcasting and consolidation of management of both KNBR(AM) and KFOG(AM) San Francisco. **Tony Salvatore**, general manager, KFOG(FM), named general manager, KNBR(AM).

**Andy Nelson**, operations manager, WRIG(AM)-WDEZ(FM) Wausau, Wis., joins WCUZ-AM-FM Grand Rapids, Mich., as operations manager.

**John Wetherbee**, operations manager, WFYR-FM Chicago, joins WAGQ(FM) Athens, Ga., as operations manager.

**Bud Clayton**, former account executive, KESS(AM) Dallas, joins KSSA(FM) there as station manager.

### Marketing

Appointments at DDB Needham: **James**



The Most Experienced  
Executive Search Firm In Broadcasting.

**Joe Sullivan & Associates, Inc.**  
Executive Search and Recruitment  
44210 North Road  
Southold, New York 11971  
(516) 765-5050

*The person you describe is the person we'll deliver.*

**Kingsley**, associate creative director, Earle Palmer Brown, Bethesda, Md., and **Brett Robbs**, VP and creative group head, DDB, Washington, named co-creative directors; **Stacey Buel**, account executive, DDB, Chicago, named account supervisor.

**Bruce Meyers**, executive VP and director, research services, named director, account services; **Karen Olshan**, senior VP and director, network research, named director, research services.

**Mike Katz**, VP and media director, Cavalieri and Kleier Advertising, New York, joins Neil Faber Media Inc., marketing and media consulting company there, as media manager.

**Richard Bernstein**, copywriter, Govatos, Dunn & Borcz, Washington, joins Golden Yonkier Inc., advertising agency there, in same capacity.

**Edwin Brubeck**, financial consultant, joins Thoben-Van Huss & Associates Inc., Indianapolis based media broker and financial service organization, as VP.

**John Gallo**, account executive, Greater Milwaukee Interconnect, cable television advertising firm, named sales manager; **Lora K. Metzner**, account executive, WOBY low-power TV, Milwaukee, joins Greater Milwaukee Interconnect as marketing sales executive.

**Charles W. Thurston**, general manager, Cable Advertising Inc., Newton, Mass., joins AdLink/National Cable Advertising, Los Angeles, as general sales manager.

**Victoria Gold**, account executive, Seltel, Los Angeles, named manager.

Appointments at Group W Radio: **Terry Hurwitz**, account executive, HNWH, New York, joins Group W there as account executive; **Jennifer Delfs**, account executive, Jules E. Thompson Inc., publisher representatives, San Francisco, joins Group W there in same capacity.

**Joe Dudek**, supervisor and senior buyer, Lowe Marschalk, New York, joins HRP there as account executive.

Appointments at Katz Communications: **Marv Nyren**, account executive, Republic Radio, Chicago, named sales manager, Republic Radio, Atlanta; **John L. Warden**, account executive, WHCN(FM) Hartford, Conn., joins Katz Radio, New York, as account executive; **Melissa McAdam**, account executive, TeleRep, New York, joins Katz Independent Television there as sales executive; **Thomas Koletas**, account executive, Shearson Lehman Hutton Inc., New York, joins Katz Continental research there as research analyst; **Deborah Bedard**, sales associate, Katz Continental Television, New York, named sales executive; **Faith Tilson**, sales executive, John Blair & Co., New York, joins Katz American Television there as sales executive; **Janet Dunlop**, graduate, Katz sales training program, New York, joins Katz Independent Television, Los Angeles, as sales executive; **Dirk Ohley**, sales executive, WVEU(TV) Atlanta, joins Katz Television, Charlotte, N.C., as sales executive.

Appointments at WNBC-TV New York:

**Christopher Bushnell**, account executive, NBC Television Stations spot sales, New York, named sales manager; **Luis Roldan**, account executive, Telemundo Group Inc., New York, named account executive.

**Neil Baker**, director, Mid-Atlantic, CBS Affiliate Relations, New York, named account executive, CBS Television Network Sales.

**Sem Dieterich**, senior account executive, WBZ-TV Boston, joins WFXT(TV) there as general sales manager.

**Steve Berman**, national sales manager, WGSB-TV Philadelphia, joins KTLA(TV) Los Angeles in same capacity.

**Thomas A. Neeson**, local sales manager, WLVI-TV Cambridge, Mass., joins WLFL-TV Raleigh, N.C., as general sales manager.

**Sonia Maxwell**, marketing specialist, KTNV-TV Las Vegas, joins KVVU-TV Henderson, Nev., as national sales manager.

Appointments at KTHV(TV) Little Rock, Ark.: **Chris Bailey**, general sales manager, and **Don Grant**, account executive, KASN-TV Little Rock, join KTHV(TV) as general sales manager and account executive, respectively; **Suzanne Rasel**, account executive, KLRT(TV) Little Rock, named account executive.

**Edward C. Herbert**, local sales manager, WTVR-TV Richmond, Va., joins WJHL-TV Johnson City, Tenn., as general sales manager.

**Steve Kotch**, special projects director, WXCT(AM) New Haven, Conn., joins WMCA(AM) New York as account executive.

**Katy O'Leary**, account executive, *Marketing and Media Decisions*, Chicago, joins WFMT(FM) there in same capacity.

**Al Blake**, account executive, WGIR-AM-FM Manchester, N.H., named general sales manager.

**Dan Turner**, account executive, WFQX(FM) Front Royal, Va., named sales manager. Turner replaces **Ann Dahl**, who joins WSVG(AM)-WSIG-FM Mt. Jackson, Va., as general sales manager.

## Programing



Miller

**William Miller**, executive VP, King Features Entertainment Inc., producer and supplier of television series, specials and movies, New York, named president.

**Steve Goldman**, executive VP, sales and marketing, Domestic Television division, Paramount Pictures

Corp., Hollywood, named executive VP, domestic television; **R. Gregory Meidel**, senior VP and general sales manager, Domestic Television division, named executive VP and general sales manager.

**Dean Valentine**, director, television devel-

opment, Walt Disney Studios, Burbank, Calif., named VP, network comedy development.

**Ron Wanless**, co-president of marketing, New Line Cinema, Los Angeles, joins Samuel Goldwyn Co., New York, as senior VP, worldwide marketing; **Chuck Howard**, executive producer, Trans World International, sports production company, Los Angeles, joins Samuel Goldwyn there as head of *American Gladiators*, one-hour syndicated competition show.

**Melanie Topp**, director of acquisitions and development, Management Company Entertainment Group Inc., Los Angeles-based production management and distribution company, joins ABC Distribution Co., Century City, Calif., as director of program acquisitions and development.

**Jonathan Crane**, television producer, British Broadcasting Corp., New York, named head of BBC New York. Crane will be responsible for BBC's New York radio and television production office.

**Juan Bonilla**, manager, general accounting, disbursements and staff finance, NBC West Coast, Burbank, Calif., named manager, production accounting.

**Mack Perryman**, VP, new business development, Home Box Office, New York, resigns after ten years with HBO to pursue other interests. No replacement has been named.

**Dennis Doty**, senior VP, West Coast, DLT Entertainment Ltd., Los Angeles, named executive VP and managing director, Worldwide Production.

**S. Harry Young**, VP, CBN Producers Group Inc., production company of Christian Broadcasting Network, Virginia Beach, Va., named president.

**Deborah Harwick**, producer, WWOR-TV Seacucus, N.J., joins CNN, Washington, as producer, *Larry King Live*.

Appointments at Request television, pay-per-view service of Reiss Media Enterprises Inc., New York: **Colleen F. Cahill**, director, corporate sales, named VP, corporate sales and affiliate relations; **Stuart Jacob**, director, consumer marketing, named VP, marketing.

**Eve Joffe**, independent manager, Western division, Ascot Syndication Group, Los Angeles, joins DSL Entertainment there as director, international sales.

**Elaine Cohen**, director of creative affairs, ITC Productions Inc., Studio City, Calif., named VP, creative affairs.

## News and Public Affairs

**Mike Ferring**, news director, WSYX(TV) Columbus, Ohio, joins KQVR-TV Sacramento, Calif., as news director.

**Phyllis Schwartz**, executive producer, 10 p.m. newscast, WLS-TV Chicago, named assistant news director.

**Bill Payer**, news director, KTUL-TV Tulsa, Okla., joins WSYX(TV) Columbus, Ohio, as



assistant news director.



Porges

Appointments at ABC News, New York: **Walter Porges**, director, foreign news coverage, named VP, news practices. Porges will be responsible for "enforcing ABC News policies which govern the gathering and airing of news."

Porges replaces **Robert Siegenthaler**, who was recently named president of broadcast operations and engineering, Capital Cities/ABC Inc. **Marc Burnstein**, senior producer, ABC Weekend News, Washington, and **David Doss**, senior producer of news coverage, Los Angeles, named broadcast producers, ABC News' new untitled prime time news broadcast.

**Monte Schisler**, reporter, KTTS(AM) Springfield, Mo., joins KYTV(TV) there as news producer.

**Peter Ross**, reporter, WZZM-TV Grand Rapids, Mich., named co-anchor, weekend newscasts.

**Heidi Mitchell**, anchor and reporter, Business Radio Network, Colorado Springs, joins WILX-TV Lansing, Mich., as weekend anchor.

**Kelly Minton**, anchor, KATV(TV) Little Rock, Ark., joins WDAF-TV Kansas City, Mo., as weekend anchor.

**Angela Astore**, producer and reporter, KSTP-TV Minneapolis, named co-anchor, 6 and 10 p.m. newscasts.

**Kimberly Perkins**, morning news anchor and health reporter, KDKA-TV Pittsburgh, joins KTVX(TV) Salt Lake City as co-anchor, 5:30 and 10 p.m. newscasts.

**Amy Marsalis**, weekend anchor, WTOL-TV Toledo, Ohio, named noon anchor.

Appointments at WAND(TV) Decatur, Ill.: **Jim Sherlock**, reporter, anchor and producer, KOMU-TV Columbia, Mo., named reporter; **Ed Ring**, meteorology instructor, Chanute Air Force Base, Rantoul, Ill., named weekend meteorologist.

Appointments at WNEV-TV Boston: **Debby Enblom**, entertainment reporter, KSTP-TV Minneapolis, named arts, entertainment and lifestyle editor; **Virginia Ellis**, general assignment reporter, named medical reporter.

**Mary Maguire**, general assignment reporter, WJAR(TV) Providence, R.I., named consumer reporter.

**Pam Martin**, anchor and reporter, WAGA-TV Atlanta, joins WSB-TV there as free-lance reporter.

**Gail Evans**, director, Cable Network News booking and research department, Atlanta, named VP.

**Chris Gary**, air personality, WCHL(AM) Chapel Hill, N.C., named news director.

**Eric Marengi**, news director, joins WSB(AM) Atlanta as anchor and reporter.

## Technology

Appointments at E-Systems, developer and producer of communications and data systems, Dallas: **David R. Tacke**, chairman and CEO, retires June of this year; **E. Gene Keiffer**, president and chief operating officer, elected chairman and CEO. Tacke will remain on board of directors as vice chairman. **A. Lowell Lawson**, executive VP, named president and chief operating officer; **Thomas D. Kelly**, VP, finance, and chief financial officer, will retire in July; **James W. Pope**, VP and controller, will replace Kelly.

Appointments at Wold Communications, satellite television distribution company: **Irene A. Escardo**, marketing consultant, Los Angeles, named VP, marketing and business development; **Philip M. Barkin**, account executive, Crain Communications, New York, joins Wold there in same capacity; **Tina E. Lurie**, satellite traffic coordinator, Capital Cities/ABC Inc., New York, joins Wold there as customer service representative.

**James Turner**, senior district sales manager, JVC Professional Products Company, Elmwood Park, N.J., named East Coast regional sales manager.

**Al Rouff**, engineering manager, WNEV-TV Boston, joins WHAS-TV Louisville, Ky., as director of engineering and operations; **Eric**

**Bergman**, project engineer, KGSW(TV) Albuquerque, N.M., joins WHAS-TV as engineering manager.

**Laura Lunceford**, manager, marketing and communications, telesystems and video products divisions, Chyron Group, Melville, N.Y.-based designer and manufacturer of digital electronic graphics equipment and systems, named director of marketing.

**Mike Starling**, chief engineer, noncommercial KPBS-FM San Diego, Calif., joins National Public Radio, Washington, as senior engineer, program division.

## Promotion and PR



Brightwell

**Roxanna Brightwell**, independent consultant, joins Telemundo Group Inc., Spanish-language network, New York, as manager of public relations.

Appointments at Frankenberry Laughlin & Constable Inc., Milwaukee-based advertising and public relations firm: **Gary**

**Titterington**, senior VP and media director, named senior VP, director of client services; **Karen Duffy**, VP, associate media director, named VP, media director.

# Broadcasting

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**Sylvia L. Horney**, writer and producer, WGN-TV Chicago, joins WLS-TV there as promotion producer.

**Victor Shapiro**, director, news promotion, KTVX(TV) Salt Lake City, named promotion manager.

**Jerry L. Johnson**, director of creative services, KDSM-TV Des Moines, Iowa, joins KTIV(TV) Sioux City, Iowa, as promotion director.

**Julie Anchor**, account executive, KRBK-TV Sacramento, Calif., named public relations and marketing coordinator.

**Joanne Guida**, director, Union County Arts Center, Rahway, N.J., joins Suburban Cablevision, East Orange, N.J., as public relations coordinator.

## Allied Fields



Simon

**Jules F. Simon**, associate attorney, Franklin, Weinrib, Rudell & Vassallo, law firm, New York, joins NBC, Burbank, Calif., as director of NBC-TV business affairs.

**Philip J. Giordano**, senior VP, affiliate affairs, Capital Cities/ABC Radio Network,

New York, elected president of Broadcast Financial Management Association, Des Plaines, Ill.

Named fellows, Gannett Center for Media Studies, New York: **Lawrence K. Grossman**, former president, NBC News and PBS, and currently Frank Stanton professor of First Amendment at Harvard University, named senior fellow; **Ken Auletta**, columnist, *New York Daily News*, and political commentator, WCBS-TV news; **Joe Quinlan**, senior producer, national affairs, *MacNeill/Lehrer NewsHour*, and, **Elizabeth Trotta**, former correspondent, CBS and NBC News, named fellows; **John Phillip Santos**, former culture and religion producer, CBS News, named research fellow.

**Nancy Hendry**, deputy general counsel, Public Broadcasting Services, Alexandria, Va., named VP.

Elected to board of directors, American Television & Communications Corp., Stamford, Conn.: **Richard D. Parsons**, president and chief operating officer, Dime Savings Bank of New York; **Herbert S. Schlosser**, senior adviser, broadcasting and entertainment, Wertheim Schroder & Co., investment bank, New York; **Philip Lochner**, general counsel and secretary of Time Inc., New York.

**Fritz Attaway**, VP and counsel, Motion Picture Association of America Inc., Washington, named senior VP, government relations.

Appointments at Ailes Communications Inc., television production and political me-

dia consulting company, New York: **Gabriel Evans**, production assistant, named production coordinator; **Christopher Dukas**, production assistant, named director, media and library research.

**Ed Papazian**, media consultant, joins consulting firm of Ephron & Ephron, New York, as partner and principal. Firm has changed name to Ephron, Papazian & Ephron.

**Nancy Niederman**, VP, studio legal affairs, MGM/UA, Beverly Hills, Calif., named senior VP.

Appointments at Canadian Broadcasting Corp., Ottawa: **William Morgan**, VP, English television, and **Bruno Gauron**, assistant to general manager, programing information, named director, Office of Journalism Policy and Practices.

Elected officers of Cable Television Administration and Marketing Society Inc. Great Lakes Regional Board: **Robert Gardner**, UA Cablesystems, named president; **Richard Hutchinson**, Continental Cablevision, named VP; **Michael Rahimi**, Group W Cable, named 2nd VP; **Kevin Leddy**, Warner, named secretary; **Jay Satterfield**, American Cablevision, named treasurer. Great Lakes Regional Board has offices in Chicago, Detroit, Indianapolis and Columbus, Ohio.

The Most Reverend **Anthony G. Bosco**, Catholic Diocese of Greensburg, Pa., elected to board of trustees of National Interfaith Cable Coalition and Vision Interfaith Satellite Network.

**Charles R. Evans**, senior VP, group management, FCB/Leber Katz Partners, New York, joins Wells Rich Green there as executive VP and account group head.

**Don Benson**, president, Benson Communications, Atlanta-based consulting firm, joins Burkhart/Douglas & Associates there as executive VP of operations. Benson Communications will merge with Burkhart/Douglas & Associates.

**Donna R. Williams**, professor, St. Thomas Aquinas College, Sparkill, N.Y., elected president, National Broadcasting Society-Alpha Epsilon Rho, Ada, Ohio. **G. Richard Gaaney**, professor, Ohio Northern University, reelected VP. Alpha Epsilon Rho is organization of broadcast professionals and student members representing colleges and universities.

**Tracy Johnson**, program director, WAPE-AM-FM Jacksonville, Fla., joins Alan Burns & Associates, Oakton, Va.-based radio consulting firm, as consultant.

**Stan Stephens**, Republican governor of

Montana, joins Big Sky Chapter of American Women in Radio and Television. Stephens, veteran broadcaster, is only governor who is professional member of organization.

**Laura E. Rubin**, recent graduate, State University of New York, Geneseo, N.Y., joins John L. Pierce Associates Inc., Florence, Ky.-based marketing firm, as media broker.

## Deaths



MacDonald

**Kenneth H. MacDonald**, 67, founder and CEO of MacDonald Broadcasting, Saginaw, Mich.-based group owner of four AM and four FM stations, died May 1 at Saginaw Country Club after suffering heart attack. After serving as pilot in World War II, Mac-

Donald's career began at NBC in New York as page. In 1950's he went to WPAG (AM), now WPZA(AM), in Ann Arbor, Mich., as sales representative. In 1962 he purchased WSAM-AM-FM Saginaw. MacDonald went on to purchase WWPZ(AM)-WMBN-FM Petoskey, WATT(AM)-WWLZ(FM) Cadillac and WILS-AM-FM Lansing, all Michigan. MacDonald Broadcasting also owns 11 county Muzak franchises. MacDonald was member of National Association of Broadcasters Radio Board from 1983 to 1987 and presided as chairman of task force on radio ratings. MacDonald was also former president of Michigan Association of Broadcasters. FCC Commissioner James Quello, friend of MacDonald, said, "I've lost a great friend and broadcasting has lost a great leader." MacDonald is survived by his wife, Ann, five daughters and two sons. Three of his children manage MacDonald's radio stations. Ken Jr. manages Saginaw properties, daughter Patricia manages Petoskey stations, and son Andrew manages Lansing stations.

**George H. Cobb**, 59, broadcaster, died April 7 of arteriosclerosis at his home in Columbus, Ohio. Cobb was in Navy from 1948 to 1952, serving with Armed Forces Radio. His broadcasting career began as announcer and newsmen with KNOW(AM) Austin, Tex. Cobb also worked at KOA(AM) Denver and WBNS-AM-FM-TV, WCOL(AM), WOSU-AM-FM; WMNI(AM) and WBBY-FM, all Columbus, Ohio.

**INDEX TO ADVERTISERS:** Accuracy in Media 25 □ A.F. Associates, Inc. Cover 4 □ Ampex 34A-D □ Bank of Boston 86 □ Biernacki Brokerage 92 □ Blackburn & Co., Inc. 88 □ Chapman Associates 101 □ Classified Ads 106-114 □ Columbia Pictures Television 26A-H □ Communications Equity Associates 91 □ COMSAT 50A □ Cycle-Sat 55 □ Norman Fischer & Co. 90 □ Georgia, The University of Cover 3 □ Greyhound Financial Corp. 93 □ Johns Hopkins 78 □ Kalil & Co., Inc. 89 □ King World 12-13 □ L'Ermitage Hotels 60-61 □ Media Venture Partners 87 □ Midwest Communications Corp. 8 □ Noble Broadcast Group 39 □ Odetics Broadcast 53 □ Orban Associates, Inc. 73 □ Panasonic Broadcast Systems 40-41 □ Paramount 15, 16-17, 18-19, 20-21 □ Premiere Announcement Network, The 37 □ Procter & Gamble 23 □ Professional Cards 103 □ Services Directory 102 □ Society Bank 82 □ SONY Broadcast Products 59 □ SONY Tape 47 □ State Farm Insurance 75 □ Joe Sullivan & Associates, Inc. 115 □ Tektronix 49 □ TimeShifter 81 □ Edwin Tornberg & Co., Inc. 100 □ United Stations Radio Networks Front Cover □ Vestron Television 43, 45 □ Warner Bros. Domestic Television Distribution Cover 2, 5, 6-7



## Diane Sutter: AWRT's go-getter

The concept of spare time is "a little foreign to me," says Diane Sutter, demonstrating a gift for understatement. National president of American Women in Radio and Television for the past year, she is also vice president and general manager of Lexington, Ky.'s WTVQ-TV, and has assembled an array of broadcast career credits that would give pause to the most boastful baby boomer.

"The kid started out at a fast pace at an early age," says Sutter, who grew up in Pittsburgh. "I was one of those who was in 26 organizations when she was in high school; editor of the newspaper, on the student council, all that kind of happy nonsense."

Arriving at Allegheny College in Meadville, Pa., Sutter reviewed her high school Spanish record, decided against a language major, and began looking for a subject that was "fast-paced, with a lot of people and could make some sort of impact." She settled on political science.

"By the time I graduated from college," says Sutter, "I'd worked in seven political campaigns and been a summer intern in Hugh Scott's [R-Pa.] Washington press office when he was minority leader in the Senate. After I graduated I had the incredible audacity to talk myself into being a Congressman's press secretary at age 23."

Sutter began working in Washington for Congressman Robert P. Hanrahan, from Illinois' 3rd District, had "an immediate anxiety attack," and enrolled in American University's graduate school in communications. "I went at night," she says, "and when we had to write a feature story, I'd take whatever one I'd recently written for the congressman. When we had to practice news writing? No problem. When we had to do writing for broadcast, I'd take the radio show I'd written. That's how I got through graduate school."

Realizing that she would not be able to work full time for Hanrahan during his reelection bid and finish her master's thesis—on political campaign consultants and the effect of Watergate on the political process—Sutter took a local job as Director of Communications for the Washington, D.C., Bicentennial.

In 1974 she moved back to Pittsburgh to get married, and found no "burning need for Republican press secretaries in a city that hadn't elected a Republican in 63 years." Deciding to redirect those skills she'd already acquired, Sutter took a public relations job at Burson-Marsteller. She wasn't overwhelmed with her newly adopted milieu: "After I did my first article on gas meter planning in Tulsa, Okla., and got it placed in *Bakery* magazine, and everyone was all excited, I said 'I gotta get outta here.'"

During this time, Sutter had been inter-



DIANE SUTTER—president, American Women in Radio and Television; vice president and general manager, WTVQ-TV, Shamrock Broadcasting Inc., Lexington, Ky.; b. December 9, 1950, Pittsburgh; BA, Allegheny College, Meadville, Pa., 1972; MS, American University, Washington, 1974; press secretary, Congressman Robert P. Hanrahan (R-Ill.), 1973; director of communications, D.C. Bicentennial, 1973-74; assistant to account executive, Burson-Marsteller, Pittsburgh, 1974-75; account executive, 1975-78, sales manager, 1978, WPEZ-FM Pittsburgh; sales marketing development, WXXK(FM) Pittsburgh, 1978-79; general manager, WPEZ-FM, 1979; vice president, station manager, WWSW(AM)-WTKN (formerly WPEZ-FM), 1980; vice president and general manager, WWSW-WTKN Pittsburgh, 1984; corporate vice president and general manager, WWSW-AM-FM, 1984-89; present position since March 1989.

viewing at local radio and television stations, looking for a newsroom job, and at WPEZ-FM she was asked if she'd ever considered sales. "I didn't have a clue whether this meant I went out and sold radios, but whatever it was, I said if this gets me in, then absolutely, I can do this." She was hired.

Wasting no time, she became the number-one billing salesperson in the space of a year. "It helped that the station was very new on the air," she says. "I didn't know I couldn't do it, so I did."

The station's morning news producer quit, and, still bitten by the news bug, Sutter worked out a deal with the program director to produce the news, for free, in the morning and sell in the afternoon.

"I never told the sales manager or the general manager," she reveals today, "and for nine months worked that way." Then the newspapers went on strike, and "that's where I got most of the news and story leads," Sutter says. "Without the paper, we were depending more heavily on the network, and the news director could really

handle it all." The end result of all this was Sutter's realization that sales provided her with more freedom and opportunity. "In sales you really determine your own destiny," she says.

From this point on, Sutter moved ahead rapidly. "I had the goal of becoming general manager by the time I was 30 because I made sales manager at 27. I made general manager by the time I was 28, and then wanted to be vice president and general manager of both stations I worked for by the time I was 30." She made that too.

Sutter refers to her promotion to sales manager as a barrier breaker. "It was difficult for people who had to do business with me, but only for an instant, because I found that what people really cared about was could I get the job done.... Once they determined I could do that, then the issue of gender was really not an issue at all."

When she began selling in Pittsburgh, she says, there were only five women in radio and TV doing what she did. By joining AWRT, Sutter found "real opportunity to network inside the market, to get information on what was going on in the industry on a national level, and practice and develop skills that would be necessary for me as an executive in the workplace and in the organization."

The AWRT, a national nonprofit membership organization, was formed 38 years ago as an offshoot of the NAB to help advance the impact of women professionals in electronic communications. Today it has 52 chapters, and 2,500 members.

Sutter will continue to actively participate in the AWRT, as well as the many other organizations with which she manages to involve herself. These include the ABC Talkradio Affiliate Board (she designed and began the Talk Affiliate Board for ABC and served as chair in 1982-88), and the Pittsburgh Radio Organization, of which she is past president, vice president and secretary/treasurer. Sutter also was one of 38 women to meet with George Bush and Dan Quayle last December to discuss women's issues and the role of women in the Bush administration. She currently serves on President Bush's Personnel Advisory Committee to help identify qualified women for administration posts.

As for career, one of Sutter's goals is to obtain the same breadth of knowledge and experience in television as she acquired in radio. "What's most important to me is growth potential and maintaining a learning curve," she says. "I'm one of those incredibly fortunate people who have always had wonderful jobs in wonderful places and, most recently, for wonderful people."

"In this business what's important are your abilities to be flexible, react to change and be willing to try new things. All are key elements to successful management and leadership."

Federal Mediation and Conciliation Service has intervened in **contract dispute between Capital Cities/ABC and National Association of Broadcast Employees and Technicians (NABET)**. Move followed rejection of ABC's final contract offer by 12 of 18 NABET units and WLS(AM) Chicago newswriters, in vote results which were released last Wednesday, May 3. Unanimous approval would have been required for contract acceptance. Both sides were still discussing when first mediated meeting should take place, with Capital Cities pushing for a date before this Thursday, May 11, date previously proposed by NABET. Company statement released following the vote said: "An early meeting is essential if members are to have a chance to reconsider their vote by May 15 in order to receive the 10% ratification bonus." Company continued to insist that its final offer would not be renegotiated. Previous contract expired March 31.

Motion Picture Association of America President **Jack Valenti** called for **limits on ownership concentration in cable industry** last week. In testimony submitted to Senate Antitrust Committee in connection with hearing week earlier on competition (or lack thereof) in cable industry, Valenti said limits should be placed on vertical integration to insure that independent program services can reach cable subscribers and on horizontal concentration to "constrain the power of a handful of national cable giants to determine the terms and conditions under which independent cable programmers will have access to 10's of millions of U.S. TV households." Valenti said he did not know where line on horizontal concentration should be drawn, but said TCI, which serves 11.5 million homes, crossed it long ago. On other hand, Valenti said Congress should refrain from regulating cable rates or from requiring cable programmers to retail services through "every Tom, Dick and Harry who wants to be a middleman, whether to home satellite dish...owners or to wireless cable subscribers." Valenti made no comment on whether telephone companies ought to be allowed to provide cable competition. That issue has split MPAA board.

**Select Media confirmed last week that its game show, *Relatively Speaking*, will not be renewed for second season.** That is latest game show to fall in what is becoming an increasingly tough market. Barris has also canceled *The Gong Show*, while its two other games, *Newlywed Game* and *Dating Game*, look doubtful for next season. MCA TV, Buena Vista, MGM/UA and Harmony Gold have all pulled game projects proposed for the 1989-90

season, although Harmony Gold said last week it will try to relaunch *Perception* in January 1990. Viacom has also indicated it will delay *Betcha* until mid-season 1989-90. Still no official word yet on Warner Television Distribution's proposed new game show, *Third Degree*, but company sources are optimistic show will go forward as planned in fall.

**CBS has picked wroc.tv to be its affiliate in Rochester, N.Y.**, replacing WHEC-TV which several weeks ago changed affiliation to NBC. WROC-TV, owned by Television Station Partners, had previously been the NBC affiliate in the market. Date of affiliation switch has yet to be announced.

**Legislation was introduced in House and Senate that would restore state and local regulation of cable rates.** House measure (H.R. 2222) is sponsored by Representatives Christopher Shays (R-Conn.), Thomas J. Downey (D-N.Y.), Richard E. Neal (D-Mass.), Frank J. Pallone (D-N.J.), Charles Wilson (D-Tex.) and Major Owens (D-N.Y.). Senator Joe Lieberman (D-Conn.) is author of bill in upper chamber. Bills would also require cable operators to carry local broadcast signals according to must-carry rules adopted by FCC in 1987 to qualify for compulsory copyright license. And it addresses issue of channel shifting stating that station must be carried on cable channel it was located on before first set of FCC must-carry rules were declared unconstitutional in 1985, or on channel number assigned to it by FCC, or where station deems acceptable. Legislation would permit franchise authorities to prohibit purchase of or renewal of cable system on grounds of "extensive media ownership."

Last Friday, March 5, NPR announced Capitol Hill correspondent, **Linda Wertheimer, will become host of daily evening news program, *All Things Considered***, beginning May 15. Joining rotating weekday host roster including Robert Siegel and Noah Adams, she will likely continue to cover Hill, said NPR, which did not announce replacement.

**Petition to deny** has been filed by Arkansas, Louisiana and Mississippi state Branches of NAACP, respective branches of NAACP operating within service area of stations involved, and National Black Media Coalition against KIXK-FM El Dorado, KARN-AM-FM Little Rock, KHLT-AM-FM Little Rock, and KZLR-FM Pine Bluff, all Arkansas; WYNK-AM-FM Baton Rouge, WCKW-AM-FM Gar-

## NBC reorganizes news department

*NBC News President Michael Gartner continued putting his stamp on that division last week with several senior-level appointments. The new tasks assigned to those executives include providing NBC news with a single on-air look, and centralizing the assignment of stories and use of division resources. He also chose someone with a business background to be his special assistant.*

*In last week's restructuring, Gartner elevated the role played by NBC's central news desk in the assignment of correspondents and producers. Assigned to oversee that operation as executive news director was Donald Browne, previously Miami Bureau chief with responsibility for Latin American and South-eastern U.S. coverage. Said Gartner: "This is a first step toward building a stronger news desk with more authority and responsibility for the coverage provided to all our programs, our affiliates and other users of our news-gathering forces."*

*Under the new regime, individual shows such as NBC Nightly News will no longer be able to request stories from domestic and foreign bureaus without first clearing the requests with the central news desk, said Tom Ross, senior vice president, news planning: "There have been times in the past, when we had a single news event covered by crews from Nightly News, Today, an owned station and an affiliate. In the new economic nature of*

*things that situation can no longer be afforded." Some shows, such as Today and Nightly News, have a few designated producers and correspondents, who reportedly will not be affected.*

*George Paul, director of Today, was charged with the task of developing a single on-air look for all NBC news programming. Paul told BROADCASTING: "The other networks, ABC in particular, have a look, while we have had many looks. Even the NBC peacock has different hues on different shows." Paul said he was thinking of implementing changes that would affect such things as the use of maps, which he said are often too small and not on the air long enough, to on-screen name identifications, which he said are inconsistent. Paul added he thought, in general, graphics were overused: "On the lead-in to a tape about the President I don't think you always need to see Bush's face for 10 or 12 seconds, when the tape is going to follow immediately... Tom Brokaw can also hold the screen on his own. That is not to say that graphics are not important when used properly, but I would be more inclined to have fewer."*

*Gartner's choice as special assistant, carrying the title of director of news operations, was Robert Keyes, who previously had been director of news planning, reporting to Ross. Most of his 17 years at the news division have involved business affairs and other financial and administrative activities.*



yville, WFR(AM)-WHMD(FM) Hammond, KXKW-AM-FM Lafayette, KRMD-AM-FM Shreveport, all Louisiana; and WZR(AM) Jackson, WSTZ-FM Vicksburg, WAKK(AM)-WAKH(FM) McComb, WNAU(AM)-WWKZ(FM) New Albany, and WPMO(AM)-WKNN-FM Pascagoula, all Mississippi. Action follows 1982-1989 EEO performance study commissioned by petitioners for all radio stations in three states which said stations have had "no more than token employment of blacks and other minorities during the license term...nor have the stations proposed meaningful EEO programs for the coming 1989-1996 renewal term."

**Thomas B. Fitzpatrick**, chief administrative law judge, FCC, will retire **June 30**. Fitzpatrick has been with commission since 1960 and served on general counsel's staff and Broadcast Bureau. He was also senior trial attorney and assistant chief of hearing division. He became chief of hearing division in 1964. In 1974 he became administrative law judge; he has been chief judge since 1984.

Following SEC approval, **United Artists Corp. and United Cable Television Co. are set to vote on proposed merger** at shareholder meetings set for May 25. Proxy statement released by companies indicates that newly formed United Artists Entertainment would have had pro forma \$1.2 billion revenues for 1988. Proxy states that United Artists president and UAE CEO Stewart Blair intends to sell various assets of United Cable after merger, including cable TV systems in Sweden and Norway valued at \$32.3 million, and video rental stores valued at \$6.1 million. United Cable management will have option to purchase assets.

Responding to Federal Communications Bar Association petition, **FCC last week granted 30-day extension of deadlines for comments on proposal to use lottery to award licenses for new broadcast stations**. Comments are now due June 8, replies June 30.

**House Judiciary Committee** Chairman Jack Brooks (D-Tex.) is convening subcommittee hearing Wednesday (May 10) on bill aimed at curbing amount of violence on television. Legislation would temporarily lift antitrust restrictions to enable broadcast, cable, and motion picture interests to meet and establish voluntary code on television violence.

Former stockbroker and **Cox Cable subscriber** in San Diego Howard Jaffe has formed group to protest cable operator's decision to replace FNN with CNBC on system there and in other Cox communities. Jaffe told BROADCASTING that he has heard from "hundreds" of local supporters and has established contacts in other Cox communities. Cox has put people with interest in financial markets "at financial risk," Jaffe said, with dropping of FNN. "I'm not overly dramatizing. They have removed a very comprehensive source of continuous daily financial information," he said. Through letters, media coverage and lobbying legislators, Jaffe hopes to pressure Cox into reversing its decision. CNBC, reacting to comments from Cox and other cable operators, has added more financial information to stock ticker, which now runs full time during the day. Cox spokesman said he has seen "no more or less activity with the launch of this new service than we've had with any other switch-out. Customers get established viewing habits with programing and personalities."

**USIA Director Bruce Gelb asked Senate Foreign Relations Committee to authorize \$949.2 million for operation of VOA, TV Marti, Worldnet and other educational-cultural exchange efforts in 1990**, \$66.9 million increase over 1989. Markup of Foreign Relations Authorization Act is scheduled for May 9-11. Committee Chairman Claiborne Pell (D-R.I.) reiterated belief that TV Marti and Worldnet target audiences are already reached by commercial programers, such as CNN. Gelb said specific task "to share the American vision" should not be left to commercial operations and attributed increase to loss of State Department support in

## Monitoring the May sweeps

*The Christian Leadership for Responsible Television (CLEAR-TV) and its most visible leader, the Rev. Donald Wildmon, are monitoring network prime time television during the May sweeps. The purpose, in Wildmon's words, is to "find out who are the leading sponsors of sex, violence, profanity and anti-Christian values. We are looking at all network television" during the sweeps, he said, stressing that no programs have been singled out for special attention.*

*Wildmon did say that some major advertisers were "alerted" to what Wildmon said was NBC's admission that the upcoming Roe vs. Wade (to air Sunday, May 15) is a "pro-abortion" program. "With one and one-half million unborn babies being murdered each year by abortion, it is tragic that NBC would spend millions of dollars to make a movie which they admit is pro-abortion," Wildmon wrote in an April 21 letter to advertisers. He told the advertisers, whom he would not name, that "it is our hope [you] will not reward NBC's pro-abortion stance with advertising support for this movie."*

*Robert Blackmore, executive vice president, NBC Television Network, confirmed that no more than a "handful" of advertisers had decided to pull out of the program as of last Friday (May 5). But the program remains over 50% sold a week before air, and Blackmore said he expects it will be "close to being sold out" by the time it airs Sunday. He declined to reveal the per-unit rate for the show, but said it was "more toward [the] normal" rate for a Sunday night movie.*

*NBC disputed Wildmon's claim that the network admitted the program was pro-abortion—a claim based on press interviews with a network program practices vice president and a co-star of the movie, Holly Hunter. (Hunter was quoted as saying to the Associated Press: "The script has a point of view, and so does history.") NBC Television Network President Pier Mapes countered in a separate letter to advertisers that "in our opinion, Roe vs. Wade does not take a position on abortion...pro-choice and pro-life feelings are expressed in Roe vs. Wade. They balance each other and NBC believes early critical reaction from members of the press...is quite positive on the movie's balance and accuracy. We urge you to view it and decide for yourself."*

some areas and to inflation.

Without usual fanfare, **FCC dished out bonuses totaling \$40,000 to 10 senior managers** at ceremony three weeks ago in offices of FCC Chairman Dennis Patrick. One agency source said Patrick downplayed awards to avoid aggravating morale problem caused by budget cutting, but FCC Managing Director Ed Minkel said chairman took low-key approach because crowded schedules of commissioners and staff who select awardees caused four-or-five-month delay in making awards. Awardees: Gerald Brock, chief, and Gerald Vaughan, deputy chief, Common Carrier Bureau; Diane Killory, general counsel; Sheldon Guttman and Daniel Armstrong, associate general counsels; Richard Smith, chief, and Arlan van Doorn, deputy chief, Field Operations Bureau; Thomas Stanley, chief engineer; Marilyn McDermott, associate managing director; Roderick Porter, deputy chief, Mass Media Bureau. Brock received \$5,000; Killory, Smith, and Stanley, \$4,000 each, and six others, \$3,833 each.

**FCC General Counsel Diane Killory cleared way last week for Mass Media Bureau to approve sale of Rene Anselmo's KTVU-TV Phoenix** to unit of Hallmark Cards Inc. for \$23 million. Killory dismissed issues that had been raised by Review Board's conditioned renewal of station's license in November 1987, saying they were moot due to proposed sale.

# Editorials

## Futurists at work

The future was crowding in from all sides upon the National Association of Broadcasters convention last week. Cable, the existing significant other in television's Fifth Estate, was most evident in the person of John Malone, the formidable leader of Tele-Communications Inc., who told broadcasters they should begin to think of themselves as programmers and take advantage of the multiple-channel capacity in the wired nation. The telephone universe was represented by Raymond Smith, chief executive of Bell Atlantic, who said that company wanted into the television business not only as common carrier but as programmer. Talk about being caught between the frying pan and the fire!

And then there was all that technology to contend with, primarily HDTV in its many manifestations. Narrow-MUSE. SuperNTSC. HDS-NA. SC-HDTV. MUSE 6 and 9. ACTV 1 and 2. VISTA. HDB-MAC. To mention only some principal options. One could be forgiven for wanting to walk away while it's all sorted out.

(There are broadcasters, and cablecasters, who *are* walking away from HDTV, at least of the more refined varieties. They're betting that a form of enhanced TV will suffice to keep terrestrial TV and cable competitive at this point in the medium's evolution—to meet what John Malone calls "the public's as yet unexpressed demand." We confess to difficulty with that approach, to the extent that it requires of television the least that it can achieve, not the most. HDTV, in our experience, holds the most promise when it holds the most promise; to settle for less may not be worth the trip.)

One came away from Las Vegas with the feeling that all this future is not so far away. First of all must come the rapprochement between broadcasters and cable, and that's only a matter of time. Months, perhaps.

John Malone spoke last week about the journey of a thousand miles that begins with a single step. For broadcasters and cable, that was taken long hence. It's good to watch the gap closing.

## Cash and carry

Broadcasters' concerns about the ebb of viewership to alternative services and away from their unique, free system of advertiser-supported over-the-air television are well founded. In fact, if we are to believe the president of one of the three major unique, free over-the-air broadcasters—one with extensive cable interests, too, it should be pointed out—the tide has already turned.

While Milton Maltz, chairman of the National Association of Broadcasters' free television task force, was rallying the troops for free TV over fee TV at the NAB convention in Las Vegas last week, NBC President Robert Wright was earning points for candor by suggesting to an audience of business editors and reporters in New York that the battle is already over. "We switched over to pay television in this country" a couple of years ago, said Wright, adding, "I'm not characterizing it as good or bad. It's just different." (Indeed, we would mark the transition at the point at which cable penetration exceeded 50% and a majority of the country was paying directly for its television.) While Maltz was decrying the "ravaging of free TV," and calling pay TV a financial creature "born to deal makers and bred on junk bonds," Wright was welcoming the increased revenue stream of a consumer cash-driven television universe that includes basic and pay cable, home video and even his own broadcast network: "There are probably few of you who have

cable that don't think you're paying for NBC," he said.

The prospect of those new dollars, in fact, spurred Wright to redefine television's Golden Age. Of talk about television's "Golden Age disappear[ing]," he said: "I guess I couldn't disagree with that more." By way of explanation, he asserted later in the speech: "We're going to go from a period in the late 70's where there was an insignificant amount of total dollars contributing to or driven by television, to the so-called Golden Age of television in terms of actual cash paid by consumers, to a period 15 or 20 years later where I'm estimating you're going to have \$43 billion." By that measure, the age will have gone platinum.

Broadcasters, who have been rallied to the defense of free, universally available television, may be forgiven for being alarmed by Wright's conclusions. They certainly cannot dismiss them.

## Over a barrel

One potential casualty of the Valdez, Alaska, oil spill that should not be overlooked is Alaska Public Radio Network's KCHU(AM) Valdez. It is an irony that the news story for which the station shined on the air (BROADCASTING, April 24) may ultimately burn it at the bank. Not surprisingly, oil company money is a prime source of underwriting dollars in the area. Exxon, already an APRN underwriter, agreed (apparently after some political pressure) to pay \$32,000-plus to help defray the expenses of covering the spill. APRN had to say "thanks, but no thanks," to avoid even the appearance of conflict. It was a hard decision for a service that depends on contributions for its existence, but it was the right one.

With the April budget depleted by the costs of the coverage, station manager David Hammock had a few anxious moments before a CPB check arrived to forestall planned layoffs, but with the stain the spill has left on the reputation of all oil companies in the area, Hammock is effectively barred from tapping "the only deep pockets here," for the future funding that is vital to the station's operation.

APRN and KCHU are to be applauded for taking the high road. The price of holding to principal is sometimes steep, but it is worth it.



Drawn for BROADCASTING by Jack Schmidt



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BROADCASTING AWARDS

**WHAS Radio News, Louisville, KY**  
for "A Matter of Time: The  
Crisis in Kentucky Corrections."

**WBUR-FM, Boston, MA** for  
"Speaking for Everyman: Ian  
McKellen Celebrates Shakespeare's  
Birthday."

**KMOX Radio, St. Louis, MO** for  
"Hate Crimes: America's  
Cancer."

**National Public Radio,**  
Washington, D.C. for "Cowboys  
on Everest."

**BBC World Service for Africa,**  
London for "Nothing  
Political/Mandela at 70."

**KTAR Radio, Phoenix, AZ** for  
"The Impeachment of Evan  
Mecham."

**WPLG-TV, Miami, FL** for  
"Caution: Precious Cargo."

**MacNeil/Lehrer Productions,**  
New York, for "The  
MacNeil/Lehrer NewsHour:  
Election '88 Coverage."

**Frontline, Boston, MA** for  
"FRONTLINE: The Choice."

**CBS News, New York** for  
"Abortion Battle" and "On  
Runaway Street," as seen on  
"48 Hours."

**KCBS-TV News, Los Angeles, CA**  
for "MCA and the Mob."

**CBS Entertainment and Telecom**  
Entertainment in association  
with Yorkshire Television for  
"The Attic: The Hiding of  
Anne Frank."

**BBC, London and WNET/Thirteen,**  
New York for "The Singing  
Detective."

**NBC-TV, New York** for "The  
Murder of Mary Phagan."

**ABC Television, New York, and  
The Bedford Falls Company**  
in association with MGM/UA  
Television, for "thirtysomething."

**Children's Television Workshop,**  
New York for "3-2-1 CONTACT  
Extra: I Have AIDS, A  
Teenager's Story."

**South Carolina ETV Network,  
Columbia, SC and The Mosaic  
Group, Inc.,** for "Children's  
Express NEWSMAGAZINE:  
Campaign '88."

**Christian Science Monitor  
Reports, Boston** for "Islam in  
Turmoil."

**WTTW, Chicago** in association  
with Chloe Productions, Inc. for  
"...And The Pursuit of  
Happiness."

**HBO, New York** in association  
with Pro Image Productions,  
Australia, for "Suzi's  
Story."

**HBO, New York** for "Dear America:  
Letters Home From Vietnam."

**WBZ-TV, Baton Rouge, LA** for  
"The Best Insurance Commissioner  
Money Can Buy."

**Turner Network Television,**  
Atlanta, GA for "The Making of  
a Legend: Gone With The Wind."

**CBS News, New York** for "Mr.  
Snow Goes to Washington"  
as seen on "60 Minutes."

**WJLA-TV, Washington DC** for  
"The Radon Watch Campaign."

**Public Affairs Television,**  
New York, for "Bill Moyers'  
World of Ideas."

**Jim McKay, ABC-TV Sports**  
Commentator, a personal award,  
for his pioneering efforts and  
career accomplishments in the  
world of televised sports.

**Don Hewitt, CBS News,** a  
personal award, for exceptional  
contributions to television news  
over an important period of  
American history spanning forty  
years.

**Ambassador Walter Annenberg,**  
a personal award, for his  
philanthropic role in support  
of the educational uses of radio  
and television as evidenced by the  
"University of the Air" and the  
CPB/Annenberg project.

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