

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 29

MAY 29 1989

May 29
1989
v. 116
no. 22



MERRIE MELODIES™

Starring
Bugs Bunny & Friends

CLASSIC TUNES • NEW COLLECTION

65
Half-Hours For
Fall '90!



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Warner Communications Company

TM & © Warner Bros., Inc. 1989

*****3-DIGIT 041
04103SERIA42599 WSK JAN/90
SERIALS DEPT
U OF SOUTHERN MAINE
LIBRARY
90 FALMOUTH ST
PORTLAND ME 04103

50th Year 1989

NCTA convention:
Putting a brake on rates
Prospects for
prime time

ALREADY
SOLD IN
59 MARKETS

PERFECT HARMONY

With Adults, Teens and Kids. In Young Men and Young Women demos. "Perfect Strangers" has an audience profile in tune with the biggest hits of syndication. Now, with 100 half-hours available for stripping fall '90-'91, Larry and Balki are ready to perform on key for you.



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Warner Communications Company

PERFECT
Strangers

M/B

Miller-Boyet
PRODUCTIONS

Gathering of the cable minds in Dallas...

More than 14,000 attend NCTA's annual forum, where hot



topics on exhibit floor were comedy channels from HBO and MTV, advancements in fiber optics, high-definition TV and addressability and talk in halls focused on concerns about rates. **PAGE 31.**

NBC affiliates in San Francisco...

Flush with prime time victory, NBC affiliates address compensation changes, programing innovations and other pressing issues. **PAGE 27.**

Ready for prime time players...

Three broadcast networks will introduce 17½ hours of new programing in 1989-90 prime time season, including 11 new comedies, 10 new dramas, news program and new reality show, if new schedules hold. In addition, Fox adds two-and-a-half hours of new programs to its eight-hour lineup. **PAGE 29.**

35/ PROGRAMING, THE FUTURE

Producers and cable leaders share their outlook on programing, which most agree is key to future of both cable and broadcast TV.

35/ AVOIDING TROUBLE

NCTA President James Mooney warns cablecasters that over zealous pursuit of rate hikes and poor customer service could result in

congressional intervention.

41/ KEEPING PACE

Both CNBC and FNN realign their services in continuing race for carriage.

45/ OVER THE RAINBOW

Jesse Jackson says his Rainbow Coalition will hold public hearings on telco-cable competition. We need cable, he said, "to open our window to the real world."

54/ TIME FOR SWITCH

FCC issues A/B switch requirements, which are to take effect Nov. 1.

57/ NEW FROM PUBLIC RADIO

National Public Radio and American Public Radio unveil new programs, including return of Garrison Keillor to APR and NPR's expanded newscasts.

59/ WATCHING HISTORY

Journalists in Beijing to cover first Soviet-Chinese summit in 30 years stay to report story of million students



and workers taking over Tiananmen Square. CBS and CNN, only networks to send anchors to Beijing, report live on government shutting down their transmissions.

60/ SUIT SETTLED

Following resolution of Chris-Craft complaint, Warner Communications and Time

Inc. proceed with their planned merger.

61/ IMAGINE, BRITISH VENTURE

Hollywood independent Imagine Films Entertainment and British broadcaster Central Independent Television become partners in joint production agreement.

79/ GIVING 100%

Cablevision's Alan Gerry is tough executive whose strive for excellence is matched by thorough knowledge of cable business.

DEPARTMENTS

Advertisers Index	78
Business	60
Changing Hands	52
Closed Circuit	4
Datebook	19
Editorials	82
Fates & Fortunes	76
Fifth Estater	79
For the Record	62
In Brief	80
In Sync	56
International	61
Journalism	59
Law & Regulation	54
Masthead	20
The Media	53
Monday Memo	24
On Radio	57
Programing	48
Riding Gain	58
Stock Index	47
Syndication Marketplace	51
Technology	55
Where Things Stand	10

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

NEW YORK

GTE's dilemma

Decisions made this week or next by CBS News could have dramatic long-term effect on GTE Spacenet, whose leadership in Ku-band newsgathering services is threatened by CBS and ABC inclusion of Ku-band transponders in their purchases of next-generation satellite capacity from AT&T and Hughes Communications (see "Top of the Week"). If network board approves CBS and ABC first-ever buys of their own Ku transponders (two each)—"extra capacity for about same workload," said CBS source—majority of network news backhauls will move to Hughes and AT&T. And news cooperatives, such as Conus, with large number of network affiliates among membership, will likely want to transmit signals on network birds. CBS source said news will decide soon "where their capacity will be and how much" in next generation. ABC said "it's too early to tell."

New on kids block

Some of recent strength in daytime kids market was due to so-far unidentified new advertisers. At least one athletic sneaker manufacturer, Nike, has made what is said to be first upfront buy in daypart. Also, at least one fast-food advertiser, Wendy's, has recently made greater use of Saturday morning daypart, according to Arbitron's Broadcast Advertiser Reports.

Going Latin

LBS is entering Hispanic programming arena with distribution next fall of one-hour weekly information/entertainment program entitled *Diversiones (To Have Fun)*. Barter program is unique in that it will be bilingual, with host Ana Margo (from PBS's *Que Pasa USA*) switching back and forth between Spanish and English languages. Though Hispanic audience is primary target, LBS will pitch bilingual element as attribute that will give show solid

crossover appeal. Program will be produced in New York by Marcelino Miyares' Hispanorama Inc. LBS is latest of growing number of U.S.-based syndicators entering Hispanic program market. Others include All American Television and Genesis International.

Teammates

Viacom and Time may be battling it out in cable programing marketplace, and now in court, but there is common link between two executives of both sides. HBO Comedy Channel President Dick Beahrs and Showtime Networks Chairman Tony Cox are part owners of minor league baseball team, San Jose Giants. Team gained notoriety several years ago as struggling nonaffiliated team that became home for ex-major leaguers.

Money man

Now that NBC veteran Ray Timothy is joining Furman Selz Mager Dietz & Birney, look for investment bank's media and entertainment group to take advantage of his contacts and expand into more broadcasting-related work. Timothy joins group headed by Furman Selz senior managing director Michael

Garin, former Lorimar-Telepictures and Time Inc. executive.

WASHINGTON

Deliberate speed

National Association of Broadcasters has yet to make decision on whether it will take up Bell Atlantic's offer for broadcaster/telco fiber-to-home experiment. But John Abel, NAB's executive vice president for operations, hopes to visit Bell Atlantic's trial fiber-to-home project in Perryopolis, Pa., within next couple of weeks. Association wants to check it out before giving telco answer. Bell Atlantic chief made overture at NAB convention (BROADCASTING, May 8) and last week responded to NAB President Eddie Fritts's query about experiment (see "In Brief").

Missing mark

There seems to be progress toward establishment of certification mark for new AM radios which will, it is hoped, help medium become more competitive with FM. With adoption of National Radio Systems Committee's RF mask

standard (NRSC-2) by FCC this spring and future action by commission to improve signal quality of AM radio broadcasts expected later this year, AM radio manufacturers are expected to begin producing radios with improved fidelity. But some worry that without certification mark, it will be hard to attract consumer attention to better AM sound. Michael Rau, National Association of Broadcasters vice president for science and technology, who has met with Electronics Industry Association several times over past year to argue in favor of mark, said that EIA appears ready to support "a certification mark that has a fairly narrow scope." NAB plans to meet with EIA on matter again during Consumer Electronics Show in Chicago, which starts this Saturday (June 3).

Out of touch

Close contest for chairmanship of FCC between Sherrie Marshall, partner in Wiley, Rein & Fielding, and Al Sikes, head of National Telecommunications and Information Administration, is news to Senate Commerce Committee Chairman Ernest Hollings (D-S.C.). FCC nominations must go through Commerce, and Hollings told BROADCASTING that he had "never heard of that contest." He said: "You are telling me things I don't know." Nor does he have a "feeling" about either candidate, he said. Democrat Daniel Inouye of Hawaii told BROADCASTING "I am certain we can work with either."

In dispute

Major League Baseball is taking issue with National Association of Broadcasters. MLB Executive Vice President Ed Durso sent letter to NAB President Eddie Fritts complaining about Fritts's testimony before Senate Antitrust Subcommittee hearing last month at which NAB executive cited growing trend of sports migrating from free to pay TV. Durso expressed concern that NAB gave wrong impression to subcommittee: He says

Two for the show

Olympic gold medal winner Carl Lewis, spokesperson for 1990 Goodwill Games, stopped by Turner Broadcasting booth at last week's NCTA convention in Dallas to wish TBS Senior Executive Vice President Robert J. Wussler well. Largest original programing event in cable TV history, games will be held in Seattle and other Washington cities July 20-Aug. 5. National sponsors for event include Frito-Lay, Pepsi-Cola, Anheuser-Busch, Time Inc., Gillette, Boeing, U.S. Bancorp, Cellular One and Group Health.





227



**Numbers
you can
bank on...**



For



Flexibility.

#1 at 9:30

#1 at 8:30

#1 at 8:00

227...a winner in any time period.



© 1989 ELP Communications. All Rights Reserved



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



Hail from the chief

Laurence Tisch, president and chief executive officer of CBS Inc., held "congratulatory" luncheon last Thursday in executive board room to praise that network's news team for its coverage of student protests in China (see page 59). L to r: Charles Kuralt, CBS News correspondent; David Burke, president of CBS News; Tisch; Howard Stringer, president, CBS/Broadcast Group, and Dan Rather, CBS News anchor.

there is more baseball on free TV than it is given credit for.

SAN FRANCISCO

Help wanted

Executive changes was among conversational topics at NBC affiliates meeting. Of most interest was word that George Gillett is looking for someone to head broadcast group. Current responsibility for Storer Television and Gillett Holdings stations are said to be shared by several, including Gillett, who juggles many other businesses as well, and Ed Karles, whose background is primarily financial. Lawrence Busse, who last ran station operations, now runs station group for trust benefitting Gillett's children.

Growing apace

With so many issues to be discussed, Skycom news distribution system received little attention at San Francisco affiliate meeting, but operation is nonetheless materially important. Feeds on satellite distribution system and news service last year are said to have more than doubled, to 27,000 from 12,000 in 1987. System is now said to be at point of overrunning transponder capacity during peak early evening time periods. In 1988 Skycom's operating costs

totalled \$49.8 million, including \$23.5 million for Comsat service, \$8.7 million for RCAGE transponders and \$7.8 million for backup landlines, remotes and other communication facilities. Helping pay for system was affiliate compensation adjustment of \$26.7 million, exceeding half-share of costs and thus apparently leading to refund to stations. This year's budget is believed to be at roughly same level.

Commercial duty

Not announced in San Francisco was Brandon Tartikoff's on-camera role in soon-to-be-produced videotape promoting value of advertising on NBC affiliate stations. NBC Entertainment president also was scheduled to produce similar tape for network, but instead, on-camera role will be assumed by satisfied advertisers, who will tout "added value" of buying spots on NBC.

HOLLYWOOD

Spokeswise

Sources at Universal Television confirmed that *Gideon Oliver* has been canceled as third spoke of ABC's *Monday Mystery Movie* wheel. One source at Universal said, "very simply, *Gideon* (starring Lou Gossett) did not achieve enough

rating points for ABC," while another mentioned ABC considering return of Dennis Weaver's *McCloud* series as third spoke. *Oliver* closed out January-April ratings period with lowest total (12 rating/19 share) after spokes *Columbo* (17.7/26) and *B.L. Stryker* (15.9/25).

Short stroke

Long overdue consummation of Wold Communications-Bonneville Satellite Communications merger may occur this week, if single sticking point can be worked out between Los Angeles-based Wold's parent, New York investment banker Welsch, Carson, Anderson & Stowe, and Bonneville Satellite Inc. President David Simmons. Credit line negotiations with Bank of Boston are done, FCC authorizations nearly so.

Handshake agreement reached in late January, then specifying Simmons as CEO-elect and 60% Bonneville-40% Wold partnership, was to have been finalized before April 1. Wold two weeks ago won authorization to operate international earth station, key to one-year deal to provide Japanese broadcast consortium with syndicated TV (via Wold) and sports (via Bonneville).

First blood

King World's advertiser-network programing division,

formed in July 1988, has sold first project to CBS. Two-hour movie *Murder Incorporated*, based on best-selling novel, has been sold to network with back-door pilot for series consideration. Possible series would be hour-long drama. Michael King, president and chief executive officer, said division also has developed network prime time series to air this summer.

DALLAS

Cool hands

Cable industry treated members of Congress to "Western Special" in Dallas at last week's National Cable Television Association convention. NCTA hosted private rodeo at Mesquite Arena on May 21 (Sunday), following public policy roundtables at which roughly 30 members appeared. Crowd of 130 attended rodeo with barbecue dinner included. Event appears to have cost association about \$40,000. According to source, NCTA "paid through nose," including \$30,000 just to redecorate arena. NCTA apparently hired private firm to deck out arena with stage, red carpet and wagon wheels, among other things. As one hired hand put it: "They really treated them royally." NCTA chairman's reception at Belo Mansion (for 400 plus) in Dallas last Monday appears to have been far less costly, coming in at around \$10,000.

One brush tars all

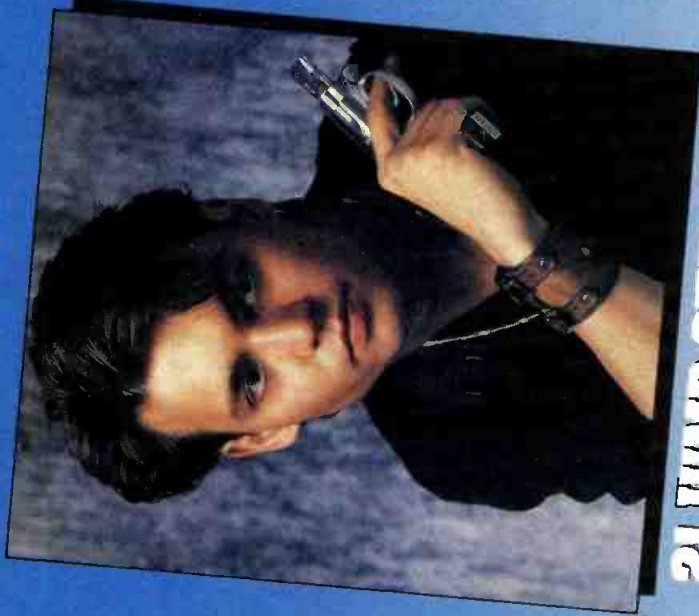
There was undercurrent of concern among top cable operators in Dallas last week over fallout of Viacom's lawsuit against Time Inc., notwithstanding Viacom's efforts to narrow focus of issue to bad behavior and thus correct misinterpretation that suit was attack on vertical integration. Reality versus perception of industry has dogged cable on key issues in both Washington and on Wall Street, and that is what raises concern among cable executives. Although carriage of Viacom's new comedy channel won't turn on issue, suit adds element to operators' decisionmaking.

TELEVENTURES

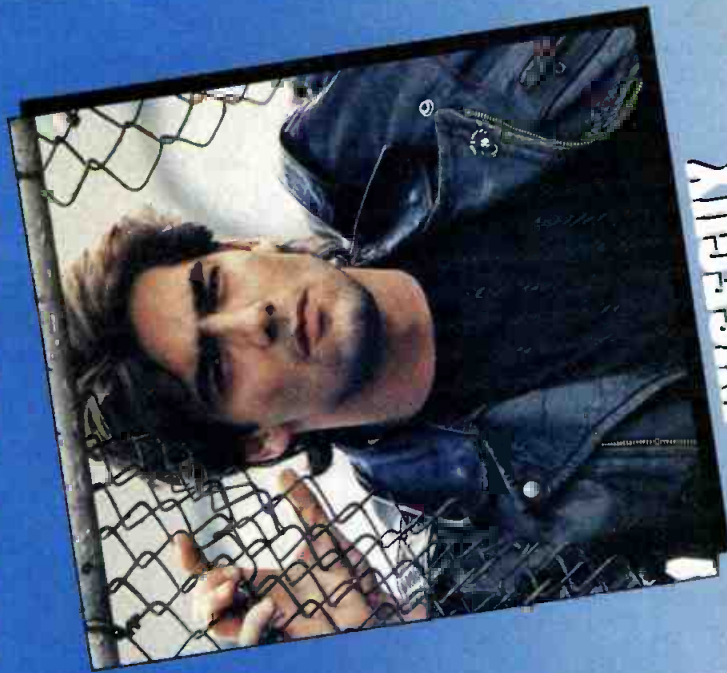
Tough Guys for Tough Time Periods!



HUNTER
Now!



21 JUMP STREET
1990/1991!



WISEGUY
1992!

Your station is up against it! Always has been, always will be!
Whether it's talk, tabloid, news, games or sitcoms...the solution is the Action-Adventure Alternative...**TOUGH GUYS FOR TOUGH TIME PERIODS!**
Don't miss out on TeleVentures' Action-Adventure Alternatives from Stephen J. Cannell Productions!

New York (212) 541-6040 • Los Angeles (213) 765-0111 • Chicago (312) 280-8696 • Southeast (609) 487-8419

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, 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.

FCC voted Dec. 12, 1988, to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting limited "short spacing" of FM stations. National Association of Broadcasters, which believes move will lead to "AM-ization" of FM band, has petitioned FCC to reconsider.

Antitrafficking

Issue essentially boils down to reimposition of FCC's three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

Cable television industry remains under fire

AM-FM Allocations	10
Antitrafficking	10
Cable Regulation	10
Children's Television	10
Comparative Licensing	10
Compulsory License	14
Crossownership	14
Direct Broadcast Satellites	14
High-Definition TV	15
Home Satellite	15
Indecency	15
International	15
Land Mobile	18
Mergers and Acquisitions	18
Must Carry	22
Network Rules	22
Public Broadcasting	22
Syndex	22
TV Marti	23
Wireless Cable	23

from allegations it is "unregulated monopoly." Bills have surfaced in Senate and House that would reregulate cable and permit telephone industry to compete as distributor of video services. 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. Metzenbaum is also 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 make their programming available to cable competitors such as wireless cable. It would also restrict horizontal concentration within industry by limiting number of subscribers 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.

Motion picture industry, independent broadcasters and National Association of Broadcasters are pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment.

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 cities' regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. However,

league has assigned action on cable legislation low priority.

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 adopted May 16 by Senate Commerce Committee. It is brainchild of 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-vetted 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 minutes 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.), who introduced bill that would remove antitrust barriers, allowing broadcasters voluntarily to agree on commercial limits.

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 incum-

RENEWED FOR A SECOND SEASON!

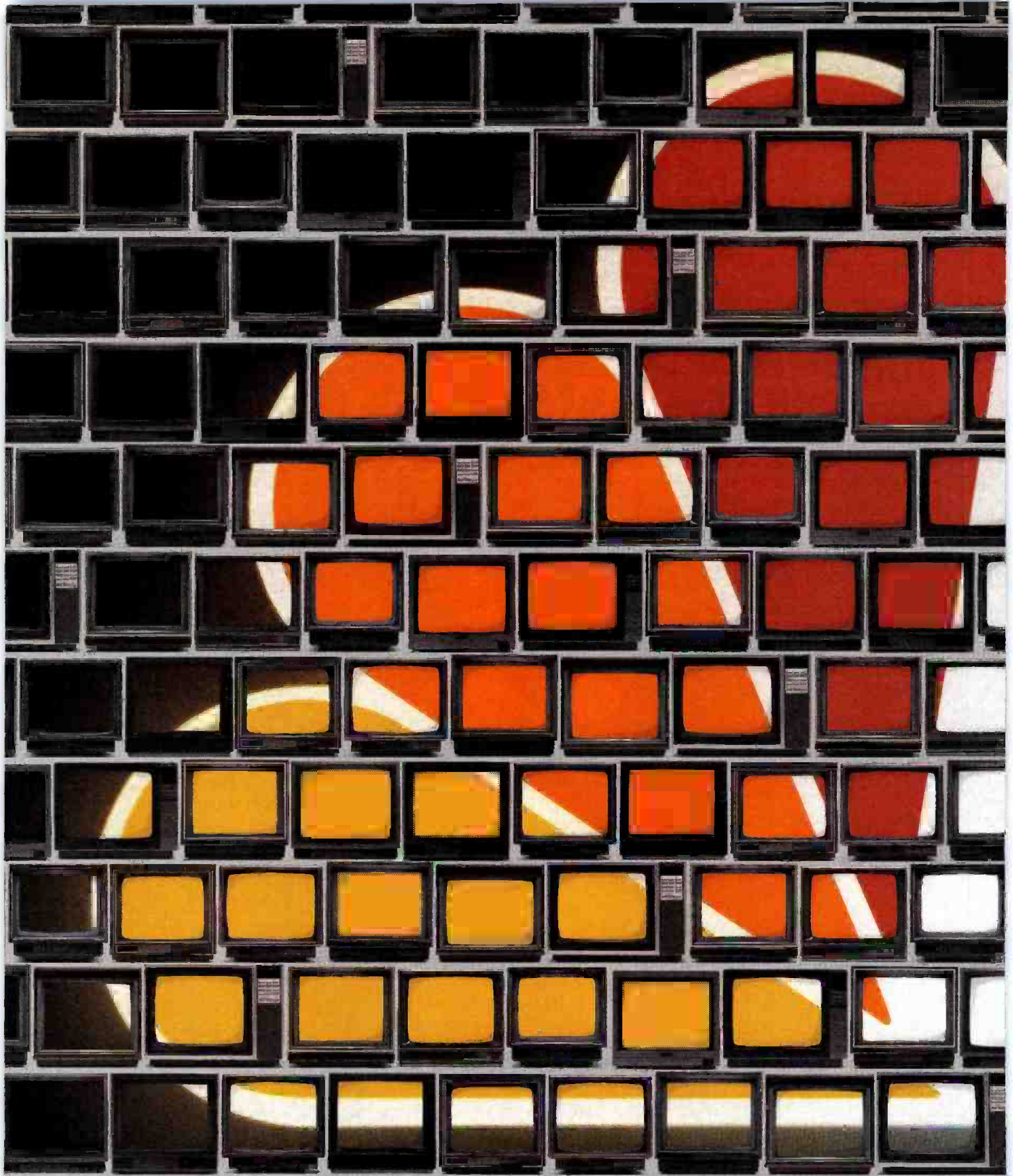
MARVEL ACTION UNIVERSE



All Marvel Comics Characters, TM & ©1989
Marvel Entertainment Group, Inc.
All Rights Reserved.

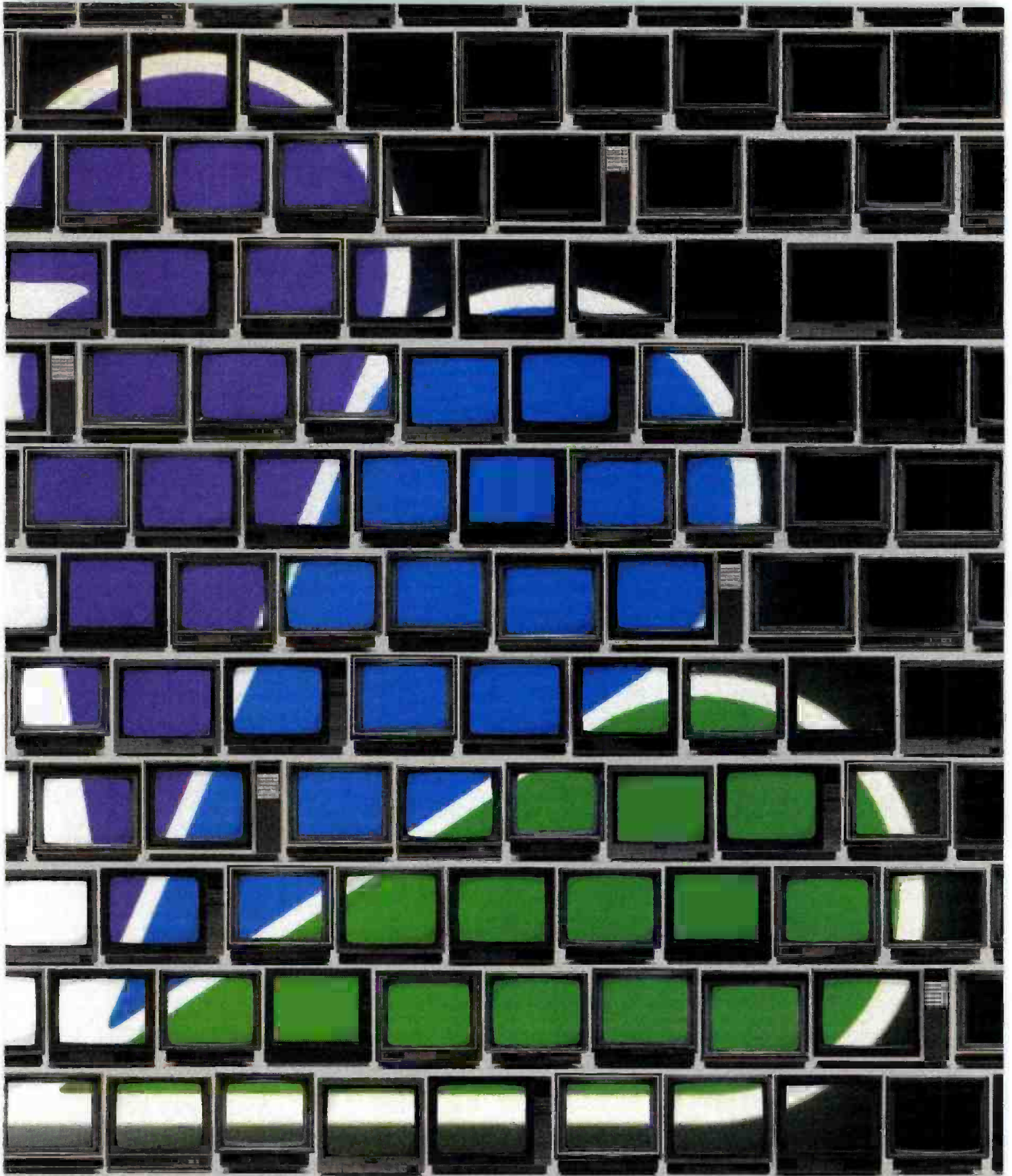


**NEW WORLD
TELEVISION GROUP**
© 1989 NEW WORLD TELEVISION GROUP. ALL RIGHTS RESERVED.



When we work together,

The NBC affiliates congratulate NBC on their extraordinary season, and salute the writers, producers,



it's picture perfect.

and performers who week in and week out bring quality television to the viewers in our communities.

The Affiliates of the NBC Television Network

bent'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 it circumvented established procedures designed to promote diversity of broadcast ownership.

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 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 Congress lift telco-cable crossownership ban.

Last week Senator Al Gore (D-Tenn.) introduced bill lifting crossownership prohibition (see "Top of the Week") and companion measure was offered in House by Rick Boucher (D-Va.).

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 Telecommuni-

cations 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 cross-ownership 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 let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-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 cross-ownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to home satellite market three to six times larger than current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business system," including consumer equipment manufacturers, programmers and cable operators, last as likely retailers to adjunct home market.

Among applicants proposing to launch services as early as 1992 are Hughes Communications, operator of two C-band cable programming satellites, top cable operator Tele-Communications Inc., through subsid-

BROADCASTING BOOK DIVISION

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

lary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting.

FCC staff says that, once its paired orbital assignment proposal is settled, perhaps by mid-1989, assignments in separate DBS orbital arc will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

High-Definition TV

■ Before going to Geneva Extraordinary meeting of CCIR on world HDTV production, U.S. State Department changed its position following suggestion of Advanced Television Systems Committee. ATSC requested that effort to establish 1,125/60 (SMPTE 240M) system as world standard in 1990 be abandoned, and that decision should be delayed until end of next CCIR study period in 1990. Instead, it called on countries to study "common image" approach for possible interim world agreement in 1990. Although European countries made attempt in Geneva to vote on immediate world adoption of 1,250/50 system, U.S. position was eventually accepted in full.

Announcement is soon expected from Defense Advanced Research Projects Agency (DARPA) on which companies will receive shares of \$30 million Defense Department has set aside for research and development of new methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA has narrowed original 82 proposals to 49. Only three or four are expected to ultimately win contracts.

"Blue ribbon" committee of FCC's advisory committee on advanced television service (ATS) has approved second interim report on progress toward recommendation of HDTV transmission standard. It outlines some of problems, such as agreement on software to be used for subjective testing of HDTV transmission systems, that must be worked out before testing begins. Complete test plan is expected to be completed and approved in July. During blue ribbon committee meeting April 17, group pushed back its goal for beginning of testing from Oct. 1 to Jan. 2, 1990.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of

broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.) Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programming off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into syndicated exclusivity rules for broadcast signals delivered via satellite, whether it should set standard for scrambling of satellite signals and whether cable programmers discriminate against home satellite market in pricing.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure, but bill's author, Senator Al Gore (D-Tenn.), revived issue as element in another measure that addresses several issues affecting cable regulation (see "Top of the Week").

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 enforcement policy based on premise that FCC could not ban indecency but could channel it to times 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 rulemaking. 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.

International

French pay TV service Canal Plus has emerged winner in allocation of channels on France's direct broadcast satellite TDF-1.

BY THE NUMBERS

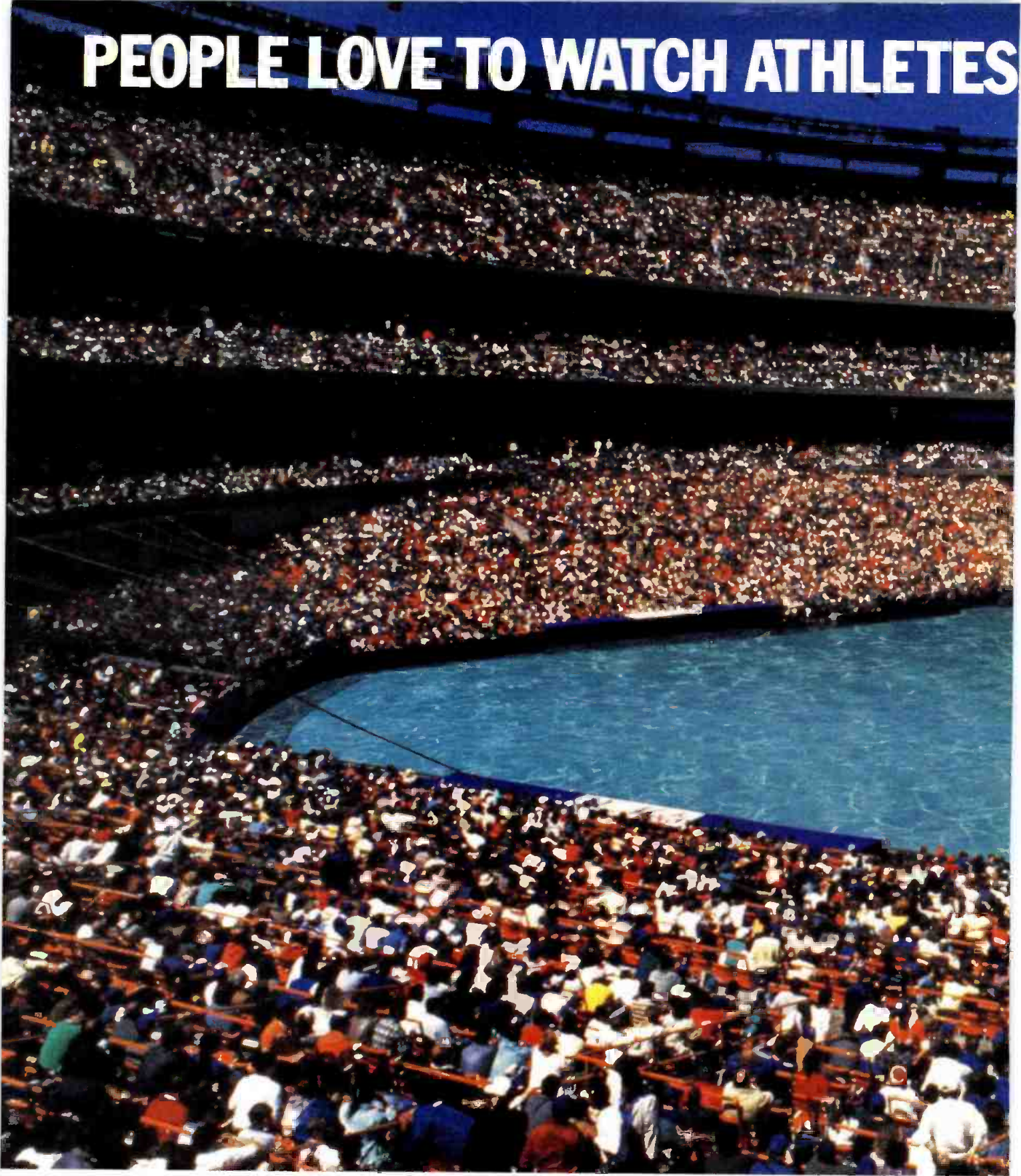
Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,950	262	5,212
Commercial FM	4,192	709	4,901
Educational FM	1,390	258	1,648
■ Total Radio	10,532	1,229	11,761
FM translators	1,722	360	2,082
Commercial VHF TV	547	25	572
Commercial UHF TV	523	218	741
Educational VHF TV	121	6	127
Educational UHF TV	218	27	245
■ Total TV	1,409	276	1,685
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

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%

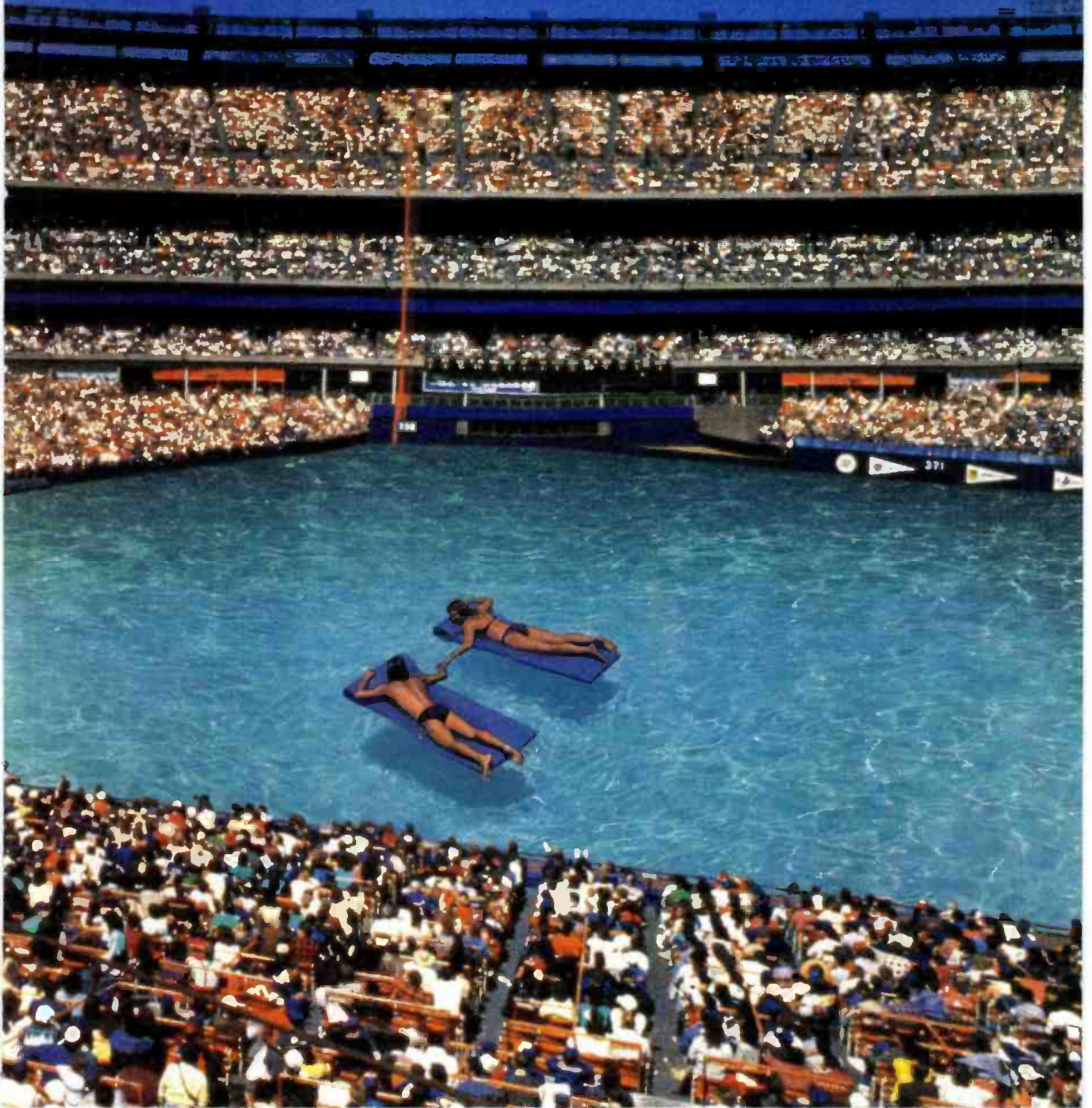
¹ Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ² Construction permit. ³ Instructional TV fixed service. ⁴ Studio-transmitter link.

PEOPLE LOVE TO WATCH ATHLETES



Now the personal lives of famous athletes are ready to become America's Number One spectator sport.
InSport – Weekends with Ahmad Rashad and Robin Swoboda.

PLAY WITHOUT THEIR UNIFORMS.



THE TOP TEN ARE NOW IN — THE SCORE SO FAR 65%.

WNBC-TV NEW YORK · KNBC-TV LOS ANGELES · WMAQ-TV CHICAGO · WTXF-TV PHILADELPHIA
WRC-TV WASHINGTON DC · KRON-TV SAN FRANCISCO · WXYZ-TV DETROIT · WFAA-TV DALLAS
KOMO-TV SEATTLE · WYFF-TV GREENVILLE · WTAE-TV PITTSBURGH · WTO-TV BIRMINGHAM
KMGH-TV DENVER · KTVK-TV PHOENIX · WNEV-TV BOSTON · WTVJ-TV MIAMI · WESH-TV ORLANDO
WITI-TV MILWAUKEE · WKRN-TV NASHVILLE · WJW-TV CLEVELAND · WVUE-TV NEW ORLEANS
WKBW-TV BUFFALO · WXII-TV GREENSBORO · KCRA-TV SACRAMENTO · WTHR-TV INDIANAPOLIS AND MORE.

Distributed by: Select Media Communications. Produced by InSport Productions, Inc. © 1989 Select Media Communications, Inc.



212/355-0033

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 Euromusic 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 European 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.

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 domestic start on April 17.

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.

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.

Land Mobile

FCC has delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until determination has been made that UHF channels in question will not be needed for broadcasting high-definition systems. During April 17 meeting of FCC's advisory committee on advanced television service, FCC staff said that nothing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that it did not foresee change in near future (See "High-Definition Television").

Mergers and Acquisitions

Time Inc. and Warner Communications Inc. announced definitive agreement to merge, creating Time Warner Inc. New company would have pro forma revenues of \$10 billion in 1989 if merger were completed, making it largest media and entertainment company in world. According to agreement

Continued on page 22

Advertisement

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

CBS'S MORAL BANKRUPTCY

CBS and the producers of "60 Minutes" have shown themselves to be morally bankrupt. For weeks, Don Hewitt, the executive producer of "60 Minutes," assured us that the second program they were doing on Alar and apples would be fair. That would have been sharp contrast to the one-sided program that set off the great apple scare causing apple sales to plummet. AIM criticized that program at the CBS annual shareholders meeting on May 10. We charged that unprofessional conduct on the part of producer David Gelber had frightened the public needlessly.

We pointed out that Walter Cronkite had narrated an excellent documentary, "Big Fears...Little Risks," that showed the falsity of the theory that minute amounts of man-made chemicals in our food supply are a serious health hazard. We criticized the decision to have Gelber do the follow-up program on Alar and apples, saying that the misinformation in his first program had caused enormous damage, and it was wrong to entrust the clean-up to the man who had made the mess.

Howard Stringer, president of the CBS broadcast group, said Gelber had a long

reputation for fairness. He asked us to "smother" our suspicions until after the second program aired. He promised it would be "fair and accurate in the grand tradition of '60 Minutes.'" We had doubts about that tradition. We pointed out that Gelber's first program claimed Alar was "the most potent cancer-causing agent in our food supply." He ignored the latest studies which showed that it didn't even cause cancer in mice.

We asked what was fair and accurate about that. Mr. Stringer replied, "I think '60 Minutes' on Sunday is on the air to answer those questions...and to reassure the public." That was not what we were hearing from those who had been interviewed for the program. It was clear from their reports that "60 Minutes" was out to vindicate its first program, not to correct its errors and make up for the enormous damage it had caused apple growers by needlessly frightening the public about Alar and apples. CBS president Laurence Tisch asked us not to prejudice the program. He said, "CBS has only one obligation—to broadcast something that's fair. And we will carry out that obligation."

The second program aired May 14. It made liars out of Laurence Tisch, Howard Stringer and Don Hewitt. It was like Exxon running a second tanker aground and spilling another 10 million gallons of oil. It

presented scientists who criticized the premise of the first program, but it tried hard to discredit them in a scurvy fashion. It failed to acknowledge the most glaring error in the first program—the statement that Alar is the most potent cancer-causing agent in our food supply.

The latest animal tests have found Alar itself to be non-carcinogenic, but that important fact wasn't even mentioned. Instead, "60 Minutes" actually compounded the same glaring error it made in the first program. Flouting the promises to be fair and accurate, the second program referred to Alar as a cancer-causing agent no fewer than ten times. CBS News operating standards require prompt correction of errors and specify that the correction must include mention of the original error. Those rules were also flouted.

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

Datebook

■ indicates new listing

This week

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 Hillon, 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—"The role of newspeople: Do we take ourselves too seriously?" seminar sponsored by *AP Television-Radio Association of California-Nevada*. Eagle's Nest Inn, Stateline, Nev. Information: Adrienne Abbott, (702) 827-0980.

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—Meeting of *New York Chapter of Women In Cable*. Includes attending taping of Lifetime's *Attitudes* at Lifetime's Astoria Studio complex. Queens, N.Y. Studio tour and pizza party follows taping.

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

June 8-10—"Building the Winning Team." workshop for major market stations on setting, manag-

ing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. Pittsburgh. Information: (202) 822-2000.

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 *Sigma 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, 19—*Annenberg Washington Program* technical backgrounder on common carrier communications. Begins on June 12 and continues on June 19. Annenberg Washington Program office, 1455 Pennsylvania Avenue, N.W., Washington, (202) 393-7100.

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 13—*USA Network* local ad sales seminar. Stouffer Madison hotel. Seattle. Information: (213)

Major Meetings

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

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 Or-

leans. 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.

277-0199.

June 13-14—"A Salute to the Humanitas Prize," sponsored by *Museum of Broadcasting*. Seminar June 13 focuses on comedy; June 14, drama. Museum, 1 East 53rd Street, New York; (202) 752-7684.

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—*USA Network* local ad sales seminar. Hyatt Regency/San Francisco Airport, Burlingame, Calif.

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.

June 15—*USA Network* local ad sales seminar. Radisson Plaza hotel, Manhattan Beach, Calif. Information: (213) 277-0199.

June 15—*Women in Cable, New York chapter*, party for new members. Extra, Extra. 41st & 2nd, New York. Information: Audrey Fontaine. (212) 557-6524.

June 15-18—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

June 15-18—*Society of Cable Television Engineers* Cable-Tec Expo. Orlando, Fla. Information: (215) 363-6888.

June 17-19—*Alabama Broadcasters Association* spring/summer convention. Lake Guntersville lodge and convention center, Guntersville, Ala. Information: (205) 942-4571.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information, in Montreux: (41) (21) 963-32-20.

June 17-23—*National Association of Broadcasters* executive management development seminar for radio executives. University of Notre Dame, South Bend, Ind. Information: (202) 429-5420.

June 18-21—*National Broadcast Editorial Association* convention. Keynote speaker: Daniel Schorr. Mayflower hotel, Washington.

June 19-21—*Videotex Industry Association* fourth annual conference. Fairmont hotel, San Francisco. Information: (703) 522-0884.

June 19-23—*Gannett Center for Media Studies* Leadership Institute. Columbia University, New York. Information: Shirley Gazsi. (212) 280-8392.

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

June 21—*Radio Advertising Bureau's* 22nd annual radio workshop. Waldorf Astoria, New York. Information: Anne Bendalin, (212) 254-4800.

June 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott hotel, Washington.

June 21—*Society of Broadcast Engineers, chapter 15 of New York*, discussion of transmission techniques. WQXR-AM-FM, New York Times building, ninth floor, New York. Information: (212) 752-3322.

June 21-24—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* 33rd annual seminar. Cobo Center, Detroit. Information: (213) 465-3777.

June 22-24—*Maryland/District of Columbia Delaware Broadcasters Association* convention. Hyatt Regency, Baltimore.

June 22-24—*Cabletelevision Advertising Bureau* sales management school. University Place Executive Conference Center, Indiana-Purdue University, Indianapolis. Information: (212) 751-7770.

June 23-25—"Focus on Use of Microcomputers in Programming," management seminar sponsored by *NATPE Educational Foundation and San Diego State University*. Princess Resort hotel, San Diego. Information: Sarah Key. (213) 282-8801.

June 25—Presentation of non-televised portion of 16th annual Daytime Emmy Awards, primarily for creative arts categories, sponsored by *National Academy of Television Arts and Sciences* and *Academy of Television Arts and Sciences*. Registry hotel, Los Angeles.

June 28—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Marty Ryan, executive producer, NBC's *Today* show. Copacabana, New York.

June 29—Telecast on NBC-TV of 16th annual Daytime Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Grand ballroom, Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

June 30—Deadline for entries for *Ollie Awards of American Children's Television Festival*. Information: (312) 390-8700.

July

July 5-8—*Montana Cable Television Association* 30th annual meeting and convention. Grouse Mountain Lodge, Whitefish, Mont. Information: (406) 586-1837.

July 9-11—*Iowa Broadcasters Association* summer convention. Dubuque, Iowa.

July 9-12—*New York State Broadcasters Association* 28th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 10-12—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio and National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. San Diego. Information: (202) 822-2000.

July 11—*Fox* press tour, during annual *Television Critics Association* press tours. Los Angeles.

July 12—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Michael King, president-chief operating officer, King World. Los Angeles. Information: (213) 652-0222.

July 12-14—Cable press tour, during *Television Critics Association* annual press tours. Los Angeles. Information: (202) 775-3629.

July 12-16—*National Federation of Local Cable Programers* annual conference. Fairmont hotel, Dallas. Information: (202) 829-7186.

July 13—Presentation of *National Federation of Local Cable Programers* awards. Dallas. Information: (916) 456-0757.

July 14-16—*Oklahoma Association of Broadcasters* annual summer meeting. Howard Johnson's hotel, Lawton, Okla. Information: (405) 528-2475.

July 14-18—33rd annual Television Programming Conference. Panelists, speakers include Preston Padden, Association of Independent Television Stations; Ray Timothy, NBC; Tony Malara, CBS, and Jim Seftor, Cosmos. Toledo Marriott Portside, Toledo, Ohio. Information: (904) 432-8396.

July 15-17—*CBS* press tour, during annual *Television Critics Association* press tours. Los Angeles.

July 15-18—*California Broadcasters Association* first Western region broadcast convention, in which CBA expands its convention to include 11

The Fifth Estate Broadcasting[®] incorporating TELEVISION

Founder and Editor
Sol Talshoff (1904-1982)
1705 DeSales Street, N.W., Washington D.C. 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Talshoff, publisher.

Editorial

Donald V. West, managing editor
Mark K. Miller, Harry Jessell,
assistant managing editors
Leonard Zeidenberg, chief correspondent
Kira Greene, senior news editor,
Matt Stump, Kim McAvoy, John S. Eggerton,
associate editors,
Susan Dillon, Adam Glenn (international),
assistant editors
Randall M. Sukow (technology), Peter D. Lambert,
Lucia Cobo, Joe Flint, staff writers
Kirstina I. Hoyt, editorial assistant
Anthony T. Sanders, systems manager.
Todd F. Bowie, Ed Kaltz, production

Broadcasting □ Cablecasting Yearbook

David Seyler, manager
Joseph A. Esser, associate editor
Deborah Segal, assistant manager
Paul Muller, Francesca Tedesco, editorial assistants

Book Division

David Dietz, manager

Advertising

Washington
Kenneth W. Talshoff, vice president, sales and marketing
Robert (Skip) Tash, Midwest and Southern regional sales
manager.

Doris Kelly, sales service manager
Debra DeZarn, classified advertising manager

New York
Joseph E. Ondrick, East Coast regional sales manager
Randi B. Tittelbaum, sales manager
David Berlyn, senior sales manager.
Lewis Edge & Associates (East Coast equipment and
engineering): 609-683-7900; fax: 609-497-0412

Hollywood
John R. Russel, West Coast regional sales manager
Lewis Edge & Associates (Western equipment
and engineering): 213-393-9285; fax: 213-393-2381
Sandra Klausner, editorial-advertising assistant.

Circulation

Kwentin K. Keenan, circulation manager
Patricia Waldron, data entry manager
Keith Brody, subscription service manager
Joseph Kolthoff

Production

Harry Stevens, production manager.

Administration

David N. Whitcombe, vice president/operations
Philippe E. Boucher, controller
Tracy Henry, assistant controller
Albert Anderson, office manager
Nancy Miller, personnel administrator.

Shaun Gehan
Marsha L. Bell, receptionist

Corporate Relations

Patricia A. Vance, director

Bureaus

New York: 630 Third Avenue, 10017

Phone: 212-559-2830

Fax: 212-559-2837

Geoff Falala, chief correspondent

Stephen McClellan, chief correspondent (programming)

George Mannes, Rod Granger, staff writers.

Yadira Crawford, receptionist

Hollywood: 1680 North Vine Street, 90028

Phone: 213-463-3148

Fax: 213-463-3159

Steve Coe, staff writer

Advertising Representatives

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

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

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

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

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

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

□

Japan (06) 925-4452; Telex: 02423928.

□

Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Talshoff, president.

Kenneth W. Talshoff, vice president

Donald V. West, vice president

David N. Whitcombe, vice president.

Founded 1931. *Broadcasting-Television* introduced

in 1946. *Television* acquired in 1961. *Cablecasting**

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

Copyright 1989 by Broadcasting Publications Inc.

Western states. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: Vic Biondi or Lillie Player, (916) 444-2237.

July 17-19—*New England Cable Television Association* annual convention and exhibition. Opening speaker: Congressman Ed Markey, chairman, Telecommunications and Finance Subcommittee, Newport Marriott, Newport, R.I. Information: Bill Durand, (617) 843-3418.

July 18-20—*ABC* press tour, during annual *Television Critics Association* press tour. Los Angeles.

July 18-20—*Florida Cable Television Association* annual convention. Registry hotel, Naples, Fla.

July 20-22—*South Carolina Broadcasters Association* summer convention. Westin International hotel, Hilton Head, S.C.

July 21—*Television Critics Association* "TCA Day," during annual press tours. Los Angeles.

July 22-24—*NBC* press tour, during *Television Critics Association* press tour. Los Angeles.

July 24—Presentation of first "Viddy Award," sponsored by *National Academy of Television Journalists*. Omni CNN Center, Atlanta. Information: Dave Walker, (404) 262-9155.

July 24-27—"Stereo audio for broadcast," workshop sponsored by *National Public Radio*. Denver. Information: (202) 822-2730.

July 25-27—*PBS* press tour, during annual *Television Critics Association* press tour. Los Angeles.

July 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Herbert Schmeitz, president, The Schmeitz Co. Copacabana, New York.

July 27-29—*Louisiana Association of Broadcasters* radio-television management session. Bentley hotel, Alexandria, La. Information: (504) 383-7486.

July 28—Synditel, annual press preview of first-run TV programming held during annual *Television Critics Association* press tour. Century Plaza, Los Angeles. Information: Brett Holmes, (213) 653-3900.

August

Aug. 5-7—55th annual *Georgia Association of Broadcasters* convention. Callaway Gardens, Ga.

Aug. 10-12—*Michigan Association of Broadcast-*

ers annual convention. Shanty Creek, Bellaire, Mich.

Aug. 15—Deadline for entries in Women at Work Broadcast Awards, recognizing "outstanding radio and television programming about working women's issues," sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

Aug. 17-20—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

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.

September

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.

Sept. 13-16—*Radio-Television News Directors Association* 44th annual international conference and exhibition. Kansas City Convention Center, Kansas City, Mo.

Sept. 16—*Academy of Television Arts and Sciences* presentation of nontelevised portion of 41st annual prime time Emmy Awards, primarily for creative arts categories. Pasadena exhibition hall, Pasadena, Calif. Information: (818) 763-2975.

Sept. 16-19—Second International Teleproduction Society annual forum. Century Plaza, Los Angeles. Information: (212) 629-3266.

Sept. 17—41st annual prime time Emmy awards telecast (on Fox television stations), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Sept. 17-19—*Kentucky Cable TV Association* annual fall convention. Marriott Resort, Lexington, Ky. Information: (502) 864-5352.

Sept. 20-22—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan and Ohio cable television associations*. Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

Sept. 22-27—Cinetex '89, international film market, exposition, conference and film festival, pro-

duced in cooperation with *American Film Institute*. Bally's hotel, Las Vegas. Information: (818) 907-7788.

Sept. 24-26—*New Jersey Broadcasters Association* 43rd annual convention. Bally's Grand Casino hotel, Atlantic City, N.J. Information: (201) 247-3337.

Sept. 24-26—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. Seattle. Information: (202) 822-2000.

Sept. 25—*Women in Cable, Washington chapter*, annual fall gala commemorating 10th anniversary of WIC with salute to 10 women "who have contributed significantly to the cable television industry." Omni Shoreham hotel, Washington. Information: Lynn Levine, (202) 872-9200.

Sept. 28—*International Radio & Television Foundation* "reunites deans of electronic journalism: David Brinkley, John Chancellor and Walter Cronkite." Plaza hotel, New York.

October

Oct. 1-3—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va. Information: (212) 697-5950.

Oct. 1-3—*Illinois Broadcaster Association* annual convention. The Abbey, Fontenac, Wis.

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

Oct. 3-8—World Summit for Electronic Media, organized by *International Telecommunication Union*. Theme: "Towards Global Information: The Electronic Media Explosion." Geneva Exhibition and Congress Center, Geneva. Information: 31 (2968) 6226.

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Call for papers: John Battison, (419) 994-3849. Convention information: 1-800-225-8183.

Oct. 6-7—*International Television Association* region eight conference. Bartel Exhibition Hall, Kansas City, Mo. Information: (816) 932-2792.

Oct. 11-14—*Southern Educational Communications Association* conference. Hyatt Regency

Dominant.

**Number one in its time period
103 out of 106 weeks...
and every week this season.**

Crown Center, Kansas City, Mo. Information: (803) 799-5517.

Oct. 11-15—*Women in Communications* national professional conference. San Antonio, Tex.

Oct. 12-15—*Minnesota Broadcasters Association* 40th anniversary convention. Radisson Plaza, Minneapolis. Information: Laura Niemi, (612) 926-8123.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 17-19—*Mid-America Cable TV Association* show. Kansas City, Mo. Information: (915) 841-9241.

Oct. 18-20—*Indiana Broadcasters Association* fall conference. Westin hotel, Indianapolis. Information: (317) 638-1332.

Oct. 18-21—*Audio Engineering Society* 87th convention. New York Hilton and Sheraton Center,

New York. Information: (212) 661-8528.

Oct. 19-21—*Friends of Old-Time Radio* 14th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 19-22—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove conference center, North East, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

Oct. 23-25—11th annual Satellite Communications Users Conference. Convention Center, Washington.

Oct. 25-26—*Ohio Association of Broadcasters* fall convention. Hyatt on Capitol Square, Columbus, Ohio.

Oct. 25-28—Broadcast '89, trade fair for film, ra-

dio and television. Frankfurt Fair Ground, Frankfurt, West Germany. Information: (069) 7575-6452.

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

November

Nov. 5-8—Second annual LPTV conference and exposition. Riviera hotel, Las Vegas. Information: (800) 225-8183.

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

Nov. 9-11—*National Association of Farm Broadcasters* annual meeting. Crowne Plaza, Kansas City, Mo.

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

Continued from page 18

announced March 4, Warner shareholders will exchange each share of Warner stock for .465 of one share of Time stock. Warner shareholders will end up holding majority of Time Warner. Justice Department said April 6 it would not oppose merger on anti-trust grounds. To preserve tax benefits of merger setup, companies amended their agreement in mid-April: preliminary stock-swap preceding merger completion will take place only if third party buys or makes offer for certain amount of stock of either company. Merger requires shareholder approval of both companies, as well as approvals from FCC and municipal governments regarding change in ownership of companies' cable systems. Merger completion expected this fall.

□MSO's United Cable Television Corp. and United Artists Communications Inc. said Feb. 9 that they had reached agreement in principle on revised terms of their expected merger to form new company, United Artists Entertainment Co. (UAE). Companies had said in January that they would be unable to meet Feb. 28 merger deadline and were reexamining their definitive merger agreement signed in March 1988 and amended in September 1988. Under that agreement, current United Artists stockholders would exchange each share for one share each of UAE class A and class B common stocks. United Cable stockholders would have option to receive either cash or unit of stock and right to sell that stock to Tele-Communications Inc. at specified times in future. Under terms of new agreement, cash price for United Cable shares has been raised 10%, to \$37.50. TCI, which owns about 41% of United Cable and 66% of United Artists, would own majority of newly formed UAE. Companies have filed revised proxy materials at SEC.

Must Carry

Broadcast and cable industries appear to be at impasse on must carry. National Asso-

ciation of Broadcasters President Eddie Fritts is urging Congress to reregulate cable by adopting legislation that would establish must-carry requirements and channel repositioning rules (BROADCASTING, April 17). Fritts and National Cable Television Association President James P. Mooney have been trying to hammer out deal on must-carry language which they would then take to Congress. Basis of negotiations is inter-industry agreement on must carry that cable says it can live with. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. Broadcasters also want must carry for high-definition signals. Both demands are believed to be unacceptable to cable.

Network Rules

FCC's financial interest and syndication rules are fast becoming hot item in Washington. Networks and Hollywood have been meeting but seem far from reaching compromise on rules. Networks say they want modification, not repeal, while Motion Picture Association of America formed coalition whose aim is to preserve rules (BROADCASTING, April 24). No action on Hill or FCC is anticipated.

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. FCC rid its books of two-year limit on term of affiliation agreements between networks and stations at March 16 meeting. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

Proposal to eliminate network-cable crossownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for its preservation.

Network rules were put on books to limit power of major networks, namely ABC, CBS

and NBC. And FCC has taken actions indicating it is disinclined to apply them to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-language Univision network, and it granted waivers of PTAR and dual network rule to Home Shopping Network.

Public Broadcasting

■Garrison Keillor will return to American Public Radio Sept. 30 with new Saturday evening series, he announced at Annual Public Radio Conference in San Francisco, May 17-21. National Public Radio, which announced July 1 launch of hourly newscasts, used conference to focus on strategic plan for 1990's. NPR board adopted \$20.3 million FY 1990 dues level.

PBS and NAPTS believe public TV stations found consensus at April annual meeting to create chief programming executive at PBS with centralized authority over approximately 25% of national programming funds, including most of current CPB Program Fund. NAPTS-led National Program Funding Task Force is expected to present refined 'czar' proposal at PBS Programming 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.

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

Syndex

FCC put off effective date of its new syndex rules from Aug. 18, 1988, to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals.

Real delay in implementation of rules may come as result of court appeals likely to be made by cable operators and satellite carriers who distribute distant signals threatened by syndex. If court stays rules pending resolution of appeals, implementation of rules may be delayed two or three years. If court finds fault with them, they may never go into effect.

United Video, carrier of superstations

WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas; Texas Cable Television Association, United Cable Television and Century Communications have challenged rules in U.S. Court of Appeals. Turner Broadcasting System withdrew appeal.

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 startup funds for proposed service, and in April House approved 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. People's Choice TV has targeted Sacramento, Calif.

Dominant.

**A Top 10 sitcom
for three straight years.**



An FCC-EEO commentary by Susan Wing, Hogan & Hartson, Washington

According to the FCC's EEO staff, fully 40% of radio renewals filed in the past year—and numerous transfer applications, too—have been deferred for staff-level EEO compliance investigations. Of the stations targeted, almost half, say the staff, will be subjected to remedial action. Television renewals and transfers, too, have received close EEO scrutiny, some resulting in follow-up investigations, conditional renewals and reporting requirements.

The good news, however, is that these problems are avoidable.

Until two years ago, broadcasters had a convenient bright-line test to measure their compliance with the FCC's EEO rules: if they employed minorities and females at 50% of their presence in the local workforce and had no EEO complaints filed against them, they were virtually assured of no EEO problems at renewal time or upon transfer of their licenses.

In 1987, however, the commission significantly changed its EEO focus from numerical "safe harbors" to requiring licensee "best efforts" in recruiting, hiring, training and promoting minorities and females. Now, these "best efforts" must be unflagging, even if a station's minority and female employment profiles reach 50%, 75% or even 100% of workforce parity.

When the commission changed its EEO focus, many in the industry and outside questioned how the new rules would be interpreted and whether they would be aggressively enforced. Today, judging from the record outlined above and recent published decisions, it is clear that the FCC is effecting a dramatic, though quiet, revolution in the EEO area.

These substantial changes can be called a "quiet revolution" because, in contrast to the media splash made when the FCC defined its "indecent" standards two years ago, the decisions in this important area have been released one by one, with no media fanfare. To the extent the cases are covered in the trade press, many broadcasters only casually scan the articles or overlook them entirely—probably with the thought in the back of their minds that "my numbers are OK." The cases make it crystal clear, however, that relying solely on "OK numbers" today will get a licensee into a lot of trouble.

There are three chief areas of change in the new EEO rules:

- First, genuine and substantial contacts of female and minority referral sources are required for every "hiring opportunity." This requirement is set out in the new EEO regulations, but some broadcasters have questioned if it applies, for example, when a specific on-air personality is recruited, or when promotions from within are made to fill vacancies. Informal FCC staff advice in



"Today...it is clear that the FCC is effecting a dramatic, though quiet, revolution in the EEO area."

response to the talent-recruitment question is that perhaps an exception exists for some such situations. Concerning promotions, however, the staff advises that if the internal applicant pool for any position is all-white and male, outside recruitment efforts are necessary, even if the station's record of training and promoting minorities and women is exemplary. This staff interpretation—admittedly not endorsed by the commission itself, and in some ways at odds with precedent—could require substantial changes in many licensees' personnel practices.

- Second, a frequent and regular self-evaluation is now required to check if minority and female referral sources are productive enough and to change them if they're not. So, what's enough? In one recent case, the FCC held that a licensee's efforts resulting in minority referrals for 44% of its job openings "generally were acceptable." Other cases, however, indicate (but do not hold) that recruitment efforts must yield "qualified minorities and women...in the applicant pool for each hiring opportunity." These are obviously two very different standards, and the commission must clarify to which its licensees will be held.

- Third, exact record-keeping is required so licensees can conduct meaningful self-evaluation, and so they can report at renewal time (or such other time as the commission may request) what renewal sources were used, and the race and sex of each

person referred by each source. For most licensees, provision of this information will require new record-keeping systems, because as a rule stations are unaware who has referred the many applicants who simply walk through the door or those whose resumes are received blindly through the mail. Nor for the most part can stations tell the race of applicants (or, sometimes, their sex) from their resumes.

Licensees may request follow-up information about an applicant's race, sex, and referral source—but should do so only after checking for compliance with state and local anti-discrimination laws. In general, a form letter request for voluntary submission of the information, indicating it will be used only for FCC compliance purposes and will be maintained separate from applicant and/or employment files, will conform with most state and local laws.

Maintaining complete records is important not only for renewal-filing purposes, but also if a station is subject to the FCC staff's increasingly more frequent follow-up inquiry. When the EEO rules were changed two years ago, the commission promised that renewal and transfer applicants would receive an EEO audit to determine compliance with the new "best efforts" requirements. Though many may have wondered then how aggressively the budget-constrained agency would carry out this pledge, it is clear now that the audit procedure is being administered with teeth. Indeed, it is all but a truism today, as staff-initiated inquiries become more common, that renewal and transfer applicants may no longer breathe easy if the deadline for petitions to deny passes with no filing.

This staff-level inquiry typically asks licensees to provide detailed information, for a specified two- or three-year period during the license term, about every hiring opportunity: what referral sources were used, how many referrals came from each, the race and sex of each applicant and of the person selected, and a general narrative about each hiring process. Additionally, licensees may be asked for details on their self-assessment program and, if warranted, for an explanation about excessive minority and female turnover. Clearly, extensive, well-kept records are necessary at this point.

Based on the recent record, it seems fair to conclude that the Patrick commission has been far more enforcement-minded in the EEO area than were previous commissions. It is also pertinent to ask, with the prospect of three and perhaps four new commissioners within the next several months, what licensees can expect in the future. Based on President Bush's campaign, which unequivocally looked forward to a discrimination-free society, it is reasonable to expect that, with the President's new appointees, there will be no EEO retrenchment at the FCC. ■

Already sold in over 60 markets.



amen

COMING ON STRONG.

Starring
Sherman Hemsley
Clifton Davis
Anna Maria Horsford

Produced by Carson Productions Group, Ltd.
Distributed by

MCA TV

Source: NFI, September 1986-April 1989 © MCA TV, All rights reserved

May, 1989

This notice appears as a matter of record only

TV3 Inc.
of Jackson, Mississippi

has acquired
Television Stations

KLTV, Tyler, Texas
and

KTRE-TV, Lufkin, Texas

The undersigned initiated this transaction



Harvey Sandler Barry Lewis John Kornreich
General Partners

1114 AVENUE OF THE AMERICAS 38TH FLOOR NEW YORK NY 10036 (212) 391-8200

Broadcasting May 29

Vol. 116 No. 22

TOP OF THE WEEK

NBC and affiliates: smooth sailing in Bay City

Under glow of prime time victory, NBC affiliates meet to address pressing issues, as they help determine future of network-affiliate relations

It was the success of NBC's golden gut, Entertainment President Brandon Tartikoff, that managed to maintain harmony near the Golden Gate bridge. Affiliate celebration of the network's strong prime time showing managed to override controversial issues which otherwise might have dominated last week's NBC affiliates convention in San Francisco. Discussions did take place at an extended business meeting on those issues, including compensation changes, questions about program standards, a third-place evening newscast and daytime schedule, the loss of baseball rights, the network requests for help on changing the financial interest and syndication rules, and help with paying for the 1992 Olympics.

Some changes were set in motion by the events in San Francisco, including some political maneuvering as NBC and its affiliates seek to arrive united in Washington, the surprise site of next year's meeting. In upcoming months the two parties will also try to agree on how to cover the cost of the Olympics and on whether affiliates will help NBC promote the Advanced Compatible Television system.

The new compensation plan appeared on its way toward implementation beginning next year, with the affiliate board's endorsement of the proposal. Basil O'Hagan, president and general manager of WNDU-TV South Bend, Ind., said affiliates would probably have preferred it if compensation

had been tied not to ratings, but to the network's revenue, since the value of audience delivery continues to increase even if ratings do not. No major revolt was mounted at the San Francisco meeting, however. Details of the plan (BROADCASTING, May 22) were complicated enough to require a second closed-door session last Monday afternoon, devoted exclusively to explaining the new plan.

Said affiliate board chairman James Sefert, president of Cosmos Broadcasting: "I don't know anyone who objects to being paid on performance...but I suspect there will be some unhappiness for the first six months." Helping moderate the initial effect of the plan is a 20% floor and ceiling on any change in a station's hourly rate for the first year. He added that the plan may require some "fine tuning" from year to year.

But at least for the near future, the overall level of compensation, currently at \$146.1 million (including money given to NBC's seven owned stations) will not change, except as dictated by changes in the audience delivery formula. Said NBC-TV Network President Pier Mapes: "I am not totally ruling it out [cutting compensation], depending on what the economic realities are. But we don't foresee that as anything that is realistic."

Mapes took the occasion to criticize market-by-market reductions undertaken by the other two networks: "ABC and CBS have singled out some markets where they have taken compensation to zero. In my view that is counter-productive...there is no incentive to grow the core business, to do

better. It seems to me you have to pay for the audience the station delivers, [otherwise] an affiliate would probably get in a preemptive type of mode."

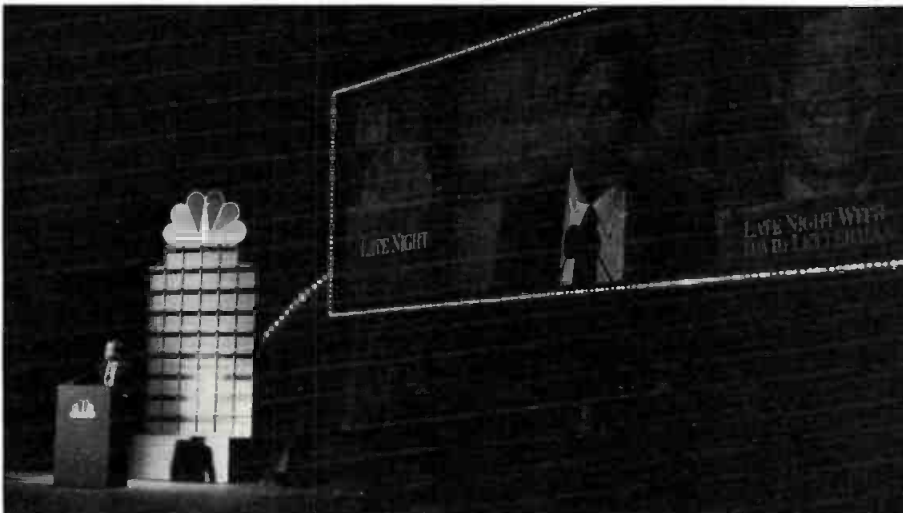
Mapes added that although nonclearance of network programming would affect the formula that helps determine an affiliate's hourly rate—in addition, a station is not compensated for any programs it does not clear—the effect would be so slight that the plan would not run afoul of the FCC's rule prohibiting affiliation contracts from "hindering" affiliate preemptions. "This will pass muster. Our attorneys have looked at it and said it is certainly not punitive," he said.

Washington matters will assume an even greater importance at the next affiliate meeting, which will be held in the capital city, it was announced last week. The desire of NBC and some of its affiliates to have an increased political presence was such that they were willing to lose a deposit at the Century Plaza hotel in Los Angeles, where the meeting had previously been scheduled to take place.

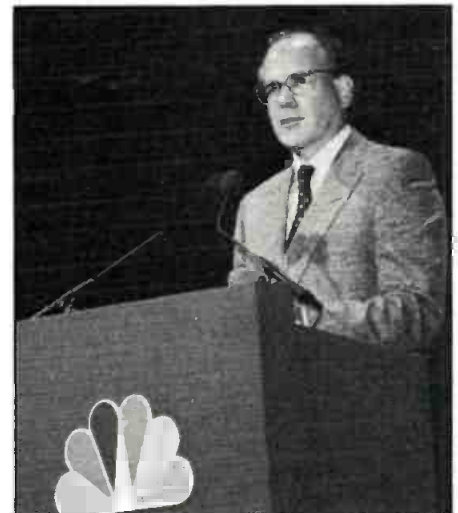
Topping the network's agenda of informal and formal lobbying are the financial interest and syndication rules and other regulatory issues.

But it is only financial interest, and not syndication, that affiliates have so far indicated their willingness to support. (The affiliate board resolved so in January.) To obtain affiliate support on syndication would be more difficult and might require giving certain concessions to the stations. Sefert said the network would have to decide precisely what to pursue.

Besides establishing a "presence" on fi-



Brandon Tartikoff presents fall schedule to affiliates



NBC President Bob Wright at meeting



Fresh faces. NBC's affiliate board elected a new slate of directors at its annual affiliates convention in San Francisco. The new board (seated, l-r): Jim Waterbury, KWWL Waterloo, Iowa; Rolla Cleaver, KVBC Las Vegas; Jim Sefert (affiliate board chairman), Cosmos Broadcasting; Bob Sutton (board secretary), Media General Broadcasting; Robert H. Smith Jr., WCVB-TV Bristol, Va.

Standing, l-r: Michael Corken, WTHR Indianapolis; William Bolster, KSDK St. Louis, newly elected board member; Todd Holmes, KSEE Fresno, Calif.; Gary Robinson (board vice chairman), WCMH-TV Columbus, Ohio; Tom Reiff, KPRC-TV Houston. Not pictured is Cyril Vetter (board vice chairman), WVLA Baton Rouge, La.

financial interest at the next meeting, the network may also be pushing its Advanced Compatible Television (ACTV) system. In San Francisco, the network demonstrated for the first time the production equipment that stations would use to transmit the wide-screen picture.

Merrill Weiss, managing director of Advanced TV Systems, told affiliates a station could modify its existing equipment to be ACTV compatible for under \$1 million, except for those stations in the top-10 markets, which might pay more. The actual modifications, he said, could be done in several days. Weiss presented the system as a "strategy" that stations could adopt, pending development of a better HDTV system. The affiliate board's new technologies committee has yet to endorse ACTV. But according to one member, it has yet to take a detailed look at any other system.

Affiliates apparently will also help the network offset a portion of the \$411 million NBC paid for the rights to broadcast the 1992 Olympics in Barcelona, Spain. Sefert would not confirm the reported \$30 million NBC has asked the stations to offset, adding that he personally was "more concerned about the method...I am not interested in a cash reimbursement to the network."

No detailed discussion of the subject will take place, said Mapes, until the network finishes its own plans on commercial placement and deciding how many events to spin off to pay per view.

Betty Hudson, senior vice president, corporate communications, said the network is waiting for information from the Barcelona organizing committee, and it may be between 100 and 120 days after NBC receives

such information that the network will be ready to talk with affiliates.

SPORTS

Lacking baseball programming in 1990, newly appointed NBC Sports President Dick Ebersol unveiled the division's "first stirrings of a response" last Monday. Affiliates had previously expressed concern that the division might attempt to fill the gap with "manufactured sporting events" rather than counterprogramming the time period, so NBC decided to let affiliates themselves program roughly half of the soon-to-be-vacant slots by returning all but the 4 p.m. to 6 p.m. period on Saturdays.

Some of what the network will run in that Saturday slot between April and September 1990 falls into the "manufactured" category, such as golfer Lee Trevino playing a challenge match with just one golf club and a game pitting retired players of the Dallas Cowboys and Oakland Raiders football teams. There is also a mixture of golf, tennis and other events, including matches pitting U.S. and Cuban baseball teams and U.S. and Soviet basketball teams. NBC will also present a *Barcelona Pre-Olympic Invitational*.

Leading off the Saturday afternoon schedule April 7 is a very different view of sports—an NBC movie premiere about "the life, happiness and heartbreak shared by Joe DiMaggio and Marilyn Monroe." Ebersol said programming beyond September would contain a yet-to-be-announced "surprise." As part of persuading affiliates to clear the replacement programming, Ebersol said only three of the programs had "run-over" potential.

Affiliate reaction to the schedule was mixed, with Sefert complimenting the division for developing an alternate slate in a relatively short period of time. However, the diversity of program events will presumably make it harder for both stations and the network to sell advertising, and one small market general manager said there will probably be less inventory available in the replacement shows.

Other sports announcements, made by NBC Executive Vice President Arthur Watson, included renewal of the Wimbledon tennis rights contract. NBC had been in the final year of a five-year contract, and one report suggested the network increased its bid for a new five-year contract despite the fact that ratings have decreased for two of the past three years, leveling off last year at a 3.6/14, according to Nielsen.

NEWS

This was the first affiliates meeting for NBC News President Michael Gartner, whose primary task, perhaps, was to assure affiliates that the division had a sufficient number of on-air personalities. To help make that point in San Francisco were five of the division's seven anchors. (The lack of a back-up to handle news from China kept Garrick Utley from attending. He spoke to the affiliates instead by satellite.) A special plea was made for affiliates to clear *Sunday Today* and *Meet the Press* in their proper time periods. Both shows are anchored by Utley; the former is co-anchored with Maria Shriver.

Last week, NBC conceded some clearance problems for *Sunrise*, its early morning news show, by eliminating the show's live second half hour. As if to allay fears that she might consider leaving NBC, *Sunrise* anchor Deborah Norville told affiliates she would be a "happy camper" as long as she had the opportunity to substitute anchor on NBC's other shows. Those opportunities include anchoring five-minute news updates, which the division began providing on a trial basis two months ago for affiliates to use in their noon newscasts.

Recently hired Mary Alice Williams discussed the upcoming occasional prime time news show *Yesterday, Today and Tomorrow*, which she described as "not a news magazine." She said that she, Maria Shriver and one yet-to-be-named co-anchor would be "storytellers...making mini-movies."

Asked to describe an affiliate consensus on NBC News and Gartner, Sefert responded: "Are they happy with Michael Gartner? ...I don't think they know yet. I think a lot of affiliates have talked with Connie [Chung] and probably knew of Connie's desire to write, produce and star in her own show in prime time, which was not acceptable to NBC."

West Coast affiliates received good news from Gartner. He said beginning this summer, news inserts will be added to later feeds of the *Today* show. He said the network would begin producing nightly newscasts on Saturday and Sunday when West Coast stations, unlike other stations, have time to air such a newscast after football. □

Prime time prospectus

The three networks will introduce 17½ hours of new programming in the 1989-90 prime time season, if the new schedules, as announced over the past two weeks, hold.

Eleven new comedies, 10 new dramas, a news program and a new reality program join 55 returning shows. In addition, Fox Broadcasting Co. will expand to a third night, adding two and a half hours of new programs to its eight-hour lineup (BROADCASTING, May 22).

The reaction by advertising agencies to the new schedules was mixed, but most of those polled last week said they felt ABC positioned itself to remain the solid second place network next year, behind NBC.

They also questioned just how much

ground, if any, CBS would make up next season, with its unusual all-comedy Monday night, the only night CBS has comedy in prime time. "That tells me their comedy development fell far short of expectations," said one agency executive, who asked to remain anonymous.

"NBC's current lead puts them in the driver's seat," acknowledged David Poltrack, senior vice president, planning and research, CBS marketing division. "But their schedule is in danger of becoming tired. At CBS, patience is the operative word."

Poltrack said CBS was largely in a counterprogramming mode with a heavy dose of drama on all nights but Monday. "ABC's strategy is just the opposite," he said, taking NBC head on with a lot of

On the big three next fall...

One asterisk signifies a new show, two signify a change of time period.

Sunday

	ABC	CBS	NBC
7:00			
7:30	<i>Life Goes On*</i> (Warner)	<i>60 Minutes</i> (CBS News)	<i>The Magical World of Disney</i> (Disney)
8:00			
8:30	<i>Free Spirit*</i> (Columbia)	<i>Murder, She Wrote</i> (Universal)	<i>Sister Kate*</i> (Lazy "B") F O B Prod w 20th Cen. Fox)
9:00	<i>Homeroom*</i> (Castle Rock)		<i>My Two Dads**</i> (Columbia)
10:00	<i>The ABC Sunday Night Movie</i>	<i>CBS Sunday Movie</i>	<i>Sunday Night at the Movies</i>
11:00			

Monday

	ABC	CBS	NBC
8:00			
8:30	<i>MacGyver</i> (Paramount)	<i>Major Dad*</i> (SSB/Spa-nish Trail/ Universal)	<i>ALF</i> (Athen Prod.)
9:00		<i>The People Next Door*</i> (Lorimar)	<i>The Hogan Family</i> (TAL w Lorimar)
9:30	<i>Monday Night Football</i> (ABC Sports)	<i>Murphy Brown</i> (Shukovsky/ Warner)	<i>NBC Monday Night at the Movies</i>
10:00		<i>The Famous Teddy Z*</i> (Hugh Wilson/ Columbia)	
10:30		<i>Designing Women**</i> (Mozark/ Columbia)	
11:00		<i>Newhart**</i> (MTM)	

Thursday

	ABC	CBS	NBC
8:00			
8:30	<i>Mission Impossible**</i> (Paramount)	<i>48 Hours</i> (CBS News)	<i>The Conby Show</i> (Carsey-Werner)
9:00			<i>A Different World</i> (Carsey-Werner)
9:30	<i>The Kid*</i> (MGM)	<i>Top of the Hill*</i> (Cannell)	<i>Cheers</i> (Paramount)
10:00			<i>Dear John</i> (Paramount)
10:30	<i>Prime Time*</i> (ABC News)	<i>Knots Landing</i> (Roundelay/ MFL/Lorimar)	<i>L.A. Law</i> (20th Cen. Fox)
11:00			

Tuesday

	ABC	CBS	NBC
8:00	<i>Who's The Boss?</i> (Columbia)	<i>Rescue: 911*</i> (Arnold Shapiro/ CBS Ent.)	<i>Matlock</i> (Viacom)
8:30	<i>Wonder Years</i> (Mariens-Black/ New World)		
9:00	<i>Roseanne</i> (Carsey-Werner)	<i>Wolf*</i> (CBS Entertainment)	<i>In the Heat of the Night</i> (Silverman/ Jadda/MGM)
9:30	<i>From This Moment On*</i> (Carsey-Werner)		
10:00			
10:30	<i>thirty-something</i> (Bedford-Falls/MGM)	<i>The Hawaiian*</i> (Lorimar)	<i>Midnight Caller</i> (Lorimar)
11:00			

Friday

	ABC	CBS	NBC
8:00	<i>Full House</i> (Miller-Boyett/ Lorimar)	<i>Snoops*</i> (Viacom)	<i>Bay Watch*</i> (GTG)
8:30	<i>Family Matters*</i> (Miller-Boyett/ Lorimar)		
9:00	<i>Perfect Strangers**</i> (Miller-Boyett/ Lorimar)	<i>Dallas</i> (Lorimar)	<i>Hardball*</i> (Columbia/ NBC Prods.)
9:30	<i>Just the Ten of Us</i> (Warner)		
10:00			
10:30	<i>20/20</i> (ABC News)	<i>Falcon Crest</i> (Amada/ MFL/Lorimar)	<i>Mancuso, FBI*</i> (Steve Sohmer Prods/ NBC Prods.)
11:00			

Wednesday

	ABC	CBS	NBC
8:00	<i>Growing Pains</i> (Warner)	<i>A Peaceable Kingdom*</i> (Columbia)	<i>Unsolved Mysteries</i> (Cosgrove-Meurer)
8:30	<i>Head of the Class</i> (Eltas/ Warner)		
9:00	<i>Anything But Love</i> Adam Prods / 20th Cen. Fox	<i>Jake and the Fatman</i> (Viacom)	<i>Night Court</i> (Slarry Night/ Warner)
9:30	<i>Doogie Howser, M.D.*</i> (Steven Bochco)		<i>Nutt House*</i> (Touchstone)
10:00			
10:30	<i>China Beach</i> (Sacret/ Warner)	<i>Wiseguy</i> (Cannell)	<i>Quantum Leap</i> (Universal)
11:00			

Saturday

	ABC	CBS	NBC
8:00	<i>Mr. Belvedere**</i> (20th Cen. Fox)	<i>Paradise</i> (Lorimar)	<i>227</i> (Columbia)
8:30	<i>Living Dolls*</i> (Columbia)		<i>Amen</i> (Carson Prods)
9:00		<i>Tour of Duty**</i> (Zev Braun/ New World)	<i>Golden Girls</i> (Witt-Thomas-Harris/ Disney)
9:30			<i>Empty Nest</i> (Witt-Thomas-Harris/ Disney)
10:00	<i>The ABC Saturday Mystery Movie**</i>		
10:30		<i>West 57th</i> (CBS News)	<i>Hunter</i> (Cannell)
11:00			

new and returning comedies.

At a press conference two weeks ago, Kim LeMasters, president, CBS Entertainment, acknowledged that his network's comedy development in a number of instances was unsuccessful. For example, Eddie Murphy Television Enterprises' pilot, *Coming to America*, which the network had high hopes for, failed to make the final cut. The network had commissioned a comedy pilot from actor-producer Dan Aykroyd, *Mars: Base One*, which also didn't pan out. Many ad agency executives remarked on the conservative nature of all three network strategies. "I don't see any breakthrough shows," said Paul Isacson, executive vice president, director of broadcast programming and purchasing, Young & Rubicam. But he also said most of the new programs are still concepts waiting to be executed, and that some of the new shows look promising, such as ABC's *The Kid* and CBS's *Major Dad*.

"You can call it conservative [strategy], said Isacson. "There aren't any way-out shows, but high concepts don't work. All three are taking the traditional route with established stars. It's a proven strategy."

ABC was the last network to announce its schedule, which was released last Monday (May 22). The network added six new comedies, giving it the most comedies going into next season, with 16, compared to NBC's 14, and CBS's six. ABC also added two dramas and the new ABC News program *Prime Time* with Sam Donaldson and Diane Sawyer.

ABC will have a total of six hours of new prime time programs, CBS introduced seven and a half hours of new fare, and NBC has four hours.

The new ABC comedies include one from Columbia Pictures Television called *Free Spirit*. It's about a divorced attorney, his three children and their housekeeper, who's a witch.

ABC also picked up Castle Rock Entertainment's *Homeroom*, about the life of an inner city teacher. Broadway star Jackie Mason will star in another comedy called *From this Moment On*, from Carsey-Werner.

Also from ABC is the first project from Stephen Bochco under his new exclusive contract with the network, a comedy called *Doogie Howser, M.D.*, about a 16-year-old resident at a big city hospital. A *Perfect Strangers* spin-off called *Family Matters* also made the cut, featuring an outspoken female elevator operator.

Michael Learned is back in prime time in a *Who's the Boss?* spinoff called *Living Dolls*, from Columbia. Learned plays a surrogate mother to four teen-age models.

A second western will join the prime time lineup next fall—ABC's *The Kid*, about the young riders of the Pony Express, from MGM. The network's other new drama, from Warner Bros., is *Life Goes On*, about a contemporary working class family.

ABC also said it ordered three backup dramas and two backup comedies for next season, including the dramas *Capital News*, about a big city newspaper; *Twin Peaks*, about life in a small northwestern town, and

Upfront agenda

With the three-network schedule freshly drawn, agency and network sales executives last week were planning their respective strategies for the upfront selling season, where at least two-thirds of all television network dollars are committed. Prime time unit cost increases for next season were projected by some to be slight, but with three-network audience share expected to continue declining, the cost that advertisers pay per thousand viewers (CPM) could increase by at least mid-single percentages and may reach, by one account, double-digit increases.

Raymond Katz, an analyst with Mabon Nugent & Co., said that agency executives he talked with believes that three-network CPM's in daytime might increase by a "very low" single-digit percentage, while in the other four dayparts—news, sports, late night and children's—the average CPM increase would be 7%-10%.

How the CPM increases translate into unit prices depends in part on the audience guarantees that the networks give. Larry Hyams, ABC director, audience research, said: "The reason three-network viewing has declined, the increase in the coverage of basic cable, continues...so we realistically foresee a 2% or 3% decline in three-network audience for next year." David Poltrack, senior vice president, planning and research, CBS marketing division, said: "In terms of planning, we probably will take the three-network share down one point...although the fourth quarter of last year was dramatically impacted by the writers' strike and election night coverage...so we think it is possible we could end up with no share erosion for the 1988-89 season."

Equal Justice, an ensemble drama set in a district attorney's office.

Canceled by ABC was *Dynasty*, leaving CBS as the only network remaining in the prime time serial business. Other ABC cancellations included *Moonlighting*, *A Man Called Hawk*, *The Robert Guillaume Show*, *Have Faith*, *Men* and *Great Circuses of the World*.

The network's addition of *Prime Time* to the schedule brings the number of news programs in prime time to five. And that number may grow to six if NBC's summer tryout of a new magazine show, *Yesterday, Today, Tomorrow*, succeeds and captures a spot at midseason.

CBS's David Poltrack said last week the news trend in prime time will probably continue as the baby boomers grow gray. The networks will doubly benefit from that trend because such shows are also much cheaper to produce than entertainment programs.

Affiliate reaction to the schedule announcements was varied, with NBC affiliates viewing the upcoming season confidently, and ABC and CBS affiliates looking toward the fall with guarded optimism.

"The schedule looks real solid," said John Kueneke, general manager, NBC affiliate KCRA-TV Sacramento, Calif. "They didn't make a lot of changes, but with a 48-week winning streak, they don't seem to need to make a lot of changes."

In assessing CBS's schedule, Ron Mires, vice president and general manager of CBS affiliate KERO-TV Bakersfield, Calif. said, "Overall, it looks pretty decent. The schedule probably won't fix everything in one year, but it's a step in the right direction to get us more competitive."

"I think it is safe," said Colleen Brown, vice president, business affairs, and programming, KUSA-TV Denver, referring to ABC's fall schedule. "I think Saturday night will be a wide open battle with NBC's *Golden Girls* and 227. *Mr. Belvedere* will give 227 a battle, but I think it may not score as well as it did on Friday nights." □

CBS to Hughes, ABC to AT&T, in 1990's

Pending final approval of handshake agreements, the CBS and ABC television networks will go to separate satellite systems in the 1990's. CBS announced Wednesday (May 24) that it will purchase 10 C-band and two Ku-band transponders on two Hughes Communications satellites, Galaxy 4 and 7, to be launched in 1992 and 1993—leaving behind AT&T, carrier of both networks since before the advent of satellite program distribution.

Two days later, ABC said it would stay with AT&T, purchasing seven C-band and two Ku-band transponders on the proposed Telstar 401 and 402 birds, with 401 "to be in place by April 1993," said Brent Stranathan, director of communications, ABC. Although none of the parties to either deal would reveal costs, well-placed sources said the two satellite operators engaged in a price war this month to land the two major users. "Financially, it was, in essence, a wash in our minds," said Stranathan. "It was very close and competitive."

Hughes was "very creative," said Chris Cookson, CBS vice president, New York broadcast operations, "making changes in their proposal that had to do not just with pricing, but with service and satellite design," including a commitment to ask for authority to launch a hybrid C-Ku-band bird. CBS will share with cable programmers back-up options on Galaxy 6.

The separate deals, said Stranathan, "solidify an important foundation in the next generation—that there will be at least three, if not four, players," including AT&T, Hughes, GE Americom and GTE Spacenet. "There will be occasional capacity," he said. "We will be able to be in the parttime market and hopefully keep some of the resellers, an important part of the industry, alive." "It will mean the difference between a C-band glut and shortage," said one source. □

NCTA CONVENTION

Cable told to clean up its act

That's the word from top Hill players; fiber, addressability and comedy channels provide excitement on exhibit floor

The National Cable Television Association annual convention last week in Dallas, attended by more than 14,000, was a mixture of excitement and concern.

The excitement was on the exhibit floor where new programming services and advancing technologies competed for attention and kept traffic lively. Fiber was plentiful, with at least a dozen companies showcasing fiber technology that is rapidly moving from the experimental to the practical. There were fiber and high-definition television demonstrations and 750 megahertz cable distribution equipment promising to expand channel capacities and, eventually, viewer choices.

Both HBO and MTV were providing operators with details of their respective comedy networks, the Comedy Channel and the "HA" TV Comedy Network. The month-old Consumer News and Business Channel was given a first look by many operators.

But the excitement on the floor was tempered by the political concerns expressed mostly in speeches and panel sessions over rates and customer service. A spate of bills proposing everything from rate reregulation to allowing the telcos to enter the business has been introduced. Congressmen and senators appearing at the convention told cable operators of their concerns about cable. "Daily, members come up to me and ask what Congress can do about cable rates, or complaints about cable service, or sports on cable or cable's vertical and horizontal integration," said Ed Markey, chairman of the House Telecommunications Subcommittee, before a closed-door luncheon with cable executives.

Due to the concerns, the industry is reaching a consensus that the days of large rate increases are behind it. NCTA said government statistics for the first few months of the year show rate increases trailing inflation. During the opening session, outgoing NCTA Chairman John Goddard said the "wave of marketplace adjustment [on rates] I think is behind us. I think in the future, you'll see price increases that will approximate increases in the consumer price index and/or some increases for programming as system operators rebuild the system and substantially expand channel capacity." And the NCTA board, among several actions (see page 32), moved to make its industry communications department a clearinghouse on information dealing with improving customer service.

Still, as NCTA President Jim Mooney said at the opening session (see page 35), cable controls its own destiny by paying attention to customer service and instituting reasonable rate increases. □



NCTA won't oppose AT&T entry

Board found no reason to block AT&T from business; other actions: will oppose FCC plan to substitute price caps for rate-of-return regulation; wants Copyright Office to lower basic compulsory license fees; will consult with cities on development of technical standards

The board of the National Cable Television Association, meeting last Thursday in Dallas's Adolphus Hotel following the association's annual convention, decided not to oppose lifting the legal barrier to AT&T's entering the cable television business.

If allowed in, the telecommunication giant could become a buyer of cable systems and help drive up system prices.

But NCTA spokesman John Wolfe said the board's vote was not motivated by a desire to introduce a new buyer with deep pockets to the cable market.

Rather, he said, NCTA simply found little reason to oppose AT&T's entry. As a long-distance carrier, he said, AT&T does not pose the threat of unfair competition to cable that local telcos do.

NCTA has strongly opposed local telcos providing telephone and cable services in the same market, arguing that the inevitable cross-subsidies would result in unfair competition to cable-only operations.

The 1982 consent decree that settled the Justice Department's antitrust suit against AT&T not only spun off the seven regional Bell operating companies (RBOC's) from AT&T but also banned AT&T from cable and other information services until Aug. 24, 1989. AT&T has petitioned the court overseeing the decree to allow the information services ban to expire on time.

AT&T has yet to say what, if any, businesses it would pursue if the ban lapses on schedule.

Although less than four hours long, the meeting was unusually productive, resulting in several other actions:

- It voted to oppose an FCC proposal to

substitute price caps for rate-of-return regulation of some of the RBOC's interstate services. The RBOC's want to get into cable but are blocked from doing so by provisions of the consent decree and the Cable Communications Policy Act of 1984. NCTA is doing all it can to insure the prohibitions on the RBOC's stay in place.

NCTA General Counsel Brenda Fox said the FCC's price cap proposal goes too far, virtually freeing the RBOC's from regulatory oversight without providing a disincentive to overinvest in new plant.

- It voted to petition the Copyright Royalty Tribunal to launch a proceeding to lower basic compulsory license fees and eliminate the syndicated exclusivity surcharge. Cable operators pay fees for the privilege of carrying distant broadcast signals.

Wolfe said NCTA believes changes are warranted in light of the FCC's reimposition of syndex rules, which require cable operators to delete from distant signals programming that duplicates that of local broadcast stations. The surcharge, which totaled \$30 million in 1987, was imposed to compensate copyright holders for the elimination of the original syndex rules in 1980.

- It authorized NCTA staff to initiate discussions with representatives of municipalities in an effort to come up with mutually acceptable technical standards for cable systems. A federal court affirmed FCC preemption of standards, preventing municipalities from requiring standards more strict than those of the FCC. But the court also instructed the FCC to more clearly articulate standards in a proceeding. Discussions will be aimed at developing a common position in the proceeding.

NCTA plans to approach the National League of Cities, the U.S. Conference of Mayors and the National Association of Telecommunications Officers and Advisors. Earlier in the week, association executives heard from NATOA President Paul Berra, who urged cable to work with the cities on technical standards. Berra also

said NATOA supports "the concept" behind cable reregulation legislation.

- It voted to tentatively support passage of a law banning ownership of cable systems in the U.S. by citizens of foreign countries. Wolfe said the board is withholding full support until the bill is introduced and the NCTA has a chance to evaluate it. The bill is to be introduced by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), a favorite of the cable industry.

In addition to the various actions, said NCTA President James Mooney, the board also had a "good, thorough discussion" on the political situation in Washington. The industry has come under considerable pressure on Capitol Hill of late from lawmakers who view cable systems as unregulated monopolies. According to Mooney, the board demonstrated a "sharp sensitivity" to the political implications of rate increases and customer services.

The board also elected new officers. As expected, Robert Miron, president, Newhouse Broadcasting, was elected to succeed John Goddard, president and CEO, Viacom Cable, as chairman. The others officers: Jerry Lindauer, senior vice president, corporate development, Prime Cable (vice chairman); Jim Robbins, president, Cox Cable (treasurer), and Joe Collins, chairman and CEO, American Television and Communications (secretary). □

Broadcasters joining TCI in testing Faroudja

ABC, NBC, Group W, Tribune will work with TCI in trials of enhanced NTSC system; Group W's KDKA-TV Pittsburgh and TCI's systems there may be first test

Four major broadcasting companies—Capital Cities/ABC, NBC, Westinghouse Broadcasting and Tribune Broadcasting—announced last week at the NCTA convention they would participate with Telecommunications Inc. and, possibly, other cable operators and programmers in field tests of the Faroudja Laboratories' SuperNTSC advanced television system over the next two years.

For the joint announcement, executives of Capcities/ABC, Group W, TCI and Faroudja appeared via a fiber optic link on a large-screen SuperNTSC projection display. The executives were empanelled 12 miles away at the headend of TCI's Dallas cable system.

TCI President John Malone had called on broadcasters to cooperate in testing at the speech at the National Association of Broadcasters convention last month (BROADCASTING, May 8).

TCI Executive Vice President J.C.



Changing of the guard: Outgoing NCTA Chairman John Goddard, NCTA's Barbara York and incoming Chairman Robert Miron.

Sparkman said TCI and its broadcasting partners are planning a series of 10 or 12 tests. The first may be in Pittsburgh where Group W owns KDKA-TV and TCI has a heavy concentration of cable systems, he said. (Group W is also reportedly talking with TCI about producing programming for TCI's budding regional cable programming service.)

The participation of the broadcasters gives a boost to TCI and its advanced television strategy—implement SuperNTSC or something like it now, preempt the advanced television market in the U.S. and put off the arrival of true high-definition television for 10 or more years until the engineers can develop a digital, 6 mhz HDTV system. TCI calls the HDTV system it envisions "process digital."

What TCI now needs is the support of its fellow cable operators and programmers.

John Sie, senior vice president, TCI, who has been leading TCI's ATV efforts, said cable companies would be on board "very shortly."

Although the broadcasters' willingness to participate in the tests indicates they may be willing to implement SuperNTSC, it is unclear whether they support other aspects of the TCI strategy.

At an HDTV panel session two days after the press conference, Joseph Flaherty, CBS vice president, engineering and development, said he had no objection to implementing "Faroudja-type" improvements like comb filtering prior to transmission and line-doubling in the receiver as long as they were properly tested beforehand.

However, Flaherty warned, it would be a mistake to slow efforts to develop, standardize and implement a true HDTV system. The production community is already embracing HDTV and other media may roll it out without broadcasting and cable, he said. What's more, if broadcasters delay, they run the risk of the FCC reallocating spectrum they need for HDTV transmission to other services, he said.

Underscoring Flaherty's last point at the same session was Alex Felker, chief of the FCC's Mass Media Bureau. "If, for whatever reason, an enhanced system is judged good enough [for the 1990's], it is going to be extremely difficult for the FCC and, frankly, the broadcasting industry, to justify warehousing very valuable spectrum—primarily UHF spectrum—for an undefined period of time while we are waiting for the Holy Grail of HDTV sometime in the future," he said.

Like Flaherty, Sie believes that the true NTSC-compatible HDTV system of the future will require 12 mhz of spectrum. But unlike Flaherty, he believes the necessary spectrum can be reserved for 10 years or more—not by the FCC, but by Congress.

Sie said he and unnamed others are planning two one-day meetings later this year at which top electronics and television experts will convene to consider whether a TCI's "process digital" technology is possible within 10 years of so. If it is decided that it can be done, he said, the findings will be taken to Congress in support of reserving spectrum for it. □

HBO and MTV: The jokes are on them

The comedy channels under development by HBO and MTV Networks gave the 1989 NCTA convention its hottest programming news in years, as both sides put on the full-court press to gain carriage.

"A lot of us feel energized," said Comedy Channel President Dick Beahrs at last week's NCTA show. HBO was getting good response from operators who viewed a one-hour demo tape, he said. "The most important thing is to see it."

The Comedy Channel will originate from a 17,000-square-foot facility on 23rd Street in New York, said John Newton, executive vice president, programming, and all programming and administrative offices will be there. The 12 comedy VJ's hosting the channel will do so behind their own office desks, said Newton. HBO hopes that will facilitate spontaneity, he said. A host, for instance, may walk down the hall to goodnaturedly harass the writers for better material and play it for laughs, said Newton. The hosts will spend between five and 15 minutes each hour doing comedy, said Newton, and set up the clips, sketches and standup routines carried during the rest of the hour. HBO wants people to know that the Comedy Channel "is a place that really exists."

HBO's rate card begins at seven cents in 1990 and moves to 9 and 11 cents in '91 and '92. There will be six minutes of national advertising and three of local, Beahrs said. That there is less than the usual amount of advertising, said Beahrs, will be used as a sales point.

Over at Viacom, MTV Networks Chairman Tom Freston was providing operators with more details on the "HA" TV Comedy Network. The name, he said, will be a starting point for various promotion and marketing campaigns. "We feel 'HA' is a name for the 90's," said Freston. "HA" will be an "untraditional network," Freston said, "built around a healthy irreverence." For instance, MTV hopes to breathe new life into some of the older sitcoms from the Viacom library with comedy sketches and contests surrounding their airing.

"HA" will be a mix of long and short forms, although there are ratings limitations with the latter, said Freston. There will be "loads of interstitial programming," reality comedy in the vein of *Candid Camera*, said Freston, and a morning zoo program to counterprogram the broadcast networks' morning news shows. MTV, which is pioneering interactivity with some MTV projects, plans to use that technology with the new channel, Freston said.

The service will be priced competitively with HBO's, but Freston did not disclose a rate card and said the network probably won't be packaged with other MTV services. Freston said "HA" had signed five charter advertisers: Pepsi, Disney, Anheuser-Busch, Coke and Warner Bros. The advertising split will be seven minutes national, three minutes local.

Markey says cable faces rough road

House telcomsubcom chairman urges industry to deal with consumer and congressional complaints

The cable industry appears headed for some tough times on Capitol Hill as the threat of deregulation become increasingly more ominous, according to Ed Markey, chairman of the House Telecommunications Subcommittee.

"Storm clouds are brewing and the cable industry may have to weather rough weather in Washington in the months and years to come," Markey told cable executives at a private luncheon hosted by NCTA at last week's convention. Markey urged the group to meet the challenge by developing "concrete responses to your critics and an appealing, yet realistic vision of the future that deals with the problems and concerns of members and consumers."

Markey's warning to cable is significant not only because he chairs the subcommittee but because he also has strong ties with the industry and is considered a valued ally. His speech comes at a time when at least 13 bills have emerged from the House and

Senate calling for some form of cable regulation (BROADCASTING, May 22).

Much of the congressional unrest is triggered by the consumer dissatisfaction with cable rates and services. Last year Markey asked the General Accounting Office to produce a survey on rates. He expects the results by early to mid-summer and said he would convene hearings to review the findings. Moreover, the chairman intends to ask the GAO to continue to monitor cable rates "so that we will have an accurate and consistent record of the effects of the Cable Act on the price consumers pay for your service."

Cable issues, according to Markey, are drawing more attention on the subcommittee and off of it than any other issues.

The chairman also told the cable officials that their industry is no longer viewed as "the little guy taking on the broadcasters and the media behemoths. Now cable is viewed by the average consumer and, increasingly, the average member of Congress as more Goliath than David."

He urged cable to resolve its differences with competing industries. Congress, he said, is reluctant to become entangled in

"intramural disputes." But members will respond if the issues directly affect consumers. "When cable issues become cause celebres for public interest groups and consumer groups, when cable issues move from the business pages of the newspapers to the front pages and to the talk shows, when members hear litanies of abuses by cable operators from constituents during town hall meetings—then members will be forced to take action to ameliorate the concerns of their constituents."

He urged the NCTA members to respond to their critics and not to ignore the growing consumer dissatisfaction. "If a bona fide grassroots movement begins at the consumer level, there is little that [NCTA President] Jim Mooney and his very talented Washington staff can do to forestall a legislative response," said Markey.

The Massachusetts lawmaker also took an opportunity to restate his support for must-carry rules. "It is imperative that you reach an accord with the broadcasting industry on this critical issue," he said.

Markey is anxious to have these matters examined in a comprehensive fashion. "Recent merger activities and structural reorganization by media companies also raise very important questions," said Markey. "Is increased concentration and vertical integration the price we will have to pay to be competitive internationally?" he asked. Moreover, is it an acceptable price? he asked, adding that the subcommittee will review these issues.

The speech provided Markey with an opportunity to plug his proposal for legislation that would restrict foreign ownership of U.S. cable systems. The congressman planned to introduce the measure before the convention but waited in order to solicit industry support. So far, cable's reaction to the Markey bill has been lukewarm (BROADCASTING, May 22).

Under the current law, foreign investors are prohibited from owning more than a 20% interest in U.S. radio and TV compa-

nies, while indirect ownership is limited to 25% (or more, at the discretion of the FCC). Markey wants to apply those restrictions to cable as a means of closing "a giant loophole through which foreign competitors could leap to control a critical segment of our telecommunications network."

"It deserves your support and deserves to be enacted into law this year. I will work diligently toward that goal, and I urge you individually and collectively to join me in that effort," Markey said. □

Capitol Hill ultimatum

Congressional staffers tell NCTA cable must improve customer service and stop large rate hikes or industry will be reregulated

The message was loud and clear. Cable must respond to consumer outcry over cable rates and services or Congress will step in to regulate, said key congressional staff during an NCTA convention session last week.

"You control your own destiny," said Larry Irving, senior counsel on the House Telecommunications Subcommittee, who advised the industry to heed the warning of his boss, Subcommittee Chairman Ed Markey (D-Mass.) (see story, page 33).

There is no doubt that lawmakers are hearing more complaints about cable. "We

get the most constituent complaints about rates and service," said Gina Keeney, senior counsel for the Senate Communications Subcommittee's Republican members. "I would not rule out the possibility of legislation when so many constituents are unhappy with cable," she warned.

Keeney said the public perceives cable as a "necessity" and that Congress must grapple with the question of "should we reregulate or encourage competition." Moreover, the Hill aide said policymakers must determine if competition is feasible. Said Keeney: "We don't have two electric companies, two gas companies or two telephone companies. Does cable fit in that mold?"

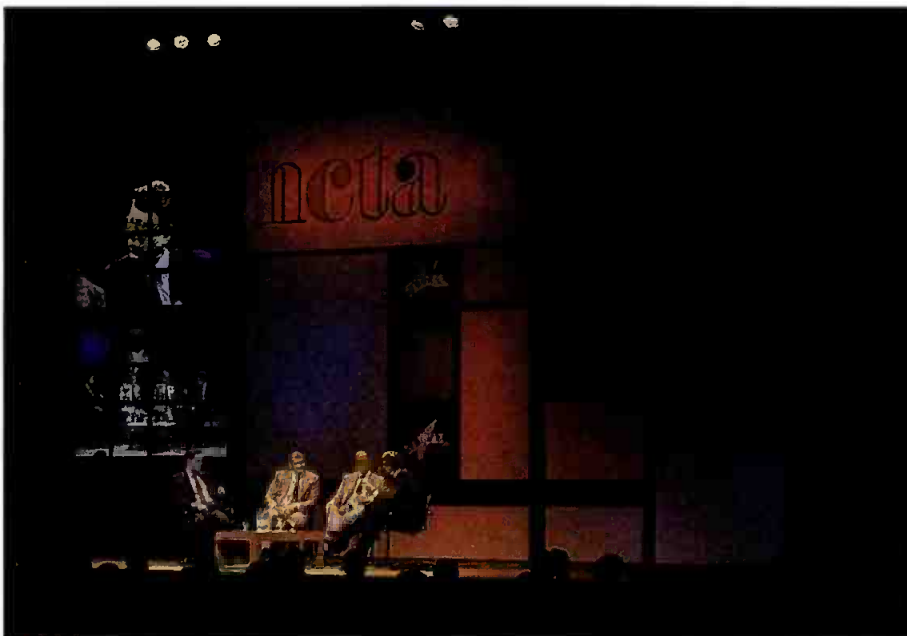
"I think you are getting a clear message," commented David Leach, aide to House Energy and Commerce Committee Chairman John Dingell (D-Mich.). "What we are dealing with is accountability," said Leach, who reminded them that Dingell said last year that there are two choices for cable, "competition or regulation." Because of the high level of anxiety over cable, Leach said the telephone industry has found Capitol Hill to be a "fertile territory" for its campaign to become a full-fledged competitor with cable.

Ed Baxter, chief counsel and staff director for the Senate Copyright Subcommittee, said his boss, Chairman Dennis DeConcini (D-Ariz.), is anxious to see NCTA and the National Association of Broadcasters cut a deal on must carry. DeConcini is the author of a bill that links cable's compulsory copyright license with must carry. It also addresses the issue of channel repositioning. He said the chairman is hopeful that whatever the results of the negotiations, it also solves the channel repositioning issue. Both Irving and Baxter indicated that lawmakers are troubled by the practice of shifting broadcaster signals from one location to another.

Baxter also told the convention audience that the "perceived lack of competition" is driving the debate on telco entry. Asked whether the compulsory license is at risk, Baxter said he does not think so. He pointed out that Congress approved the creation of a new compulsory license for satellite carriers that sunsets in six years. At that time Baxter said they may review the license. They cited other potentially sensitive issues for cable including vertical integration and the migration of sports programming from over-the-air television to cable. □

The last word. Major broadcasting and cable executives tackled the major issues of the day at NCTA's closing panel session. NBC President Robert Wright said that as a broadcaster, "you are substantially limiting your horizons if you look at one channel." Tele-Communications Inc. President John Malone said broadcasters could make money of local cable news operations, a cause he and Wright are championing, if the market was large enough. Viacom President Frank Biondi said such ventures were a plus for cable, but did express concern over channel capacity.

On telcos, Malone said "fiber is a technology, not a business," and Wright said telco entry "is not an attractive thought to broadcasters...It's a little scary to have any utility [with] total control of all that voice, data and video into the home."



L to r: Biondi, Malone, Wright and ABC News's Jeff Greenfield

Programming: The play's the thing

Opening session of NCTA convention features producers, cable leaders who share their outlook on programming

Broadcast networks want to stop audience erosion. Cable wants to increase penetration. For both, the key may be programming. The panel of experts assembled by NCTA to open its convention in Dallas last week agreed, for the most part. "Everybody takes it for granted that shares are down and they're going to stay down. I think some shrewd programming and innovation on the part of the free TV sector could reverse this trend very easily," said Fred Silverman.

When the networks air a program like *Lonesome Dove*, he said, network shares "go way up. During the sweeps when there are three really good attractions, or Sunday night movies, shares go up to 80 or 85." And, said Silverman, who owns his own production company in Los Angeles, the Fred Silverman Co., individual shows such as *The Cosby Show* and *Roseanne* are capable of single-handedly raising shares for the night.

But, said HBO Chairman Michael Fuchs: "Technology is going to decide some of this. It is not original programming that has given VCR its clout. It is time shifting or repeating programming that has eroded the network business, as it has eroded mine." Fuchs said, however, that HBO defines itself by offering what others do not. For example, he said, "high-level, prestige programming [such as *Murderers Among Us: The Simon Wiesenthal Story* and *Mandela*] just does not get done anymore. We think this can be very commercial."

Programming is going to be the key for pay per view, as well, said Stewart Blair, chairman of United Artists Entertainment, Denver. "PPV will not live on movie product. It will not live on boxing. It must develop a total package of programming."

One type of programming, comedy, is "a serious business. Funny is money," Fuchs said. At HBO, which announced plans for a comedy channel two weeks ago, comedy movies "repeat better" than any other movies, he said. "Take *Roseanne Barr*. She does an on-location on HBO, ABC looks at the tape, and before you know it, she's the biggest commercial star in America. That's what's happening with comedy," he said.

And tabloid television: "Good or bad?" asked moderator Bob Wussler, executive vice president, Turner Broadcasting System, of Silverman, who, in the early 1970's made his reputation as a premier programmer for the broadcast networks. "It's terrible. It's a rotten kind of television. My sense is that we've seen it peak; ratings are off on a good many of these shows," he said. "I don't think it's an issue for cable."

Alvin Perlmutter, president and executive producer of the New York-based production company Alvin Perlmutter Inc., agreed with Silverman that tabloid TV has peaked, and will soon die. "These programs are demeaning to an industry we are part of."



Openers (l-r): Wussler, Goddard, Blair, Fuchs, Perlmutter and Silverman

Fuchs reminded the audience that HBO had developed *America's Most Wanted* (seen on Fox Television stations), but decided not to go forward with it. "We had a chance in pay to go the low road...but we should not contribute to that. I hope cable has a collective intelligence about what our image is."

Perlmutter said he wonders why cable does not go for more documentaries. They have done well on cable, he said, and are relatively inexpensive. He said he has heard that on HBO documentaries rate very high, among its top 10 or 15 programs.

Responded Fuchs: "We do value the documentary. *Dear America* received two Oscars and other nominations and cost us more than \$1 million. You can't give customers a whole load of documentaries because they get a steady appetite of them on basic cable. When we do one, we try to make a statement."

As for news on cable, Perlmutter said cable should not compare its news efforts to those of the major broadcast networks be-

cause they are different. "If cable is looking to be compared favorably with what the networks are doing today in news, that's like telling your wife she's prettier than Phyllis Diller. It may be true but it's not something to boast about."

The panel of six, which also included outgoing NCTA Chairman John Goddard, president and chief executive officer, Viacom Cable, all agreed cable will continue to gain audience in the future, with penetration levels reaching as high as 75%-80%.

Said UAE's Blair: "There's no reason why we can't reach telephone status of very near 100%." But they disagreed on whether the broadcast networks will continue to lose viewers. Silverman said he sees continued erosion, but it will be more gradual: "I think the lion's share of declining audiences has taken place." Fuchs's counterpoint: "I don't understand the argument that there should be a slowdown in erosion. It doesn't make sense. Cable hasn't reached full distribution yet. I think network erosion just continues." □

Words of warning from Mooney

NCTA president tells cablecasters that customer service and reasonable rate increases are necessary if cable industry is to avoid congressional intervention

"This could make real trouble for us in the future."

That was James P. Mooney, president of the National Cable Television Association, warning his industry that over-zealous pursuit of rate hikes and neglect of customer service could result in congressional retribution. It was the keynote of last week's NCTA convention in Dallas, and a somber one.

Mooney had begun on a positive note, saying that cable has drawn even with broadcasting as a primary television medium and, according to a Roper poll sponsored by the Television Information Office, the public now finds some cable programming superior to broadcasting's. That

achievement was accomplished largely by taking risks, he said, and "to the degree that there is a real diversity in television programming that didn't exist 10 years



NCTA President Mooney

ago...it is cable that's made the difference."

But cable's success is a two-edged sword, Mooney observed. As it has increased the medium's visibility with the TV audience so also has it increased the level of scrutiny by politicians—a scrutiny "no longer tempered by that benign tolerance often accorded new, upstart businesses." In far too many communities around the country, he said, "controversies about cable are arising in ways that leave consumers with an impression of our industry that is unfavorable."

"Let me speak very plainly. The increasing scrutiny of our industry by Congress is leading to the conclusion by some congressmen and senators that cable deregulation has not been a uniformly smooth experience." There is in the current political mood "a focusing on rates and customer service as the sole yardsticks by which to judge us."

While Mooney did not feel Congress would turn to telephone entry to fix cable's shortcomings, nor that it would attack cable's programming infrastructure, he did say there were other—unspecified—courses of congressional action possible.

But while the prospect may be serious, the remedies are not beyond reach, he said. The first is to "raise the average level of customer satisfaction with our industry above the level at which it exists today." The second: "to establish a better connection in the minds of our customers between the cable programming they like and the operator who provides it." Third: "to be good corporate citizens of the communities we serve." Fourth: "to consider that the trade-off between forgoing a few percentage points of additional cash flow and maintaining a stable political and regulatory environment can be a good one."

Quoting Representative Al Swift (D-Wash.), from an "At Large" interview in BROADCASTING on the arrogance that often follows great success, Mooney respectfully disagreed. "I don't think it inevitable that cable should succumb to the same smug and arrogant self-satisfaction that has pre-announced the decline of others. Our destiny, in any event, is within our control, and will remain so, so long as we recall that we got to where we are by combining a healthy sense of public responsibility with a willingness to break new ground and be trend-setters."

"So long as we cling to the values that made us successful in the first place," Mooney concluded, "cable's politics will be OK, our business will be OK and our prospects boundless." □

Comedy on Cable and the future of niche programming

The potential power of laughter for Home Box Office and MTV Networks and the changing face of cable programming were serious topics of discussion among many

NCTA attendees last week. Although questions about carriage and viewer commitment have yet to be answered, comedy is scheduled to have a definite presence this fall. Basic cable audiences will have channels from those two services—and perhaps others—with which to tickle their funny bones.

Diverse views on comedy, other potential programming formats, the growth of basic, the question of channel capacity and the state of the cable industry were talked about amid panel discussions, exhibits and hot, humid Dallas days.

"I'm surprised it's taken so long for a comedy channel to emerge," said Kevin Mulligan, general manager, Viacom/TCI, who is currently shaping the tentatively named Bay Area Sports Network. "It's happening 10 years after I would have predicted." He believes comedy will be successful on basic, but feels it is risky to launch a new channel until more systems increase their capacity from 30 to 54 channels.

As for movement in other programming areas, Mulligan told BROADCASTING that there might be some consolidation in the home shopping field. "It will become more specialized," he said, with the book and music industries offering "great opportunities" for the quick fulfillment desired through home shopping.

Black Entertainment Television President Robert Johnson believes that comedy "may be a less universal concept than some think. If done right, it can be good for a target audience. But humor is sometimes in the eyes of the beholder," he said, adding that BET will be concentrating on shows that have "direct utility" for the black community, such as literacy and the problems facing single-parent households.

Johnson feels there is potential on cable for a talk television network because this

type of programming is cheap to produce and can build recognizable personalities.

Programming interest in business and financial areas will increase on both cable and broadcast fronts, said CNBC President Michael Eskridge. "In the scheme of things, there's been less concern about these topics than one would expect. Our format dovetails with that at a propitious time."

MTV Networks Chairman and CEO Tom Freston, who also sees the potential for a talk television network, said that cable's immediate future may hold "an abundance of new ideas versus limited channels to carry them." Future trends, according to Freston, include the nationalization of cable networks and the development of original programming.

"New shows will emerge for two basic reasons," he said. "The economic model is better because the universe is larger for advertisers and affiliates, and the networks have gotten better at it."

According to Pat Fili, Lifetime's senior vice president, programming and production, pay was the big trend eight or nine years ago. It continues to be important, she said, but now "everyone is trying to get into basic." It is becoming increasingly niche-oriented, and "operators love it because their strategy is to sell choice; they can sell differentiation," she said. From an advertiser's perspective, "what they're buying on basic is much cleaner. They know what they're getting."

Viacom Cable President John Goddard said few new niche programming services will emerge in cable's immediate future. "The industry needs to expand capacity while maintaining diversity of choice."

According to Robert Wussler, senior executive vice president, TBS, sports and comedy are the current growth areas for cable services. □

Taking stock of cable

Market analysts attempt to unravel disparity between cable companies' value and prices of stock

Julian Brodsky, the chief financial officer of Comcast and moderator of the panel, posed a question his four colleagues were never able to answer. There should be a celebration, he said. Cable subscribers are willing to pay more each month. Stocks are at or near all-time highs. Interest rates are easing. There's a seller's market in transactions. Then why is there so great a gap between stock prices and market values of cable companies?

What the panelists did say was that the financial marketplace did look upon cable with increasing favor.

Not, however, the public equity market. According to Steve Rattner of Lazard Freres, there has been only one cable equity offering since the stock market crash of 1987, with valuations at only about 60% of the private markets. "There has been an

increase in the appetite of substantial individual and institutional investors to take a stake in the acquisition financing of cable systems," he said. And the market has done a remarkable job of absorbing all the major transactions of the recent past.

Rattner noted that the publicity surrounding the high-multiple deals masks the disparity between them and the lower-multiple deals in the marketplace. Among the reasons, he said, is a growing unwillingness of buyers to absorb first-year increases in cash flow as a means of justifying high prices. More and more systems have been in position, since deregulation, to have had their important rate increases and thus may not be eligible for further advances. And concerns about deregulation have further dampened buyers' enthusiasm about the prospect of continued rate growth.

There has been some diminution in the availability of capital for highly leveraged deals—i.e., zero coupon bonds—and the deals themselves are getting larger, Rattner



L to r: Brodsky, Phillips, Rattner, Kaplan

said, as major operators see investment opportunities in other areas. "It is very difficult to do a deal in excess of \$700 million or \$800 million without suffering a significant price penalty," he said. Nevertheless, the market was quite capable of absorbing deals in the \$100 million-\$500 million range, he said, at multiples of 12½-13½ times first year cash flow.

Addressing the debt market, Arthur Phillips of Drexel Burnham Lambert said cable fell into the high-yield bond market—an area of the market whose mood he described as "picky." Moreover, the market is suffering from a temporary imbalance in supply and demand, he said, with an unusually heavy calendar of new issues, highlighted by the RJR leveraged buyout transaction (on May 1 the calendar was almost \$15 billion). At the same time, demand has been low, with buyers holding back. But much of that financing has now been absorbed, and Phillips believes supply and demand will soon come back into balance.

In today's marketplace, Phillips said, outstanding cable debt securities are yielding 12%-18%. Considering their low risk, Phillips felt they were too good to pass up.

Ian Gilchrist of 1st Boston spoke about the private market for debt—commercial banks, insurance companies and investment funds—which he pronounced "very active." The general conclusion, in light of recent acquisitions at high prices, was that there needed to be some form of recapitalization at three to six years out.

Barry Kaplan of Goldman Sachs said that cable continues to offer "terrific opportunities" for investment. Nevertheless, real or perceived effects in the regulatory area do impact on the market's evaluation of the industry. Principal among these are the threat of telco entry into the cable universe and rate reregulation. There is a belief at the moment that cable has plateaued in terms of per-subscriber values, but Kaplan pointed to deals being consummated at \$1,700 per sub versus others at \$2,700. "There's a more careful analysis going on now," he said. Cable stocks, he said, are generally selling at 50%-80% of perceived asset value, and cash flows are growing at 13%, 14%, even 15% a year.

A question about international cable opportunities occasioned Brodsky's observation that it could be a good news-bad news proposition. Comcast was involved in building a London system with the happy result of having the highest penetration in the United Kingdom. The bad news: the penetration was 19%. □

Getting the Hill perspective

Congressmen queried on their constituents' views of cable; also asked about telco entry

Telephone company entry into the television business dominated many of the discussions at a series of public policy roundtables hosted by NCTA before the start of its annual convention last week. More than 30 congressmen exchanged views with cable executives, who not only conveyed their concerns about the phone industry but queried the members about their perception of the medium, according to reports out of the closed-door sessions.

"They wanted to know my impressions of the cable industry...and how they are doing in Washington," Senator Charles Grassley (R-Iowa) told BROADCASTING after meeting with the cable officials. Grassley, who sits on the Senate Copyright Subcommittee, said he hears few complaints from his constituents. Nor does he feel cable is viewed negatively.

"They [cable operators] really wanted to know what I was hearing from my constituents," said Representative Michael DeWine (R-Ohio), a member of the House Copyright Subcommittee. DeWine said it is "relatively quiet...there are not a lot of complaints about cable now."

Representative Howard Nielson (R-Utah), for example, said the industry needs to improve its image...and "get the right story out." Nielson sits on the House Energy and Commerce Committee.

Representative Michael Oxley (R-Ohio), of the House Telecommunications Subcommittee, thinks that cable, like any major industry, will have its "detractors." That, he said, "goes with the territory."

As for the issue of telco entry, Representative Howard Berman (D-Calif.) described the cable executives' comments as sounding "slightly below agitated." He said telco entry dominated 75% of his roundtable discussion. Berman sits on the House Copyright Subcommittee.

Like Berman, Representative Matthew Rinaldo's (R-N.J.) session was primarily devoted to the telco topic. Rinaldo himself has concerns about cross-subsidization and said there must be "firewalls" to guard against it. Moreover, the congressman said he was "not so sure" that the entire phone

industry wants to get into the cable business. He feels there is more interest among the rural telco companies than the Bell operating companies. Rinaldo is the ranking Republican on the House Telecommunications Subcommittee.

Representative Billy Tauzin (D-La.) warned that the telco issue "would heat up" and that cable should prepare for that. In the last Congress Tauzin sponsored legislation aimed at requiring cable programmers to make their product available to third-party (unaffiliated with the cable industry) packagers. Tauzin is a member of the Telecommunications Subcommittee.

He also told industry officials that unless he sees some developments on that front he might "be willing" to back the telco initiative to become a full-fledged video provider.

On other matters, for example, Oxley told his audience that he saw no "real groundswell" for rate regulation. Nor does he hear from his constituents about rates. Oxley also views the cable-telco debate as secondary to the consideration of legislation that would free the BOC's from the restrictions on information services and manufacturing contained in the modified final judgment ordered by U.S. District Court Judge Harold Greene. That legislation specifically avoids the telco-cable debate.

There was also some discussion on must carry. Rinaldo said he foresees difficulty in crafting a must-carry bill that would pass constitutional muster. And Oxley thinks that a lot of the "steam" had been taken out of the must-carry issue, as he is hearing less from broadcasters on the matter. □

Cable channel capacity becoming 'overbooked'

Too many channels can lead to 'confusion factor,' says one panelist; others urge operators to focus on promotion, customer service

The importance of paying attention to the changing needs of the cable subscriber, properly promoting services and maintaining diversity of product were the main themes of a panel on channel capacity.

While pointing out that the average viewer watches five to seven channels (including broadcast TV), moderator Ted Livingston, senior vice president, marketing, Continental Cablevision, discussed the "overbooked situation" of today's cable scene.

Most systems have between 35-50 channels, he said, and new services are added each quarter. At the same time, Livingston is not convinced it is good business to offer more than 55 channels, for "the confusion factor is a very real one. The more channels and fractionalization, the less critical mass for the services we have now," he said.

"I can't remember a topic that has given me such consternation" as that of channel capacity, said Bob Clasen, president and chief executive officer of Comcast Cable



3-Way Lounger

One of these revolutionary ideas the world looks at TV with

BTS did not invent the three-way lounge chair. Barcalounger® did.

But you'd be surprised at how many of the most revolutionary ideas in the history of video did come from BTS. In fact, because we look at things differently, the whole world looks at things differently.

We introduced the first CCD film scanner, for instance. The first Plumbicon camera tube. The first software-based character generator. The B format for videotape recording. The modular routing switcher. And of course, the first 3-D computer animation system, for which we won one of our three Emmies.

BTS has been a technological innovator in the video industry for six decades. Our cameras,



3-D Computer Animation

nary changes in the way as not invented by BTS.

switchers, videotape recorders and graphics equipment are among the best-engineered, highest quality and most reliable in the world. Our work in High Definition and CCD products is pacing an industry which faces the most sweeping technological advances since its beginning.

And we're as dedicated to better product service and support as we are to better products.

So although BTS may not yet be a household word, here's a word to the wise. In the years ahead, BTS will continue to be more forward thinking, more responsive and more innovative in our approach to video technology than anyone else.

Including Barcalounger.

BTS
The name behind
what's ahead.

Communications. The issue is a confusing one, he said, and all too often decisions are made for the wrong reasons.

Clasen said that statistics show that viewing for basic and pay cable combined now outstrips broadcast viewership, and cable is the "heir apparent" to the broadcast networks. Service distribution follows equity decisions, according to Clasen, who said operators are of the mindset that "I have invested, therefore I will distribute." Operators have a lot to learn about programing, however, said Clasen, who offered some suggestions for improving business. "We need to listen to the consumer," he said. "In a perfect world, we would do what they want." Operators also need to pay more attention to programing promotion, he said.

Strong channels are needed, said Clasen, as "the cable business is one of cumulative viewing." The cable business also needs to minimize turmoil and provide fewer changes in the next few years so the industry has some sense of continuity, he said, adding that the question of ratings also needs to be addressed.

Greg Liptak, president, Jones Intercable Inc., said the industry is out of channels and therefore must protect and maximize its most valuable asset: cable shelf space. The most striking element of the NCTA convention, he said, was the number of booths taken by fiber optic manufacturers, which makes it appear that channel capacity is on the verge of increasing.

Both broad and vertical services are important to basic cable, Liptak said. He sees the development of sports as a "key element" of basic cable penetration and comprehensive programing and quality customer service as "key" to cable's success.

Operators need to listen to subscribers, said Larry Carleton, vice president of operating divisions, Tele-Communications Inc., but it is important to insure the accuracy of the gathered information. Programing objectives include product excellence, cost control through participation in asset appre-

ciation or advertising sales, and what Carleton termed "continuity/improving the breed."

William Biggs Tabler III, president, Tabler Communications, said cable systems cannot rely on subscriber income alone. He described what he considers the "dangerous slowness" with which most cable operators have acted on getting advertiser income. Tabler, who is also president of the Kentucky Cable TV Association, discussed the homogeneity of small town communities. Small markets, he said, where systems are owned by one operator, are different than the big MSO's. Operator contact with those communities is a major factor in cable's success there. "In an industry of Goliaths," he said, "I have every reason to assure you David is alive and well."

Regarding the idea that it might be time to be more cautious in terms of rate increases, despite rising programing costs, Clasen said that research shows subscribers believe basic cable to be worth \$20. As the

cost to the consumer has not yet hit that window, he believes rates can still be raised.

Said Clasen: "During the past three years, we've been aggressive in adding product." The end of that opportunity has now been reached, due to channel capacity and subscribers' increased cable knowledge. Liptak agreed that flexibility on pricing still exists, while Tabler said the \$20 figure could go higher if more money were spent properly promoting cable.

Clasen said opportunities may exist in the 1990's to sell services a la carte and to rerun. In 14 years, Liptak said, the number of television networks has increased to 70. This growth is due to the diversity of programs, and as systems are upgraded, operators should look to financial situations offering the greatest number of choices. "If that means a la carte, great," he said.

As a cable operator, Clasen objected to being labeled a "gatekeeper." "It's the wrong term," he said. "We're the ones who opened the doors." □

provider of informational programing, and CNBC filled the previously empty consumer news niche, Rogers said.

Larry Namer, president, Movietime, said that cable television can be thought of as an electronic newspaper, and the entertainment section was lacking until his service came along. The pay-per-view buy rates of Movietime viewers are at least twice as much as those for non-viewers, Namer said.

The greatest number of viewers are in black households, said Robert Johnson, president, Black Entertainment Television, and BET is trying to create an awareness of the importance of black urban markets. Quoting Paramount Television's Mel Harris, Johnson said that in highly viewed broadcast TV dayparts, some of the most highly visible personalities are black, from Bryant Gumbel to Oprah Winfrey to Bill Cosby to Arsenio Hall.

On the subject of "grazing" and changing patterns in TV viewing, Tom Freston, president and CEO, MTV Networks, said his company noticed this trend in the early 1980's and was one of the first to do so. MTV's format makes for easy viewer entry, he said, but the downside is that it is also easy to switch channels. They have added longform blocks of shows to encourage longer viewing times. The success of these ideas is demonstrated by an increase in MTV ratings in every daypart during the past year, he said.

The average Movietime viewer stays for about 23 minutes at a time, said Namer. The service will introduce a new series this summer and is working on ways to keep viewers longer, he said.

All the panelists agreed that it is wrong to talk about cable ratings in the same terms as those applied to broadcasting. Roger Williams, vice president, ESPN, said that ratings are important when selling to advertisers, but home viewers are not concerned about them. "The breadth and strength of our product is its diversity."

"We didn't get into this business to pull [ratings of] 5's, 6's, or 7's," said Johnson. BET's objective is to provide shows to underserved audiences. "We shouldn't argue about attaining broadcast ratings; we're not competing for that," he said.

Discussing plans for Viacom's new comedy channel, "HA" TV, Freston said the first order of business is to get on cable systems. The channel itself will include produced and acquired shows, long- and short-form programing, feature films, reality comedy shows, selected series reruns, probably from the Viacom library, and interactive elements. As with HBO's Comedy Channel, "HA" TV will offer no R-rated material.

The way to obtain carriage is to convince operators that a service will add value to their systems, said Johnson. The existing channel crunch is a technological/economic problem, he said, and the focus should be

Breaking through TV's 'clutter'

Panelists discuss ways to get viewers for new shows and networks, including selling value and uniqueness of service

The challenge of establishing a viewership base for new shows and networks in the cable arena was the subject of an NCTA panel entitled "Breaking Through the Clutter: Bringing New Programs to Market." Moderator Paul Bortz, of Denver's Bortz & Co. Inc., raised issues pertaining to individual services as well as to the industry in general.

Several panelists discussed the question of what made their formats different. NBC Cable's Tom Rogers said that the newly launched CNBC offers a wide array of consumer-oriented information on how to cope with life, which research shows is highly sought after. Cable distinguished itself as a



L to r: Rogers, Namer, Johnson, Freston, Williams

on how to pump up the number of channels and how to keep telephone companies at bay.

Rogers explained that elements in the carriage question include differentiation of product, controlling the cost of shows and service to operators, recognition of the value of cable as a distribution medium and recognizing exclusivity rights. (CNBC provides exclusivity for charter affiliates.)

In terms of finding original programming, Johnson said cable has not widely accessed the talent pool between Hollywood and New York. He also foresees the possibility of a 50-city channel and a service geared toward Jewish-Americans, as well as the potential for other stratification.

Panelists agreed that a service is better off when lower on the dial. ESPN viewership increases 30%-50% when on single-digit stations, said Williams. A viewer will find a show if he or she is interested, Johnson said, but "we would like to be in the better part of the shopping district."

There was also a consensus that original programming was important to the continued success of cable services both new and established. □

CNBC taking harder financial news slant during daytime

Second stock ticker, more commodity and futures numbers added

The Consumer News and Business Channel is increasing its financial news reporting during daytime, with last week's announcement of the addition of a second stock ticker and six minutes per hour of full-screen commodity and futures prices. CNBC also announced at NCTA that American Television & Communications had signed a non-charter affiliation deal, and there was word that expected operating losses for the first year would be \$30 million. The last came to light during an analyst meeting with Cablevision Systems, which owns 50% of CNBC.

The changes, said President Michael Eskridge, are in keeping with the evolving nature of the programming. There will be a greater emphasis on financial news during the day and a focus on the business implications of consumer news.

Some MSO's, principally Cox Cable, have been passing along the feedback they have gotten from subscribers. In Cox's case, it replaced FNN with CNBC, which produced a vocal backlash from a minority portion of its subscribers who missed the harder-edged financial programming. Ajit Dalvi, Cox senior vice president, marketing, said he was pleased with the changes CNBC was making.

On June 5, CNBC will expand its "Money Wheel," starting it at 7:30 a.m. and running it to 5 p.m. In June, it will add the New York Stock Exchange ticker. The second ticker will include the most active



Program promotion's burning bush. For those who religiously study effective program promotion techniques, an NCTA panel offered "The 10 Commandments of Tune-In." The "thou shalt's" were: 1. try to have cable hooked up to as many sets in the home as possible; 2. provide viewers remote control; 3. position channels in convenient places for viewers while being fair to broadcasters; 4. provide comprehensive program information; 5. buy at least eight channels of insertion equipment for cross-channel promotion; 6. reserve at least 20% of local ad time for program promotion; 7. name one person to oversee program promotion in each system; 8. use internal media to promote viewership; 9. create a separate line in the budget for promotion and commit sufficient funds to it; 10. provide a well-balanced selection of programming networks and not choose networks on ratings alone. The panel participants were (l-r) John Wynne, The Weather Channel (moderator); Jerry Maglio, United Cable Television; Greg Moyer, The Discovery Channel, and Ajit Dalvi, Cox Cable Communications.

stocks on the American and NASDAQ exchanges. The two tickers will run from 8:30 a.m. to 5 p.m., and will be followed by an alphabetical summary from 5 to 6 p.m.

CNBC plans to add two segments within Money Wheel. The first, at 9:30 a.m., will preview how the market is shaping up in advance of the opening bell, while the second, at 4:30 p.m., will review activity after the market closes.

Additionally, at 27 and 57 minutes past the hour, during Money Wheel, CNBC will carry a full text display of major commodity and futures prices, updated for each segment.

ATC plans to add CNBC to its Attica, N.Y., and St. Louis area systems, serving

100,000 subscribers.

Additionally, CNBC announced its total MSO commitment was more than 90, which will put it before 21.5 million subscribers three years after launch.

The major players still outstanding include Times Mirror, Sammons and Viacom, although Caroline Vanderlip, CNBC vice president, affiliate relations, is in negotiations with the last company.

The \$30 million loss figure is "better than expected," said Marc Lustgarten, executive vice president, Cablevision Systems, in answer to a question during the company's presentation to security analysts. Cablevision, by owning 50% of CNBC, will carry half that loss. □

FNN drops Telshop, converts Score

The Financial News Network has realigned its services, dropping its home shopping programming, Telshop, increasing FNN programming on the weekends and converting Score to a sports news service.

FNN President David Meister said the changes were part of FNN's continuing evolution. He said FNN was exploring other options to distribute Telshop, including broadcast syndication.

FNN business will expand to 24 hours on weekdays, repeating its evening lineup overnight. *Business Tonight* runs at midnight, followed by *FNN Focus*, *America's Business* and *Wall Street Financial*, all one-hour shows. *Business Tonight* and *FNN Focus* are repeated again at 4 a.m. and 5 a.m., leading back into regular programming at 6 a.m.

On weekends, business programming will run from 6 a.m. to 2 p.m., followed by the new Score, a sports news wheel format that will repeat scores and highlights of events

from 2 p.m. to 6 a.m.

FNN also said it was developing programming for next fall that would include investigative reports, co-productions with academic institutions, and reports on management techniques and institutional investing.

Telshop will cease programming on the FNN transponder immediately, said Meister, while the changes in Score will take place over the summer, as remaining contractual obligations are fulfilled.

Telshop served 16 million homes, but Meister said viewership never passed one million during the daytime hours. Score is in more than 20 million homes, giving it a solid base to start its new direction. Mizlou Communications is launching a 24-hour Sports News Network, another sports news wheel service. FNN said the Score changes were not related to Mizlou's plans.

FNN said it had been replaced on systems serving 400,000 subscribers, which

had taken the service off to launch CNBC. FNN said its internal growth was 400,000 per month, and would gain back the lost subs from CNBC within a matter of months. □

Cable is switching to high-fiber diet

Fiber optics is gaining support in industry as economical move to improve picture and reliability

It's funny what a little competition or even the threat of it can do.

Just two or three years ago, most cable operators viewed fiber optics as a telephone technology with limited application in delivering television to homes.

But after the telephone industry last summer began promising fiber optics in its ongoing effort to eliminate the legal barriers to telco entry into the cable television business, cable engineers revisited fiber and found it could help expand channel capacity, improve picture quality and increase reliability, and do so economically.

Our competitors "did us a favor when they started talking about fiber," said J.C. Sparkman, senior vice president, Tele-Communications Inc., at an NCTA convention session on "just the facts" about fiber. "They brought the issue forward. They made the cable industry take a look at it."

According to Sparkman, fiber is an "excellent tool" for improving picture and reliability. "People don't want more," he said. "They just want better quality of what they have. When they turn on the TV set, they want it to work."

Fiber optics was much in evidence at the convention. Not only was the technology talked about in panel sessions, commercially available hardware was shown and, in some cases, demonstrated throughout the Dallas convention center.

A tour of the exhibit floor turned up fiber optic products or prototypes in the booths of at least a dozen companies, including Anixter, Times Fiber, Corning Glass Works, Jerrold, CommScope, Texscan, Scientific-Atlanta, Synchronous Communications, Oriel, Orchard Communications, Catel and Magnavox.

"There is tremendous interest, tremendous tire kicking," said Lemuel Tarshis,

New addressable

At the NCTA convention last week, Scientific-Atlanta introduced an off-premise addressable "subscriber-control" system designed to give cable operators unmatched flexibility in the marketing of cable services. The system was developed in cooperation with Warner Cable which plans to test it at one of its systems later this year.

The system permits operators to turn service on and off and to control the flow of up to 35 channels into any home wired for service. If the technology works, Warner believes it will significantly reduce the number of truck rolls. And, said Lowell Hussey, Warner's senior vice president, marketing, the MSO can test various marketing approaches, such as pay-per-view events to nonsubscribers, different sorts of marketing approaches, such as pay only to nonsubscribing homes, could also be tested. The unit would effectively replace the addressable box on top of the television set. If it works, Warner said it would add the boxes in systems that were undergoing rebuilding or near that stage.

The system puts the critical control and "jamming" electronics in a weatherproof box outside the home beyond the easy reach of video pirates. Each box controls programming for four separate homes. Sets of oscillators generate "jamming" signals which can effectively scramble between 16 and 35 channels, depending on the level of scrambling desired.

S-A claims it is virtually impossible to trap out the jamming signal in the home because the signal is placed close to the video carrier. What's more, it says, the signal is amplitude-modulated and subject to the "controlled drift."

According to S-A, the system delivers picture quality superior to those of conventional addressable systems that scramble programming at the headend and descramble in the home with set-top boxes.

vice president-general manager, Jerrold. A lot of operators are buying FM links for supertrunks; a few, AM links for distribution trunks, he said.

Anixter used a press breakfast to announce last Monday the sale of its 100th AM fiber link to Westmarc Communications for the rebuild of its system in Cape Cod, Mass. At the breakfast, Rich Fickle, vice president, operations, Westmarc, said the company will start "hanging the glass" for the five 60-channel AM fibertrunks in the system later this year.

Vincent Borelli, president of Synchronous Communications, a market of optical transmitters and receivers, said five years ago the cable operators spent \$250,000 on fiber hardware and its installation. This year, they will spend \$20 million and, five years hence, they will spend \$200 million, he said. "That's a conservative figure," he said. "Some will tell you \$300 million or \$400 million."

Fiber optics is not entirely new to cable. For several years, operators have been replacing microwave links between earth stations and headends or between headends and subheads with FM fiber links or "supertrunks."

What is new is the use of AM fiber links in the distribution systems—between the headend or subhead and the home. Unlike the telcos, which promise to install fiber all the way to the home, cable operators are using the AM fiber to complement and enhance their existing coaxial plant.

As cable engineers explain it, the trouble with conventional cable systems is the line amplifiers, which interrupt the coaxial cable at carefully calculated intervals to boost the television signals, but which also introduce distortion. Because the distortion is cumulative, series, or cascades, of amplifiers limit the length of cable runs and the number of channels that can be pushed through the cable.

The engineers are using AM fiber links to deliver high-quality signals to the neighborhoods within a couple of thousand feet (and just a handful of line amplifiers) of their final destination.

Because the long cascades are eliminated, system designers can squeeze more channels into the cable and picture quality in the home is substantially improved. "If you're running just four amps, you can get by with a multitude of sins and still deliver one fine picture to the home," said Sparkman.

Jones Intercable has been the most ambitious in installing fiber trucks. At the convention, it announced its third application—at its 24,000-subscriber system in Turnersville, N.J.

According to Robert Luff, vice president, technology, at Jones, the upgrade, which will increase channel capacity from 313 mhz to 550 mhz, will use Scientific-Atlanta electronics and some 50 multi-fiber cables.

Jones will spend \$21 million on the Turnersville project and on previously announced upgrades in Broward, Fla. (38,000 subscribers) and Augusta, Ga. (60,000).



L to r: Green, Chiddix, Luff, Fellows, Sparkman

said Jones. Of the \$21 million, \$6.7 million will be spent on the fiber portions.

Given the current state of fiber technology, cable operators believe that the fiber trunks are the only practical current application of fiber in the distribution of television signals.

Cable operators are going to build coax-fiber hybrids, said James Chiddix, senior vice president, engineering, American Television & Communications. "They just plain make sense," he said.

Tom Gillett, vice president, business development and technology transfer, Cable Labs, is a former GTE engineer who helped plan an experimental fiber-to-home system for the telcos in Cerritos, Calif. He conceded that such systems are not practical. "A lot of us had fun playing with those experiments, but they do not make sense today."

Anixter, a distributor of fiber optic gear, and TCI put together an elaborate real-world demonstration in which television signals were transmitted via fiber from the earth station and headend of the TCI system that serves Dallas—19 miles and 12 miles, respectively—to the convention center.

The links were used primarily as a demonstration of the AT&T fiber hardware that Anixter handles. The signals were received in the Anixter booth.

The link from the headend was also used last Monday afternoon for an interactive press conference called to announce new support for the Faroudja SuperNTSC advanced television systems (see story, "Top of the Week"). The executives conducting the press conference sat before a camera at the cable headend. The television signal was transmitted via the fiber link to reporters gathered in the convention center.

Cable's use of fiber for distribution is just beginning. "Price and performance aren't where they are going to be one year from now," said Chiddix. "Within a year or two, most operators are going to be using fiber trunking," he said. "It costs less and offers more channel capacity and better performance." □

Foresight is 20/20

Panelists offer tips for dealing with local governments' attempts to regulate cable systems at point of transfer or franchise renewal

The cable industry is finding that its problems with cities did not end with passage of the Cable Act. Local and state attempts to regulate cable systems at the point of transfer or franchise renewal is increasing. What operators can do about it was the subject of an NCTA session.

John Mansell, an analyst with Paul Kagan Associates, said there are several pressure points that often indicate if an operator may have trouble. Among them: poor service or problems with a new build. If cities hire a consultant, said Mansell, it could also mean trouble. There are also tie-back clauses, such as the case with one of the Rogers properties. In total, said moderator



L to r: Yaeger, Thomson, Lukens, Mansell, Sachs

Robert Sachs, senior vice president, Continental. Rogers paid \$40 million for buyout clauses when it transferred its systems to Houston Industries.

Panelists said it was important that cities make judgments on transfers on the track record of cable companies. Lynn Yaeger, who as senior vice president, Warner Cable, is overseeing transfers associated with the Time-Warner merger, said cities should look at the "character, financial and technical qualifications" of candidates. The industry has gained something of a black eye when highly leveraged deals force the new owner to raise rates drastically, but Yaeger said "those that are flipping systems are very much the exception," a statement seconded by all the panelists.

Bob Thomson, vice president, Telecommunications Inc., said it behooves cable companies to understand any political agenda that may be behind the actions of a state attorney general or local officials, such as whether they are running for another elected office and are looking to use cable as a way to get there. He urged operators to find out what's on the minds of local regulators.

Barbara Lukens, vice president, Comcast, said it was important to talk with local regulators even before a deal is consummated. Often a mayor or town official is concerned about what is going to happen to his subscribers when the new owner takes over, or whether the new company will fix those problems. That initial meeting can ward off problems later, she said. But she added that some cities will ask the new operator to live up to franchise requirements of the previous operator. "Most cases are fine, but there are exceptions," Lukens said. When that's the case, "we tell them going in [that] we think the terms are unreasonable."

Thomson said that TCI does not endorse an antitrafficking bill, but said the fallout coming from isolated cases of system purchases and turnovers deserves close scrutiny. Thomson also said once cable reaches 70% penetration, cable may be viewed differently by cities. If there is no federal rate regulation, cable may have to give some ground locally, he said. "We're not there yet," he said, but at that point "cities will be more and more pressed to exercise meaningful control." He added that "federal rate regulation might relieve the pressure."

None of the other panelists seemed to

share that inevitable scenario. Mansell said legislation could snowball into something far worse and suggested the court could handle fairness matters between cities and cable companies. □

Fox to air three HBO originals

HBO programs and cable promotions will be part of three-hour special on selected FBC affiliates in August

HBO and the Fox Broadcasting Co. announced plans for a three-hour special Aug. 29 featuring the U.S. broadcast premieres of three HBO original programs on selected Fox affiliates. This event marks the first time a cable programmer and broadcast network have worked together to offer a cable preview promotion in local markets.

Fox affiliates in 40 selected markets will get six minutes of commercial time an hour, while HBO and its cable affiliates will have time to promote cable and HBO. HBO will provide a toll-free 800-number during the broadcast to expedite expected subscriber interest.

The event will be actively promoted by both HBO and Fox through media including *TV Guide* and radio advertising in participating markets. Fox affiliates and local cable operators are also expected to provide local tune-in support.

During the next few weeks, interested Fox affiliates and local cable operators will meet to discuss their potential involvement. During the past two years, 20 Fox affiliates have aired cable previews on behalf of their local operators.

Jamie Kellner, president and COO, Fox Broadcasting, said that with this venture, Fox and their selected affiliates continue to increase and better their partnership with cable, which could help in receiving increased cable carriage, better cable channel positions and promotional trades of advertising.

Programs to be shown are *I, Martin Short*, *Goes Hollywood*, scheduled to be seen on HBO in June; *Sports Illustrated: The Making of the Swimsuit Issue*, seen earlier this year, and a third show yet to be announced.

"HBO and its cable affiliates have been

successful in the past with local-level 'preview' efforts," said Michael Fuchs, HBO chairman and CEO. "In this case, we have expanded the scope of this tactic to create with Fox a national broadcast 'preview' that provides Fox affiliates with an opportunity to offer unique programming while offering cable operators an effective tool to attract the noncable audience." □

Cable programming windows debated

Programers see benefits of syndication, operators not sold on idea

The debate between cable operators and programers over the proper windows for cable-originated programming flowing to broadcast syndication flared anew at a lively NCTA panel session, which also delved into the future of programming cost increases in an era where operators have to be more careful in raising rates.

Henry Schleiff, chairman of Viacom's Broadcast & Entertainment Groups, said "certain shows going to broadcast television is a strategically favorable development for the cable industry."

It provides for a source of funds to finance projects, it can be used as a marketing tool for other cable programming, and syndication success can help bring in Hollywood talent that otherwise might not deal with the cable industry, he said. Schleiff also said that the best ideas on cable often get replicated in syndication, so they might as well get the real thing.

"Appropriate and careful use of our cable services can be a win-win situation for all concerned," he said, but emphasized that cable can't be viewed as a farm team.

Tele-Communications Senior Vice President Peter Barton, however, in response, said original cable product going to syndication, even if properly managed, "was a lousy idea." It was comparable, he said, to "taking the fetus from the mother."

USA Chief Executive Officer Kay Koplovitz said that from a producer's point of

view, it's important for cable to show the creative community how it can make money with cable projects. USA's commitment to 25 original films, she said, includes a four-year window on USA before any broadcast syndication will be considered, a length of time Koplovitz felt was adequate.

From the audience, Robert Jacquemin, president, Buena Vista Television, asked Barton what he considered an appropriate window to be. "As long as possible without deteriorating the value of the property," he said, especially if cable pays for it.

Barton, in his presentation, said TCI's theory of programming management includes maintaining excellence in product, controlling costs, through asset appreciation or local ad sales, and attempting to improve the breed of programming. One reason TCI has gotten into regional sports, he said, was that it will give cable systems a prime local programming service in which to sell advertising.

On channel capacity, Barton said, "I think 36 channels is fine." The way to

manage that, as more than 36 services are available, is to "cull from the bottom of the herd," based on ratings and viewer satisfaction within local communities.

Choice Cable President Chris Derick asked from the audience how operators, under pressure to keep rate increases down, can handle additional programming costs. Koplovitz said rate increases come not only from existing services raising rates, but from the accumulation of every new service that comes along.

She said operators need to kick up local ad sales efforts to offset increased programming costs. She referred to USA's now year-long local ad sales workshop campaign. Today, she said, ad sales are 5% of basic revenue, but that figure should jump to 20% in five years. "It is doable," she said, especially since local cable networks are beginning to show up in the local ratings books. Koplovitz said of the top five basic networks, USA has the highest portion of its revenue stream, 60%, coming from ad sales. □

Weather Channel to revamp local feeds

New computer system will enable channel to feed color graphics, maps, real-time local radar

The Weather Channel announced at the National Cable Television Association convention last week that Weather Star 4000, a newly developed multimillion-dollar computer system designed to upgrade the appearance and content of its local weather forecasts, will launch in late July or early August. The improved Satellite Transponder Addressable Receiver, in the works since 1987, is designed to transmit enhanced individualized information into the 750 U.S. weather zones simultaneously.

The current forecast style will be replaced by animated graphics and color maps, and real-time local radar will be added to the mix. The reports will be shown at least 12 times an hour, never more than five minutes apart. "I think the new local fore-

cast format will preclude many viewers from watching broadcast TV," said Michael Eckert, Weather Channel president.

Cable systems will need to make a one-time equipment upgrade to receive the new programming. Those that don't will continue to receive the current text format.

The Weather Channel expects most affiliates to upgrade, however, for the STAR 4000 technology also enables the service to program *Prime Time Tonight*, a new cable cross-promotional service. The show, launching Aug. 1 with an expected 8 million to 10 million subscribers, is a co-venture between Landmark Communications (the Weather Channel's parent company), Tele-Communications Inc., Newchannels Corp., Cox Cable Communications and Winnar Enterprises.

The three-minute *Prime Time Tonight* will air twice hourly (at 27 and 57 minutes past the hour) seven days a week during prime time. It will provide cable operators who carry the Weather Channel with system- and channel-specific cable program information. Categorized graphic menus will be supplemented by video highlights and audio descriptions of each show. The monthly fees will be 1.33 cents per subscriber, per month, and will drop to one cent when the service reaches 15 million subscribers. Cable Video Entertainment is the producer of *Prime Time Tonight*.

This summer, the Weather Channel will also air its fifth and sixth documentaries in a series of 11 planned for 1989. *The Shrinking of America*, an examination of the problem of coastal erosion, will be shown June 17, 18 and 19. *The Long Hot Winter*, exploring the mechanisms of climate change, will air July 15, 16 and 17. The Weather Channel is also developing its own in-house meteorological data system which it expects to debut in the mid-1990's. □



L to r: Schleiff, Roberts, Barton, Koplovitz

Rainbow Coalition to hold hearings on telco-cable issue

Jackson says his interest stems from his desire to see minorities have greater 'access' to media

The Rev. Jesse Jackson signaled his interest in the cable television business by announcing that his Rainbow Coalition will convene a series of public hearings on the telephone industry's desire to compete with cable. Jackson appeared at last week's NCTA convention during a breakfast hosted by the National Association of Minorities in Cable and NCTA.

Jackson later told reporters his interest in the telco-cable issue stems from his desire to see minorities have greater "access" to the media. He said the hearings will also look at programming, ownership and employment within the cable industry.

No dates have been scheduled, but the former Democratic presidential contender said the hearings will be held in cities where "there is not enough cable penetration." As for the telco-cable issue alone, Jackson expressed reservations about the telephone industry's monopoly power. Said Jackson: "I am not convinced that if we expand the monopoly...that is progress."

Moreover, Jackson was asked if he is satisfied with the cable industry's minority employment figures. He indicated he was not and that he would "challenge" the industry on that.

It was clear from his speech that Jackson feels cable "has a special obligation." "We need cable, he said, "to open our window to the real world."

The networks have chosen not to "expose us to the world," said Jackson.

He called on cable to help tell the story about the "slimy side of drugs" and the "implications of the health crisis."

The media has immense power, noted Jackson. "You have the power to feed or starve our minds." Children, he said, watch 1,800 hours of TV a year, as compared with spending 1,100 hours in school.

He heaped praise upon Black Entertainment Television President Bob Johnson for the contributions his cable network has made toward challenging the "everyday stereotypes" of blacks. "We have been portrayed as less intelligent, less hardworking, more violent, less patriotic and less universal." BET, said Jackson, has "filled

in those gaps." Additionally, Jackson said that BET "attracts more white viewers" because, he said, the talent and cultural programming offered on BET is not for blacks only.

He later told reporters that in comparing cable programming with the networks, he felt that the Turner Broadcasting System with its CNN was the "most phenomenal development in the media." Jackson felt commercial broadcasters had "lost the will to

communicate."

Asked what he thought about the National Association of Broadcasters' campaign to promote free over-the-air television, Jackson said it is an issue of "fairness," not free versus pay. It is "not enough to say regular TV is free; but is it accessible?" replied Jackson. He said he supported "private and public television." People, he added, ought to have the option of pay television. □

ITI offers monthly per-subscriber fees to cable operators

To induce cable operators to implement its scrambling system and carry its PPV events, Los Angeles-based International Telesystems Inc. said last week it would pay operators a monthly per-subscriber fee as a guarantee against a share of the PPV revenue from its newly announced TickeTV service. ITI president Larry Shultz, at a press conference during the NCTA convention, said the company is willing to pay a fee of five cents or 10 cents.

The fee and TickeTV's need for only a few hours on a single channel each month distinguishes TickeTV from other programming services at the convention. The others, he said, want an entire channel—24 hours a day, seven days a week—and expect the cable operators to pay them.

The TickeTV system is an update of the positive-trap technology that cable has used for years to scramble premium programming.

As with any positive-trap, the broadcast station or cable headend scrambles programming by injecting an interfering signal into the video.

To trap out the interfering signal and restore programming, the TickeTV customer must purchase a "ticket"—a domino-sized device with a quartz filter. The "ticket" is plugged into a set-top box, which is little more than a socket and which is installed between the cable or antenna and the TV.

Each ticket, which ITI claims it can manufacture for less than two dollars, is good for one event. That is because a different

interfering signal is used for each event. ITI envisions selling the tickets through retail stores with point-of-purchase displays.

Revenue will be split among the retailer, ITI, the broadcast station or cable system and the event producer.

According to Shultz, ITI hopes to inaugurate TickeTV next October in Los Angeles with the Sugar Ray Leonard-Roberto Duran prize fight. The plan is to broadcast the fight over one broadcast station and over as many nonaddressable cable systems as ITI can line up.

Shultz acknowledged that ITI offered cable operators monthly fees to overcome the operators' resistance to the system. The fee, he said, will help defray the cable operators' headend costs and, if they choose, the costs of installing in homes the set-top boxes, which cost about \$15 each.

Shultz contended that TickeTV was cable operators' best bet for quickly increasing the number of homes able to receive PPV programming. Today, he said, there are about 10 million addressable homes out of roughly 50 million cable homes and 90 million television homes.

Growth in PPV-ready homes is critical to competing with home video, Shultz said. Until cable reaches the "magic number" of between 20 million and 25 million PPV homes, he said, it will not be able to offer major motion pictures earlier than home video.

Increases in the number of addressable homes have slowed because of the high cost of addressable converters, he said. New systems are being developed for delivering PPV, but none is likely to see widespread implementation for several years. Between now and then, he said, "TickeTV is the way to go." □



Jesse Jackson

TCI survey shows cable subscribers generally happy with service

More than four out of five cable subscribers (84%) are satisfied with the quality of service provided by their local cable system, according to a survey commissioned by



Sie

Denver-based Tele-Communications Inc., highlights of which were presented by TCI's senior vice president, John Sie, during an NCTA panel session at last week's convention.

The TCI study appears to be in response to a survey promoted by the United States Telephone Association that showed widescale consumer dissatisfaction with cable.

Conducted by Bruskin Associates, the complete results of the study will be released by TCI this week, Sie said. Bruskin polled a random sample of cable subscribers across the country (511 women and 506 men) to determine what they thought about the quality of their cable service as well as how they feel about what they pay for cable.

As for the 84% who were satisfied with their service, 27% said the quality of service was "extremely good" and 57% said "pretty good."

Among the 16% who were dissatisfied, 9% said the quality of service was "not very good" and 7% said it was "not good at all."

Sie reported that more than three out of four (75%) current cable subscribers said the amount they pay for cable television each month represents a "favorable value," 15% said it was an "extremely good value," and 61% said it was a "pretty good value." On the other hand, the survey shows that 16% found it to be "not a good value" and 9% said it was "not a good value at all."

The survey also includes a "favorable value index." According to Jeffrey N. Harris of Bruskin Associates, the index shows a value base for local telephone service of 100, long distance service, 98 and cable, 90.

The 27% of people who thought their cable service was "extremely good," said Harris, think the value is a "better value" than the amount they pay for telephone service. That value index is listed at 109. And people who said their cable service was "favorable," think it is almost as good a value (97) as their telephone service, said Harris. □

Former White House aide joins NCTA staff

After a five-month search, the National Cable Television Association last week named Sue Richard, 39, a former Reagan White House media specialist, as its new vice president of industry communications. She succeeds Louise Rauscher, who vacated the post when she married NCTA President James Mooney.

Shortly after that news began circulating around the NCTA convention, Jim Boyle, director of program publicity in the association's industry communications department, announced he was leaving to join CNBC as director of media relations.

Richard, who introduced herself to the press at a reception Monday afternoon (May 22) at the Dallas Convention Center, will officially join NCTA tomorrow (May 30).

Richard's last job was as communications director for the Bush-Quayle campaign in Florida.

For a year prior to that, she was manager of public relations for Walt Disney World in Orlando, Fla.

Between 1981 and 1987 she served in the Reagan White House as special assistant to the President and director of media relations. Her responsibilities there included coordinating local media coverage of Presidential events and acting as liaison with non-White House media.

After graduating from the University of Michigan with a degree in radio and television, Richard worked for three years as a producer and anchor for a cable system serving East Lansing, Mich., and four years as a reporter in Cox Communications' Washington bureau.

Cable Labs chooses Elliot, Tanner, Baggett

Thomas Elliot, director of research and development for Tele-Communications Inc., will serve as vice president, science and technology, for Cable Television Laboratories for the next one or two years, the Boulder, Colo.-based research center announced at the NCTA convention last week.

Cable Labs also announced two other appointments: Craig Tanner as vice president of advanced television projects and Claude Baggett as director of systems engineering projects.

Tanner will join Cable Labs from CBS Inc., where he was vice president of planning,



engineering and development. Baggett was director, engineering and technology, American Television & Communications.

Elliot joined Western Microwave, a forerunner of TCI, in 1964 as a microwave engineer. He worked his way up through the ranks, moving to TCI and starting its research and development group in 1980. He now manages all TCI's R&D, its national addressable center, and also assists in operations engineering.

Tanner launched his career at CBS in 1976 and served in a variety of capacities, including director of resource management for the engineering and development department, director of shareholder communications, manager of information services and project engineer for audio-video systems.

He interrupted his career at CBS for 15 months starting in December 1986, joining Sony Corp. of America as business manager for Sony's high-definition television production equipment.

Except for a few years in the late 1960's with the Department of Defense, Baggett has worked as a cable engineer for the past 25 years. Before joining ATC, he worked for Cox Cable Communications.

Sitcoms in syndication: Too much of a good thing?

Market prepares for flood of off-network comedies, with buyers taking upper hand

A marketplace that just a few years ago was hungry for off-network sitcoms now threatens to be sated for such fare. Behind the big change: an avalanche of situation comedies that has created a buyer's market for such material. It's a condition not limited to the upcoming season but one that could stretch well into the 1990's, with such first- or second-year network hits as *Roseanne*, *Married With Children*, *The Wonder Years* and *A Different World* projected as 1991 or 1992 launches.

The seller's market of a few years ago has given way to a buyer's market today, with stations able to select from a larger pool of product and also less willing to pay top dollar for one show when there are others that may fit their needs at sometimes half the cost.

"From a station's perspective it's great," said Dick Kurlander, vice president, director of programming, Petry Television, of the increased availability of sitcoms now in the market. "It's strictly a supply

and demand business, and the supply looks good until 1992," he said.

"While glut may be too strong a word to describe what's going on," said John Von Soosten, vice president, director of programming, Katz Communications, "there is a relatively large number of sitcoms available over the next few years that is creating a buyer's market." Illustrating that product availability is cyclical, Von Soosten pointed to the 1979 network season when sitcoms held nine of the top 10 spots in the ratings, and four years later, in the 1983-84 season, there were no sitcoms in the top 10. "In 1983-84, the highest-ranked sitcom on the networks was *AfterMash*, which was ranked 15th," he said. In 1986, *The Facts of Life* was the only off-net sitcom offered into syndication with a full complement of episodes, according to Von Soosten.

In 1988, the number of off-net sitcoms

launched into syndication jumped to four (*The Cosby Show*, *Night Court*, *Newhart* and *Kate & Allie*). This fall, there are three more available: *Who's the Boss?*, *Growing Pains* and *Mr. Belvedere*. In 1990, seven more sitcoms hit the market: *ALF*, *Golden Girls*, *Amen*, *227*, *Perfect Strangers*, *Head of the Class* and *The Hogan Family*. Also for 1991 or 1992, projected off-network sitcom launches include *Full House*, *Married With Children*, *Designing Women*, *Different World*, *Roseanne*, *The Wonder Years*, *My Two Dads*, *Just the Ten of Us* and *Murphy Brown*. In addition to the above list of off-network shows, also making their way into the crowded marketplace are off-cable comedies such as *Brothers*, being sold for this fall, and such first-run produced comedies being sold for stripping as *Mama's Family* and *Small Wonder*, both also for this fall.



'Head of the Class'



'Perfect Strangers'



'The Cosby Show'



'Golden Girls'



'Wonder Years'

Kurlander said there are two factors working in the market at present, the wealth of product and what he calls the "Cosby factor." Saying that in many markets *The Cosby Show* has neither been "a hit nor a failure," Kurlander believes the backlash due to the prices paid for *Cosby* are causing a leveling off of prices for present and future sitcoms sold in the syndication market.

"Reality has come," he said. "Stations are being more realistic in their expectation levels measured against costs. If you can get a six rating with *Growing Pains*, and a seven rating with *Who's the Boss?*, why would I want to pay triple [for *Who's the Boss?*]?" he said.

"There is no other property in the market that is achieving the kind of demographics that *Cosby* is," said Joe Zaleski, president, Viacom Domestic Syndication. "It has definitely been the phenomenon of the '80's. The show has had a halo effect in New York, on WWOR-TV, where it has created nothing but a better image for that station's other lead-in and lead-out programing," he said.

Using the Los Angeles market as an example, Kurlander said KCOP(TV) will have to average "somewhere around a 11 rating for the life of the contract just to break even, and they won't be able to rest it. It will just have to run and run." According to the Nielsen May books, *Cosby* is averaging a 6.9 rating. One station source in the market said the cost to KCOP is \$350,000 an episode. Kurlander agreed with the source who suggested the station could be losing as much as \$20,000 a day on the show.

On *Cosby's* performance on KCOP, Zales-

ki said, "I think the ratings have been pretty strong," cautioning that: "I don't think you can look at just the body of what the show does in a particular market, but rather what it does for lead-in programing in the early and late fringe. KCOP-TV may not be using it well as lead-out programing against the other stations' local news," he said.

"*Cosby* is still the number-one ranked show in its time period," said Bill Frank, president and general manager, KCOP. In spite of its performance to date, Frank said he had thought the show would be about "10% stronger and would have had more of a halo effect." Frank doesn't believe the "prices paid for *The Cosby Show* and *Who's the Boss?* will be seen again for years." Would he buy *Cosby* again? "I don't know," Frank said.

One example of a market backed up with available product is Chicago, where *ALF*, *Amen*, *Golden Girls*, *Perfect Strangers* and *227* have yet to be cleared.

Columbia's *227*, launched just four weeks ago, seems to be one such show feeling the effects of the crowded marketplace. According to both rep and station sources, Columbia has been unable to clear the show in any of the top three markets due to a demanding floor price and the availability of other product. One station manager in Los Angeles, who said Columbia is setting the floor for *227* at \$160,000 an episode, doesn't think anyone in the market has bid on the show. Characterizing the price as "out of line," he said: "If you put *The Cosby Show* and *Who's the Boss?* in the highest category, the price for *227* makes it higher than any others that have been sold in the market. People just aren't jumping at

shows that aren't considered first-rank." "After the debacle of *Cosby*, with the money that stations are losing, people are watching what they pay," he said.

In the Chicago market where *227* is joined by other sitcoms waiting to be cleared, a station source said Columbia's floor price has been set at \$80,000 an episode and there were no bidders. "We've got a situation now where there's a lot of supply in the market compared to a few years ago," he said.

"It's a much more complex marketplace today than a few years ago," said Barry Thurston, president, syndication, Columbia Pictures Television. Thurston declined to comment on specific prices for the show, citing ongoing negotiations. However, he did say that individual markets are the best determinant of prices. "There are a number of shows backed up in major markets, but it's just a matter of time before some of those shows will be sold. I don't think the marketplace has had an effect on the selling of *227*. We are in the beginning stages of a comprehensive presentation for the selling of the show, and there's not an urgency for us to have to sell *227*. The show has been number one in its time slot for the past three years, and it doesn't come under the heading of shows that I would be nervous about," he said.

"Years ago, stations in a market had three or four comedies to choose from," said Thurston. "In the last four years, buyers haven't had the choices that they will have in the next few years. Buyers will have to be more selective now. In the past, some shows were bought by stations not because they were the best for their station,

Week 35: NBC 13.3/23, CBS 12.21, ABC 11.6/20

NBC won the ratings week, but ABC took the top two slots with the *ABC Sunday Movie*, *Everybody's Baby: The Rescue of Jessi-*

ca McClure, and *Roseanne*. In the evening news race, it was ABC on top with a 9.4/21, then CBS's 9.2/20 and NBC's 8.2/18.

Nielsen	Net	Show
1.	22.9/36	A ABC Sunday Movie
2.	21.6/33	A Roseanne
3.	20.2/37	N Cosby Show
4.	18.9/31	N Cheers
5.	18.4/29	A Wonder Years
6.	18.4/31	N L.A. Law
7.	18.0/30	C Knots Landing
8.	17.6/30	C Murder, She Wrote
9.	17.2/35	C 60 Minutes
10.	17.0/27	N NBC Monday Movie
11.	16.8/29	A Who's the Boss?
12.	16.7/28	N Matlock
13.	16.6/32	N Golden Girls
14.	16.2/31	N Empty Nest
15.	16.2/25	N In the Heat of the Night
16.	15.8/25	N Dear John
17.	15.5/24	A Have Faith
18.	15.4/30	N Kenny, Dooly and Willie
19.	15.1/25	N Night Court
20.	14.8/27	N Unsolved Mysteries
21.	14.7/23	N NBC Sunday Movie
22.	14.1/26	C Dallas
23.	13.9/23	C Jake and the Fatman
24.	13.5/26	C CBS News Special Report. 1
25.	13.2/22	A MacGyver
26.	12.9/24	A Growing Pains
27.	12.8/24	A 20/20
28.	12.8/20	C CBS Sunday Movie
29.	12.7/23	A Head of the Class
30.	12.7/19	C Designing Women
31.	12.7/25	C Falcon Crest
32.	12.7/21	N ALF
33.	12.6/20	C Newhart
34.	12.5/21	A thirtysomething
35.	12.5/22	C Wiseguy

Nielsen	Net	Show
36.	12.4/19	C Murphy Brown
37.	12.3/24	A Full House
38.	12.2/20	A ABC Mystery Movie
39.	11.8/20	N Midnight Caller
40.	11.7/21	A Roseanne, special
41.	10.9/18	A Wonder Years, special
42.	10.9/18	C CBS Tuesday Movie
43.	10.9/19	C Kate and Allie
44.	10.9/18	C Ringling Brothers Circus
45.	10.8/20	A Mr. Belvedere
46.	10.7/23	A Perfect Strangers
47.	10.6/17	F Married...With Children
48.	10.5/21	N One of the Boys
49.	10.5/19	N Quantum Leap
50.	10.0/18	A Just the Ten of Us
51.	9.7/16	A Coach
52.	9.5/21	N 227
53.	9.4/19	C Beauty and the Beast
54.	8.8/16	C Candid Camera on Wheels
55.	8.7/15	A China Beach
56.	8.5/14	C Tour of Duty
57.	8.2/15	C 48 Hours
58.	8.1/14	F America's Most Wanted
59.	7.9/13	A Robert Guillaume Show
60.	7.9/15	C Jesse Hawkes
61.	7.8/13	A ABC Family Classic
62.	7.7/12	F FOX Monday Movie
63.	7.6/16	C Paradise
64.	7.5/14	N NBC Friday Movie
65.	7.4/14	C West 57th
66.	7.3/12	A ABC News Special
67.	7.3/12	N Hunter, special
68.	6.6/13	F 21 Jump Street
69.	6.6/13	N Magical World of Disney
70.	6.5/13	A North and South Book II, part 2

Nielsen	Net	Show
71.	6.3/13	A Mission: Impossible
72.	4.9/10	A Under Fire: The Real Story
73.	4.9/9	F Cops
74.	4.9/9	N Dream Street
75.	4.6/7	F Tracey Ulliman Hour
76.	3.5/7	F Reporters
77.	3.2/6	F Beyond Tomorrow
78.	3.1/5	F Duet

Syndication Scorecard *

(Week ending May 14)

Rtg.	Show	Stns.	Covg.
1	13.6 Wheel of Fortune, syn.	230	99
2	12.2 Jeopardy	208	97
3	10.0 Cosby Show	198	97
4	9.7 Star Trek	232	97
5	8.6 Oprah Winfrey Show	218	99
6	8.3 Wheel of Fortune, wknd.	206	93
7	7.1 Current Affair	149	91
8	6.9 Entertainment Tonight	169	93
9	6.1 Geraldo	200	99
10	6.0 Donahue	226	98
11	6.0 People's Court	188	94
12	5.7 Friday the 13th	216	96
13	5.7 Star Search	149	96
14	5.6 War of the Worlds	221	95
15	5.4 Mama's Family, syn.	192	93
The following programs are included, but not ranked:			
9.0	World Wrestling Fed.	242	97

Fun in France

Bob Hope, whose comedy and variety specials have entertained audiences of several generations on NBC, has signed with the network through the 1989-90 season for an unprecedented 40th year of television programming. Hope, 86, celebrated his birthday last Wednesday with his special *Ooh-La-La—It's Bob Hope's Fun Birthday Spectacular from Paris' Bicentennial*. The Paris taping captured Hope being awarded the French Legion of Honor in recognition of his contributions to the entertainment industry around the world. Hope has done more than 300 televised specials for NBC in four decades, and has dedicated at least one show a year to entertaining American troops.

but because they were the only ones available," he said. "It [the market conditions] forces us to become more of a salesman than ever before," he said.

Dick Robertson, president, Warner Brothers Domestic Television Distribution, said that next to a transmitter, off-network programming is the most important buy for a station. "[Buying] off-network is different than first-run," he said, "in that when you buy off-network, you're deciding to buy for up to four years before you've seen how it's going to do in syndication."

In order to better gauge how an off-network sitcom will perform in syndication, Robertson said that Warner has compiled 12 years of research to look for similar factors in past syndication successes and failures. "We sat down and looked at column A and column B and found a similar pattern among the shows that worked and those that didn't," he said. The Warner research found that off-network shows that can be expected to work well in syndication

have strong appeal among young adults, teenagers and children. According to the research, shows such as *Who's the Boss?*, *Growing Pains* and *ALF* can be expected to perform well, while shows such as *Mr. Belvedere*, *Golden Girls*, and *Amen*, which skew somewhat older, are considered "high risk." □

Discovery shows off new fall season

Among its offerings are specials on Africa, India and Shark Week II

Discovery Channel launches its fall season with a special program called *Safari Live! Africa Watch*, which airs Sept. 22-24. Discovery announced its plans for the fall season at last week's NCTA convention. The program is a co-production with the BBC Natural History Unit. Another documentary

is slated for Sept. 26, entitled *Ivory Wars*. Produced in association with the World Wildlife Fund, it will examine the illegal import and export of ivory tusks. The one-hour production will be presented Oct. 9 at the annual meeting of the Convention of International Trade in Endangered Species in Lausanne, Switzerland.

Additional upcoming programs on Discovery's schedule include *Return to Tarawa*, July 2 at 10 p.m., a one-hour special feature on a battle in the Central Pacific, one of the bloodiest of World War II.

Also, July 2 at 8 p.m., the channel will show the first in a four-part series called *Hot House People*. The program looks at the concept of "hot housing," which is a theory of increasing human intellect through an intensive learning environment, or the idea of extending longevity through rigorous exercise and rigid diet.

"The Riddle of Midnight" debuts July 9 at 9:30 p.m. The film looks at India through the eyes of author Salman Rushdie, who returns to his childhood home. It is based on Rushdie's 1980 novel, "Midnight's Children." Also, July 30 through Aug. 6, Discovery will present 13 programs devoted to sharks in its Shark Week II. □

New faces for new format at Disney's KHJ-TV

Los Angeles station completes major personnel changes as it readies to increase prime time news offerings

KHJ-TV Los Angeles has completed major management changes in what is seen as a prelude to its anticipated switch to an all-news prime time schedule (BROADCASTING, May 15). The Disney-owned independent is negotiating with long-time KABC-TV Los Angeles anchor Jerry Dunphy. In addition, Disney announced the immediate resignation of KHJ-TV General Manager Chuck Velona, replacing him with Blake Byrne as president-general manager. Disney also named Jim Saunders as executive vice president-manager.

Dunphy, who is closing out a multi-year, \$700,000-plus annual contract at KABC-TV, is one of a number of candidates negotiat-



Don Bussell



Marc Hand

EXPERIENCE

The professional skills necessary for your next acquisition or sale. Put our experience to work for you.

Call Us.

We help build companies.

QUESTCOM

Radio Station Brokerage & Financing Services

Specializing in Top 150 Markets

Don Bussell
9158 Rothbury Dr.
Suite 135
Gaithersburg, MD 20879
(301) 963-3000

Marc Hand
1225 Seventeenth St.
Suite 2500
Denver, CO 80202
(303) 297-3545

Mystery solved

NBC's *Unsolved Mysteries* helped lead to the capture of Sheldon Weinberg. Weinberg fled New York City five months ago to avoid sentencing in January for the theft of \$16 million in Medicaid funds, the biggest fraud in the social program's 22-year history. An anonymous caller told the FBI of Weinberg's alias and address in Scottsdale, Ariz., after seeing the case recounted on the show May 17. Weinberg and his two sons, now in jail, were convicted on charges of filing 381,000 fake Medicaid claims from clinics they operated in the Bedford-Stuyvesant and Bushwick sections of Brooklyn in 1980-87.

ing with KHJ, said to Randy Reiss, president, network television, Disney. "I would love to have Jerry Dunphy," Reiss said. "There are some negotiations going on, but take any name from any of the major local news operations—and we're considering them, too." Another source at Disney said the station is also considering former KABC-TV anchor Christine Lund and KCOP(TV) Los Angeles anchor Warren Olney.

Velona was a holdover from former owner RKO Television and his departure apparently stems from what Reiss described as "Disney's news philosophy for the 1990's." Velona was unavailable for comment. "Chuck had his own way that he wanted to see things done," Reiss said. "Understandably, he had asked for the ap-

propriate vote of confidence and we were not able to do that. His vision just differed with Disney's philosophy. As an indie in this market, we're going to have to air prime time news. Whether it's one hour or three hours, we are going to increase our news operation."

Saunders comes from WFLA-TV Tampa, Fla. As vice president and general manager there since 1986, he guided the one-time third-rated station to first place in both news and audience share. Byrne served as vice president for television at LIN Broadcasting, New York, where he oversaw the operations of seven stations in the group. Saunders also served as a president and general manager for a couple of LIN Broadcasting stations in the South and Midwest. □

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*. Additionally, Genesis reports that *Highway to Heaven* has cleared 95 television markets prior to its fall release as an off-network series rerun. The former NBC family-oriented drama stars Michael Landon. Genesis (a division of Gannaway Enterprises Inc.) is offering the show on a barter basis (seven minutes local, five national). President and Chief Operating Officer Wayne Lepoff says clearances represent 70% of the country and include stations in 18 of the top 20 markets. WPXI-TV New York, KTLA(TV) Los Angeles, WGBO-TV Chicago and KICU-TV San Francisco are among the stations set to carry *Highway to Heaven*.

One-year-old television distributor, Los Angeles-based **Triangle Entertainment International**, has secured the production rights to three special events programs for worldwide distribution: The Miss Beverly Hills Pageant, The Waikiki Rough Water Swim (a 2.5-mile competition), and The Pan Pacific Aquatic Games (a "Masters" competition encompassing synchronized swimming, diving and water polo). The company's sales division also handles clearances for The 1989 Hollywood Christmas Parade, Richard Simmons's 65-episode *Slim Cooking* series, A Crystal Christmas in Sweden, The MotherDaughter International Pageant, and The 1989 International Race of Champions.

Ventura Entertainment Group and **ABC Distribution**, have announced their latest project, *Crosstown*, a reality-based syndicated police show for the 1989-1990 season. ABC Distribution has the foreign marketing rights to the 65 episodes of the first-run stip, but the producers of the show (Ventura Entertainment Group) are shopping *Crosstown* to domestic distributors and cable networks for airing in the U.S. and Canada. Ventura executive vice president Roger Lefkon (co-executive producer of *Crosstown*) says about 30 episodes of the program have already been shot. He hopes to present the finished product to prospective buyers by July 1. The \$2.5 million production features Anthony Alda (Alan's brother) and Michael Callan as hard-edged New York cops in a frenzied mid-town police station.

Republic Pictures Domestic Television has sold the documentary series *Victory at Sea* to KAET-TV Phoenix and KFTL-TV Sacramento. The World War II saga consists of 26 half-hour episodes and is being sold on a cash basis.

Worldvision Enterprises' weekly consumer home improvement series, formerly titled *Your Home*, has entered into an agreement with Meredith Corp.'s *Better Homes and Gardens* magazine, having been declared a firm go for next fall. It has a new name, host and production company. Now called *Better Your Home with Better Homes and Gardens*, the show will be hosted by Gerry Connell and produced by Sandra Carter Productions. The magazine's editorial staff will serve as advisors to the program, also contributing to its content and creative approach. The show's focus, proper ways to remodel and renovate a house or apartment, remains unchanged.

Fla. Metro Class C
\$8,750,000

NE
Medium Combo
\$3,000,000

Midwest Class C
\$4,000,000

RANDALL E. JEFFERY
407-295-2572

3 mkt, major Calif.
radio group
\$14,500,000

ELLIOT B. EVERS
415-391-4877

SE Class C, top 100 mkt
\$4,800,000

Midwest TV, ABC affil.
\$5,250,000

BRIAN E. COBB
202-785-4333

A discreet, intelligent brokerage service with over \$525,000,000 in radio/television mergers and acquisitions.

RADIO and TELEVISION BROKERAGE
FINANCING · APPRAISALS



**MEDIA VENTURE
PARTNERS**

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Changing Hands

WMPV-TV Mobile, Ala., WBUY-TV Holly Springs, Miss., and WPGD-TV Hendersonville, Tenn. □ Sold by Rel Way Ltd., Relcom Corp. and Texas Mineral Inc., respectively, to Sunlight Broadcasting System Inc. for \$2 million. **Sellers** are owned by Doyle Brunson, who has no other broadcast interests. **Buyer** is headed by Paul F. Crouch, who is president of Trinity Broadcasting, Sacramento, Calif.-based nonprofit group that owns one AM, one FM and 12 TV's. WMPV-TV is on ch. 21, with 2,937 kw visual, 433.6 kw aural and antenna 1,629 feet above average terrain; WBUY-TV is on ch. 40, with 5,000 kw visual, 500 kw aural and antenna 1,082 feet above average terrain; WPGD-TV is on ch. 50 with 5,000 kw visual, 500 kw aural and antenna 1,306 feet above average terrain.

WBTA(AM) Batavia and WBTF(FM) Attica, both New York □ Sold by John T. King II, trustee for Stockholders' Liquidating Trust, to Pembroke Pines Mass Media N.A. Corp. for \$1.54 million. **Seller** has no other broadcast interests. **Buyer** is principally owned by Robert J. Pfuntner, who also owns WELM(AM)-WLVY(FM) Elmira and WACK(AM) Newark, both New York. WBTA is fulltimer on 1490 khz with 500 w-D and 250 w-N; WBTF is on 101.7 mhz with 3 kw and antenna 295 feet above average terrain. *Broker: Kozacko-Horton Co.*

WRRR(AM) Rockford and WYBR(FM) Belvi-

dere, both Illinois □ Sold by North Star Broadcasting Inc. to Robert E. Rhea Jr. for \$1.35 million. **Seller** also owns WILS-AM-FM Lansing, Mich., and is wholly owned by NCNB Texas Venture Group, headed by Michael DeLier. **Buyer** is owned by Robert E. Rhea Jr., 90%, and David W. Mcaley, 10%, who have no other broadcast interests. WRRR(AM) is daytimer, operating on 1330 khz with 1 kw; WYBR(FM) operates on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

KLFA(FM) King City, Calif. □ Sold by Ralin Broadcasting Corp. to Tigre Radio Corp. for \$1 million. **Seller** is owned by Reinaldo Rodriguez, 51.4%, and Linda M. Mauras, 48.6%, and has no other broadcast interests. **Buyer** is headed by Hector Villalobos and owned by TGR Broadcasting Inc., which also owns KTGE(AM) Salinas and KLOO(AM) Merced, both California. KLFA(FM) operates on 93.9 mhz with 5.4 kw and antenna 719.9 feet above average terrain.

KZBA-FM Boone, Iowa □ Sold by KZBA Inc. to G.O. Radio Ltd. for \$400,000. **Seller** also owns KWBG(AM) Boone, Iowa, and is owned in turn by Quality Communications Inc., which also owns KGWY-FM Gillette, Wyo. Quality Communications is headed by Ben R. Doud. **Buyer** is owned by Glenn R. Olson, who owns controlling interest in KQWC-AM-FM Web-

ster City, KSIB(AM)-KTR-FM Creston and KQIS-FM Clarinda, all Iowa. KZBA(FM) operates on 98.3 mhz with 3 kw and antenna 210 feet above average terrain.

WBRW(AM) Somerville, N.J. □ Sold by Somerset Valley Broadcasting Co. to Somerset Broadcasting Corp. for \$315,000. **Seller** is owned by William Anderson, has no other broadcast interests. **Buyer** is owned by Robert Santye, Chip Santye and John Penn, who have no other broadcast interests. WBRW(AM) is daytimer operating on 1170 khz with 500 w. *Brokers: Chapman Associates and Hickman Associates.*

KHLC-FM Bandera, Tex. □ Sold by Big Pine Broadcasting Inc. to Rod A. Callahan for \$175,000. **Seller** is owned by Steve Monroe and his father, Gordon Monroe, and has no other broadcast interests. **Buyer** owns 100% of Tupelo Communications Inc., which is buying WSEL-AM-FM Pontotoc, Miss. ("Changing Hands," May 22). KHLC-FM operates on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Jamar & Associates.*

CABLE

Systems serving Payson, Williams, Eager, Springerville and St. John's, all Arizona □ Sold by Star Cablevision Group to GH Cable Arizona LP. **Seller** is owned by Donald Jones and serves approximately 225,000 subscribers in five states. **Buyer** is affiliate of GH Cable, headed by Hal Etsell and George Gardner. It also serves systems in Mississippi. System serves approximately 8,300 subscribers with 12,000 homes passed. *Brokers: Waller Capital Corp. and Johnson, Crowley & Associates Inc.*

Systems serving Detroit, Lyons, Mill City, Sublimity, Stayton and Turner, all Oregon □ Sold by Santiam Cablevision Inc. to Northland Communications Inc. **Seller** is owned by Orville J. Brown, William Schiller and Jack Pyle and has no other cable holdings. **Buyer** is Seattle-based MSO headed by John Whetzell, serving about 100,000 subscribers in nine states. System serves about 3,000 subscribers with 5,100 homes passed. *Broker: Daniels & Associates.*

FULLER-JEFFREY BROADCASTING COMPANIES, INC.

(Robert F. "Doc" Fuller, President)

has acquired

KSRO-KREO
Santa Rosa, California

for

\$4,550,000

from

FINLEY BROADCASTING COMPANY
(Evert B. Person, President)

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

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

Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

Catholic complaint

Condemning "pornography and sadistic violence" in the media, the Roman Catholic Church has called on governments throughout the world to toughen their laws against pornography. "The legitimate rights to free expression and free exchange of information must be respected, but so must the rights of individuals, families and society," said the Pontifical Council for Social Communications in a 13-page report. "The right to freedom of expression does not exist in a vacuum." Pornography and sadism in the media, the report said, "debase sexuality, corrode human relationships, exploit individuals...undermine marriage and family life, foster anti-social behavior and weaken the moral fiber of society itself." The report also urged the media to police themselves and the church to maintain strict teachings against pornography.

Carlson to stay on as USIA head

Head of Voice will stay, but only after new director Gelb failed in getting Walter Cronkite for post

The U.S. Information Agency's new director, Bruce Gelb, is putting his administration in order. He has asked Richard Carlson to remain as director of the Voice of America. And he has appointed Stephen E. Murphy, who has spent 17 years in senior management positions in financial and communications companies, director of the Television and Film Service, which includes Worldnet. Carlson's reappointment requires action by the President. Murphy officially joined the agency on Monday, May 29.

But Gelb's approach to his first major decisions as head of the agency whose job is to tell America's story overseas indicated an interest in star quality. He asked Carlson to remain as VOA director only after failing in an effort to secure Walter Cronkite for the job. Gelb, the former vice chairman of Bristol-Myers, had also had ABC News's *Nightline* anchor Ted Koppel in mind. Sources in Washington said Gelb had made no secret, as one put it, of a wish for a "big name for VOA." Failing that, he had told some USIA officials, he would reappoint Carlson.

Carlson, who has run the VOA since March 1986, had made clear his interest in staying on. Gelb's invitation to remain in office is understood to have been extended in a meeting several weeks ago, and promptly accepted. But word that Carlson would remain as VOA director was not disclosed within USIA until May 22, several days after Carlson had returned from a trip to Morocco. By that time, word had been circulating inside and outside the agency regarding Gelb's hunt for big-name talent.

After checking with the anchor, Koppel's office said last week he had not been offered the VOA post. Cronkite could not be reached, and Gelb put out a statement through a spokesman asserting that it was his "long-standing policy not to discuss publicly anything about how he selects people for positions, much less to get into any discussion of specific people." But a number of sources said Gelb had talked to Cronkite, offered the job and been turned down.

Carlson, a former award-winning television correspondent and anchor in California who has also been a banker, joined USIA in December 1985 as director of the Office of Public Liaison. A few months later, with the VOA directorship vacant (for the fourth time since the Reagan administration took office) then-USIA director Charles Wick asked Carlson to take over as acting director. In June, President Reagan nominated him for the permanent assignment.



Carlson



Murphy

Since then, Carlson has managed to keep an agency with a penchant for volatility under control, to have made some good appointments, and to have avoided charges of political bias, even if he has not made fans of all of the VOA staff. Critics in the agency say he does not mingle sufficiently with the employees. Some brushes with the union representing VOA employees seem not to have had any serious or lasting effect.

Murphy, who is 45, does not include any reference to journalism in his resume, other

than some occasional writing for trade journals. But he has had 11 years of overseas experience, including four years as vice president for Paramount Pictures-Universal Studios' worldwide joint venture in establishing home video distribution operations in Latin America. Since 1987 he has served as international consultant to chief executive officers of Brazilian corporations. His services included analyzing commercial strategies in U.S. and European markets and negotiating with U.S. companies for the production, financing, licensing, distribution and copyright protection of films sold in Latin America. Earlier in his career, he was vice president of the Multinational Division of the First National Bank of Boston.

Murphy sees Worldnet's primary challenge as consolidating and making use of the progress the international television service has already achieved. "We have 169 receive-only earth stations around the world," he said. "With that hardware in place, I'd like to see more creative programs around the world—not only in Western Europe but in Third World countries as well as Eastern Europe." □

WIN COMMUNICATIONS, INC. / M.L. MEDIA PARTNERS, L.P.

has completed its purchase of

WXRI (FM) Norfolk, Virginia

from

CBN Continental

for

\$5,000,000

The undersigned initiated this transaction and assisted the parties in negotiations.

**CECIL L.
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

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

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

Top gun hits top guy

On May 18 in Panama City, Fla., an F-15 on training maneuvers clipped the top guy wire on a 1,500-foot tower, collapsing the tower onto the transmitter building of tower owner WMBB-TV and that of WPAP-FM and taking both off the air, as well as noncommercial WFSG(TV). The pilot, who was unhurt, made an emergency landing at Tyn-dall Air Force Base in Panama City. The Air Force has acknowledged responsibility in the incident and offered to cooperate in efforts to get the stations back up to speed, according to WMBB-TV General Manager David Jernigan.

WMBB-TV was back on the air—on the wire, actually—within hours of the accident, delivering its signal via microwave to the local Comcast cable system, which gave it about 60% coverage in Panama City. WFSG, which is principally the retransmitted programming of Florida State's WFSU-TV Tallahassee, has been replaced on the Comcast system by WFSU-TV. According to WMBB-TV Chief Engineer Wendell Nelson,



the station has a 6 kw transmitter on hand, and is planning to broadcast temporarily from its 300-foot microwave relay tower 11 miles away (the collapsed tower was about 40 miles from the studio), which would give the station a grade B contour of 30 miles (its normal contour is 50 miles). According to Nelson, he had been scheduled to be at the transmitter site for repairs at the time of the accident, but, fortunately, the part for the transmitter was late in arriving. "We don't need it now," he added.

Reed Kinney, chief engineer of WPAP(FM), said that the station is back on the air, broadcasting from the studio with a 30 w antenna. "We can still reach Panama City," he said, "but we used to cover three states."

Of the accident, Kinney said he has been watching the Air Force fighters flying close to the tower—playing what Nelson described as a "cat and mouse" pursuit game—for several years. "I always said that one of these days something would happen. One of these days was last Thursday." □

Law & Regulation

A/B switch requirements take effect Nov. 1

FCC reinstates rule remanded by court, sets new date for implementation; Quello dissent calls switch inadequate

Beginning Nov. 1, cable operators must begin, "in a regular cycle of their billing system," to notify subscribers that cable systems are required by law to make available equipment that allows subscribers to switch between cable and off-air television reception. The new effective date for implementing "input selector [A/B] switch and consumer education" provisions of FCC rules are the result of a May 18 commission action that lifted the stay on those provisions while eliminating mandatory television broadcast signal carriage, or must-carry, rules for cable systems.

The commission action comes a year and a half after the U.S. Court of Appeals in Washington struck down the FCC's interim must-carry rules as a violation of cable operators' First Amendment rights (BROADCASTING, Dec. 14, 1987). Leaving the door open then for establishment of another set of must-carry rules, the court said that the decision did not invalidate the A/B switch offer and consumer education requirements, instead remanding those issues to the FCC.

Commissioner James Quello, dissenting from the other commissioners' decision and citing documentation that "most American households no longer have off-air reception capability" via outdoor antennas, last week argued that the A/B switch "is a poor alternative to a carefully crafted set of carriage requirements. Most industry observers believe," he said, that providing switches to cable subscribers, many of them without antennas, "will not provide an adequate means for the American people to access local broadcast signals. I see no need to burden the cable industry with rules that won't produce the desired effect.

"Implementing these rules," he continued, "gives the appearance that the commission has found a narrowly tailored, content-neutral means of ensuring that viewers will have access to free, local, over-the-air broadcast television. It most certainly has not."

Quello also objected to revised "manner of carriage" provisions that require that broadcast programs, rather than broadcast signals, be carried in full—language, he said, that opens the door to cable operators creating "a composite local channel, selecting only the best programming from each local station." Although the Court of Appeals decision and other court rulings "prevent the commission from compelling the carriage of local signals," he said, "they do not preclude the commission from

adopting 'manner of carriage' requirements for broadcast signals that are voluntarily carried by cable operators."

In lieu of implementing the new rules, the dissenting commissioner argued, the FCC should not lift the stay on the A/B switch rules, should "continue to examine the problems associated with the lack of must carry" and should require that cable systems "carry the entire signal and not be able to 'cherry pick' specific local programs." □

Appeals court says news organizations can link up directly with Intelsat

Three-judge panel says such direct connections not prohibited by 1962 Communications Satellite Act

The U.S. Court of Appeals in Washington has opened the door to major news organizations with the means and the desire to use receive-transmit earth stations to link up directly with satellites of the International Telecommunications Satellite Organization, without going through a common-carrier middleman. A three-judge panel of the court last week held unanimously that the Communications Satellite Act of 1962 did not contemplate—and thus did not prohibit—such direct connections.

The decision was issued in an appeal that TRT Telecommunications Corp. and Satellite Transmission and Reception Specialists brought from a declaratory ruling that had been sought by Reuters Information Services. Reuters, which uses its own receive-transmit earth stations to send news, photos and information services domestically, wanted to do the same internationally, to link the U.S. with Europe and with the Caribbean and Latin America. Initially, the commission staff rejected Reuters's proposal as beyond the FCC's authority. But when the issue was put before the commission, in the request for a declaratory ruling, it said it is empowered to provide the licenses Reuters required.

TRT and STARS, in their appeal, contended that the act precludes the commission from licensing a transmit-receive earth station to any entity other than the Communications Satellite Corp. or another common carrier for interconnection with Intelsat. They also challenged the commission's view that the use of private line, common carrier circuits to connect a noncommon

carrier's facilities to an earth station does not in itself convert the earth station into a satellite terminal station. But the panel, in an opinion written by Judge David Sentelle, said that because "Congress has not addressed either question and the commission's construction of the statute is reasonable," it denied the petition for review. Joining in the opinion were Judges Ruth B. Ginsburg and Kenneth Starr.

The FCC held that the act addresses only "large satellite earth terminal stations which would be built as part of the global satellite system and which would become an integral part of the terrestrial networks of the U.S. common carriers." It added that the act "does not, nor was it intended to, address private stations." It said Congress in 1962 did not foresee such facilities as technically feasible. In the 1960's, earth stations were multimillion-dollar, multipurpose affairs connected to carriers' networks.

The panel agreed with the commission's analysis. "It appears to us upon reading the act in light of its legislative history that Congress has not addressed the issue of ownership of earth stations *not* operationally connected with a terrestrial communication system," Sentelle wrote. "We therefore conclude that if Congress expressed a deliberate intent to create an exclusive group of earth stations...it appears to have done so only with respect to a certain class of earth stations, i.e., those that would be tied to the carriers' network." He said the petitioners had not rebutted the FCC's argument that the act did not deal with earth stations of more limited size and carrier interconnection.

Besides finding the commission's construction of the statute reasonable, the panel said the FCC ruling was consistent with the act. Sentelle said the panel could not "conclude that the injection of noncommon carrier ownership does violence" to what it perceived to be Congress's aim in approving the statute: enhanced systemwide coordination, improved coordination, and maximized FCC flexibility in questions of ownership. Nor did the panel find anything in Reuters's particular circumstances that would warrant reversal of the commission. The FCC said that the company's use of a common carrier-supplied private line to connect its facilities to its earth station does not make that earth station "an integral part" of the carrier's domestic common carrier network. Sentelle cited the Act's "ambiguity" in describing that conclusion as reasonable.

Turner Broadcasting System intervened in the case on the side of the FCC. And Turner's counsel, Philip Spector, said those who will benefit from the decision are news organizations that would prefer to operate their own network without paying a "middleman carrier" for international service. He said Turner, which created its own common carrier—Turner Teleport—for international service, may decide to establish its own private international service provider. He noted that the three major commercial broadcast networks could do the same. They participated in the Reuters case before the commission but not after it reached the appeals court. □

U.S. gets its way on HDTV at CCIR

Meeting decides to delay production standard decision until 1994; U.S. blocks vote on adoption of 1,250/50 system

The United States delegation to the CCIR (International Radio Consultative Committee) got all that it wanted out of the extraordinary meeting in Geneva on high-definition television.

About 80% of the meeting focused on what would be the ideal world electronic production standard. The U.S. suggestion that a final decision be delayed until 1994 was ultimately accepted at the end of the week-long series of meetings. But that was only after the U.S. delegation turned back a concerted effort by the European members of CCIR to force a vote on whether to adopt the Eureka-developed 1,250/50 system. ("Closed Circuit," May 22).

A few weeks before the Geneva meetings, the position of the U.S. State Department was that the world should adopt 1,125/60 (SMPT 240M) as the single HDTV production standard at the end of the CCIR's current study period in May 1990. But Europe and countries using the PAL and SECAM video systems based on a 50-hertz field rate rather than the 59.94-hertz rate used in NTSC countries, have opposed adoption of 1,125/60. In response, the European Eureka research and development consortium developed 1,250/50 as an alternative.

On April 26, at the suggestion of the Advanced Television Systems Committee (ATSC), the State Department changed its stance to propose that a decision on a worldwide standard be delayed until the end of the next CCIR study period in 1994. At the same time, it reaffirmed its position that the ultimate goal of the CCIR should be to set a single, worldwide standard. As an interim step, it joined Australia and Canada

in a call for development of a "common image" format, which would involve world agreement on as many production standard parameters as possible except for field rate. The CCIR meeting accepted the U.S. position in full.

But before the meeting came to an agreement, the European delegations, France, the Netherlands and the United Kingdom, staged an effort to have a vote on adoption of 1,250/50. "The United States forcefully blocked that. We would have been in considerable difficulty had there been a vote because there were 23 50-hertz countries present and six 60-hertz countries," said ATSC Chairman Jim McKinney, who was the principal spokesman on studio standard issues in the U.S. delegation.

"The issue of the 1,250/50 standard had risen through the ministerial level within the European Community. [The European delegations'] hands were basically tied at the conference because there was no latitude for compromise on their part...They just had to play it out," said Warren Richards, deputy chairman of the State Department's office of radio spectrum policy, who headed the U.S. delegation. Even though the chances were slim that they could bring 1,250/50 to a vote, the instructions of their governments were to try, he said. In the end, the Europeans settled for having 1,250/50 documented in the Extraordinary meeting's final report. At past meetings, 1,125/60 has been published in the body of final reports while 1,250/50 has been published in the appendix. The two systems have equal status in the May report.

In the meantime, common image has been accepted as a topic for study by the CCIR and the work toward such a format, possibly to be approved during next year's Plenary Assembly, began. A document identifying 18 parameters that are common to both 1,125/60 and 1,250/50 was adopted

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

EAST
500 East 77th Street
Suite 1909
New York NY 10021
(212) 285-0737

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

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

*A. B. La Rue,
Media Brokers*

TV • RADIO • CABLE • APPRAISALS

during the meeting. CCIR Study Group 11, which is charged with studying HDTV studio issues, will continue to work toward universal agreement on 16 more parameters during its next meeting in October. A special "expert group" was formed as well to work on the central issue of colorimetry. That group will meet for the first time during the International Television Symposium being held in Montreux, Switzerland, next month.

"Even though the studio standard issue was the most important at the meeting, there was a wide range of other aspects of high-definition television," Richards said. Draft recommendations were also adopted concerning the technical details of HDTV images from tape to film and exchange of

HDTV programs on tape. Terrestrial HDTV transmission, which has in the past been an issue only in North America, gained greater attention by the international standard-setting body. A section in the final report on terrestrial transmission outlined the progress that has been made in that area. About 90% of that section was constructed with input from the U.S. delegation. "Obviously, transmission is a regional issue. We don't want a worldwide standard," said Victor Tawil of the Association of Maximum Service Telecasters, who was the chief spokesman on terrestrial emission for the U.S. group. "But we really can't adopt a transmission standard for the U.S. that is different from Canada and Mexico. If you lay the groundwork now in

talking about what the issues are, that can help set the stage for bilateral negotiations later on, or open the channel of communication for Region 2 [North America] at least."

Richards credited the teamwork among the 30 members of the U.S. delegation for the positive results of the meeting. "People from other delegations complimented me about the unity that the U.S. delegation displayed. The secret to that was having our position paper established before we left here," he said. Soon after returning to the U.S., McKinney met with executives of the three broadcast networks to report on the meeting. "They gave me a standing ovation...Everybody's happy with the outcome in the United States," he said. □

In Sync

ATS activity

On the heels of the National Association of Broadcasters convention, several of the main proponents of new television transmission systems met for three days in Washington with the FCC's advisory committee on advanced television services' (ATS) systems subcommittee working parties on systems analysis and evaluation and testing. Along with the problems many of those proponents are having making their prototype hardware ready for testing ("Closed Circuit," May 15), the groups dealt with several other issues that will have to be tackled before a system can be standardized.

The meetings were set up as a follow-up to the earlier "hell week" meetings held last year by the ATS committee with all of the proponents (BROADCASTING, Nov. 21, 1988). Of the 13 proponents that were represented at that meeting, eight attended the second meeting. Those attending included North American Philips, the David Sarnoff Research Center, NHK, Scientific-Atlanta, Faroudja Laboratories, the Massachusetts Institute of Technology and Zenith. In spite of the meeting's proximity to the end of the NAB convention, about 60-65 people were in the audience at all times, according to Birney Dayton, vice president, engineering, the Grass Valley Group, and chairman of the ATS working party on systems analysis.

The possibility of consolidating some of the proponents' ideas was one topic discussed. Although an agreement seems to be forming between the Sarnoff Center and Faroudja Labs, there was little evidence at the meeting to suggest that other consolidations are under discussion. "There was talk about it, and to some extent you see it," said Ben Crutchfield, program officer for the Advanced Television Systems Committee and chairman of the evaluation and testing working party, who pointed to some similarities in the Zenith and MIT

proposals.

Consolidation "is the theme I've been running on from the very beginning," Dayton said, adding that a consensus on a system from the committee is unlikely unless it includes the proprietary features of several of the proponents. "If we can force a consensus, it will make the FCC's job much easier. If the FCC has to make a decision between three or four seriously competing major powers, the AM stereo solution is very believable."

Another item questioned by attendees was whether there is any point testing Faroudja's SuperNTSC and other systems that do not require great adjustments to the NTSC signal. What some people are asking, Crutchfield said, is "Why tie up these things in a ponderous committee proceeding?" But ATTC has already determined that it will test all proposed systems, and it was the general agreement at the end of the meeting that Faroudja-like systems should undergo the same tests. "Even for things that are very subtle, if you change the definition of the system, you may impact something that already exists," Dayton said.

dbx deal

Carrillon Technology Inc., Sunnyvale, Calif., announced that it will sell its dbx Professional Products Division to AKG Acoustics Inc., Stamford, Conn. ("Closed Circuit," May 8). dbx, based in Newton, Mass., manufactures and markets digital and analog audio signal processors. Carrillon has accepted a formal letter of intent from AKG. The deal is expected to be complete by mid-July.

At the same time, Carrillon said that it is also divesting the dbx OEM (original equipment manufacture) Productions Division. OEM builds custom components, such as circuit boards and voltage control amplifiers, for other manufacturers' studio equipment. "An agreement in

principle" was reached to sell OEM to THAT Corp., Natick, Mass., a new company formed by former dbx employees. Carrillon retains its ownership of dbx Consumer Products division and a number of other consumer electronics subsidiaries. Its stated intention is to focus its sales and manufacturing efforts on consumer electronics.

Electronic scorecard

The Electronics Industries Association has released its "1989 Annual Review—Entertainment and Education, Yesterday, Today and Tomorrow." The 80-page booklet reviews the growth of the consumer electronics industry—which in 1988 accounted for \$43 billion in retail sales—and also provides a short history of the various product categories and several tables outlining market trends.

The overall consumer electronics industry of TV sets, radios, VCR's, stereo systems and several other product categories grew in sales of units from the factory from \$9.107 billion in 1978 to \$30.597 billion in 1988. Last year, color TV sets were "the industry's largest dollar value product, with factory sales of \$6.6 billion, followed by videocassette recorders with sales of \$5.1 billion," the book says. As of January 1989, the review estimates penetration of TV sets in U.S. homes at 98%, color TV at 95%, stereo TV at 15% and VCR's at 61%. Home radio receivers also are estimated to be at 98% market penetration.

Short histories of each consumer product category are given dating back to the invention of the phonograph by Thomas Edison in 1877.

The book is free and available by writing to the EIA/CEG Communications Department, 1722 I St., N.W., Washington 20006, and including a 6-by-9-inch self-addressed envelope with 72 cents postage.

Public radio's programing explosion

Annual conference sees surge of new NPR and APR offerings, including return of Garrison Keillor and extended newscasts

Programing took what National Public Radio and American Public Radio believe is its proper place—the top of the Public Radio Conference agenda, contributing to the most newsworthy annual meeting in several years, May 17-21 in San Francisco. Although the workshop schedule for more than 800 attendees focused on long-range strategic planning and reassessing noncommercial radio's mission for the 1990's and beyond, a barrage of near-term national programing announcements stole the show.

Both arts and news programs were among the high explosives saved for the meeting. Garrison Keillor, generally credited with putting APR on the map with *A Prairie Home Companion* (1980-1987), said he will return to APR next fall with a new two-hour, 6 p.m. ET, Saturday evening series, *Garrison Keillor's American Radio Company*. He will launch the first of 12 fall programs Sept. 30 and a dozen more spring installments beginning March 17, 1990. The new program will employ Keillor monologues and "a stronger emphasis on the classic music of America," from Aaron Copland to Fats Waller, to the folk music already identified with *PHC*, said APR President Stephen Salyer. Originating occasionally from New York, the program might include some of Keillor's Lake Wobegon characters "stranded in the Big Apple," he said. *PHC* repeats will likely leave their Sunday evening time slot and air in the 6 p.m. Saturday slots between new Keillor installments.

Good Evening, *PHC*'s replacement, will be shortened from 90 to 60 minutes and offered for free with new host Dan Rowles, a veteran *Prairie Home Companion* and *Good Evening* cast member. APR and producer Minnesota Public Radio are looking to "sharpen the show, to make it very different from the current *Good Evening*—"a little hipper, a little younger," said Salyer. APR will suggest that its affiliates air the show late Fridays. And APR said it will distribute *Echoes*, the newly CPB-funded contemporary music series ("We try not to say new age," said Salyer), beginning in October.

At NPR, expanded newscasts led a list of several new services to be offered within the next year. Beginning July 1, NPR will air newscasts 18 times daily. The majority of stations will be charged a \$1,500 fee for the service this summer. On weekdays, NPR's news division will add five-minute reports at 5 a.m., noon, each hour from 1 p.m. through 4 p.m., 4:31 p.m. and 10 p.m. (all ET). On weekends, the expanded



APR's Salyer

schedule will include feeds each hour from 5 a.m. through 7 a.m., 2 p.m. through 4 p.m. and at 9 p.m. and 10 p.m. (all ET). Additional news actualities will be fed on weekdays at 4:45 a.m. and 9:30 p.m. (ET) for inclusion in locally produced early morning and late-night news.

NPR said it will appoint a senior editor and midday newscaster "soon." Both NPR correspondents and member station reporters will contribute to the new service, which NPR believes will help position non-commercial radio stations as "news leaders in their communities."

Also on July 1, APR will launch *Early Edition*, a one-hour news program from Christian Science Monitor Radio that will air at 5 a.m. ET, preceding NPR's *Morning Edition*. Toward the western time zones, said Salyer, the show, to be hosted by veteran noncommercial newswoman Pat Bodnar, may follow *ME*. APR already distributes a weekday afternoon half-hour from Monitor Radio. Additionally, former Arizona Governor and presidential candidate Bruce Babbitt, now a commentator for APR's business news offering, *Marketplace*, announced at the PRC that the show had entered a partnership with *The Economist* magazine that would give *Marketplace* access to the magazine's correspondents worldwide.

On the arts-performance side—in addition to adding one hour to its two-hour daily mid-morning arts and cultural news show, *Performance Today*—NPR will launch *Heat* next December, a late-night program that NPR President Douglas Bennet believes is "an expression of an environment that is conducive to innovation." The *Heat* format, he said, will mix music and theater performance with a discussion panel and listener call-in. And NPR has committed to acquiring *Crossroads*, another program which Bennet described as "multicultural" and which has a format also difficult to

classify as either news or entertainment. "One big test of unbundling was whether it would foster innovation," Bennet said, referring to the process by which NPR is gradually shifting from an everything-for-one-fee system of program distribution to



NPR's Bennet

WORK AMERICA

CALL MRN FOR RADIO'S BEST KEPT SECRET!

INTERNET MANAGER

Call Collect
(904) 254-6760
and
TURN SUNDAY
INTO
MONEY-DAY

MRN
RADIO

P.O. DRAWER 5 DAYTONA BEACH, FLORIDA 32015

the addition of a la carte offerings. "It has," he said, adding that because "money is scarce," stations will spend their programming budgets with increasing care, scrutinizing each existing program on its own merits.

Asked if heightened awareness in public radio of each program's carriage numbers—several programs have already been shaken out at NPR because of low carriage ("Closed Circuit," May 15)—might already be leading NPR away from its alternative programming mission, Bennet said: "We will fail in every respect—mission, finance, service—if we follow the commercial model. We succeed by differentiating ourselves. That does not mean that you do not proceed in a businesslike manner. If you don't reach a substantial number of people, it is a misuse of the medium. Quality, relevance and validity are essential. Reaching a substantial audience is also essential." Over the years, he said, some in noncommercial broadcasting have said NPR "will have succeeded in its mission if it produces quality programming and reaches no one. I suggest, let's do quality programming and reach people."

Agreeing, Salyer said: "Public radio does not operate in a vacuum. An awful lot is changing because conditions are changing. The stations are feeling a desire to be more competitive in their markets. And listeners' expectations have matured," he said, all leading to a "demand-led drive for programming."

"Not a political battle" between APR and NPR, said Salyer, the rush of programming activity represents "the system shaking itself down. The question," he said, "is how do we put resources in the right place to adapt to new realities?" The distributor that does that "will have the resources to provide more." Feeling "bullish," Salyer added that, although APR is "not a bit player that is going to concentrate on a narrow niche of programming, there is still no need for directly duplicating services out of APR and NPR." None of the programming announcements appears to create schedule conflicts.

In other NPR news, a Gallup study revealed at the conference shows, said NPR, that promotion alone will create a larger audience for its weekday *Morning Edition*. Describing current *ME* listeners as "slightly older, more upscale and more liberal than comparable nonlisteners in the same markets...cosmopolitan [with an] extraordinary interest in national and international news," as well as extremely loyal, the study said that fewer than 10% of college-educated morning drive radio listeners were familiar with *ME*. More than half of those subsequently exposed to the show, however, were "definitely" or "probably" interested in listening in the future.

Jack Mitchell, director of radio for the University of Wisconsin, and NPR chairman, 1985-1988, was this year's recipient of NPR's Edward E. Elson award for outstanding contributions to public broadcasting. And Leo Lee, founder and president of Western Public Radio, received the Corporation for Public Broadcasting's 1989 Edward R. Murrow Award for outstanding contributions to public radio. □



CNN on the radio

The Transtar Radio Network has begun 24-hour satellite distribution of the audio feed of CNN Headline News via Galaxy 1. The service, which began in early April, is designed for use by information, and news-formatted stations. Transtar has signed seven affiliates.

New radio network

Veteran broadcasters Doug Berle, Gordon Fuqua and Herbert Hobler have formed a new radio network, tentatively scheduled to debut June 12. Radio Pennsylvania Inc., the newly formed company, is based in Harrisburg, Pa., and will be distributed via satellite throughout the state.

Berle and Hobler had previously made a bid for The Pennsylvania Network when



the latter filed for bankruptcy earlier this year (BROADCASTING, April 10). The deal was not consummated, and Hobler, Berle and Fuqua formed the new corporation to launch Radio Pennsylvania.

The network has lined up the former affiliates of the Pennsylvania Network, 58 stations throughout the state, most of them AM's. It will cover state and regional news, also offering weather, sports, business news and a full schedule of farm and agricultural reports. Berle, president and general manager of the new service, says the network will also include feature programs and special reports on a regular basis.

The operating staff is already in place in Harrisburg, and includes Jane Hollinger, news director; Jed Donohue, sports director, and Vern Achenbach, farm director.

Hobler, the former owner of Nassau Broadcasting and former NAB board member, is chairman of the company. Fuqua is a former NCTA board member. He has worked with Hobler for the last nine years in radio. Berle has been station manager for the last eight years with Affiliated Broadcasting.

Although Pennsylvania Network is not

on the air, Steve Rubin, president, said, "We are still working on it." He declined further comment.

That's "advertainment"

Dallas-based RadioFilms, a radio commercial production firm, has put a different spin on radio station advertising. The company is marketing customized theatrical film trailers designed to resemble previews of coming attractions. Its first mini-movie offering, "Radio Cops," targeted to contemporary hit and album-oriented formats, is currently running in 15 markets, including New York, Detroit, Houston, Dallas and Atlanta, with contracts for two additional markets.

A second spot, "Changes," targeted to adult contemporary and contemporary hit stations, is being marketed. Cynthia Lee, RadioFilms vice president, national sales, said stations buy the spots both to use as part of a promotional package for movie premieres and for multi-screen runs in the market as a barter deal or a straight buy. The spots, which are delivered as 35mm prints, come in either a 90-second or three-minute version ("Cops") or a one minute, 40-second version ("Changes") and are priced according to market size, with New York, for example, going for \$4,900.

20,000 and counting

Rambling with Gambling will celebrate the anniversary of its 20,000th broadcast May 31 with a live broadcast from the Rainbow Room at the Lincoln Center in New York. The event also marks the entry of WOR(AM)'s morning show into *The Guinness Book of World Records*.

To the rescue

Helicopter traffic reporters for radio stations KLIF(AM) Dallas and KPLX(FM) Ft. Worth, and WBAP(AM) Ft. Worth took part in a dramatic rescue May 17 during a flash flood in north Texas, saving a woman and two small children trapped on the roof of a car. WBAP pilot-traffic reporter Dick Siegel lowered his craft to take in the stranded trio as pilot Ken Arnold of co-owned KLIF and KPLX, and traffic reporter Chuck Schechner, provided guidance. Siegel later also used the helicopter to help rescue a stranded rancher, according to WBAP promotion director Robert Shiflet.

Blowing in the wind. WMGX-AM-FM Winston-Salem, N.C.'s AM radio tower fell during a tornado May 5. The tower, located at the station's Winston-Salem office, was destroyed by the strong winds. The station's FM microwave link was also destroyed, making the FM facility, located in Kernersville, N.C., inoperable. However, the next day station employees set up a temporary studio at the FM transmitter and had wmox-fm back on the air before 12 noon. Jeff Silver, vice president and general manager, said that a new tower for the AM station was up by last Monday (May 22), putting the station back in operation then as well.

China with a C: CBS and CNN, that is

Broadcast and cable networks in Beijing for Gorbachev summit get bonus coverage of 1 million pro-democratic demonstrators before government pulls plug

To some, it was a reprise of Chicago during the 1968 Democratic convention, if not so violent. Youthful protestors filling the square making their point—which boiled down to an appeal for better, more responsive government—by sheer numbers and through the lenses of the television cameras that had come for another purpose. One could almost hear the echo of those youthful protestors in the streets of Chicago a generation earlier, “The whole world is watching.”

News organizations, drawn to Beijing from all over the world to cover the first summit between leaders of the Soviet Union and the People’s Republic of China in 30 years stayed to cover the story of one million students and workers taking over Tiananmen Square in a spontaneous, anti-government, pro-democratic movement that spread to at least nine other provinces. Cameras and microphones were on hand to cover, even shape and become part of, the story. For the journalists involved, it was, as CBS News’s special events executive producer Lane Venardos put it, “a once in a lifetime experience. We saw history being made.”

On Friday night (ET)—May 19—CBS interrupted its presentation of the season finale of *Dallas* for an extraordinary real life drama: Chinese officials, speaking Chinese through CBS News consultant and translator Bette Bao Lord in the CBS News control room, were telling Dan Rather and the CBS crew to stop their satellite transmission. Never mind that CBS had received permission to continue live coverage for another day. CBS was not alone. CNN was also covering itself, live, being ordered off the air by another set of Chinese. CNN, too, had had permission to transmit live pictures through Saturday.

It was a taste of the martial law under which sections of Beijing were living. “As the observer of the PTT [Chinese telecommunications authority], I received the directions from the superior, the visit of Gorbachev is over,” said the hand-written note handed to CNN’s executive producer Alec Miran in the network’s control room in Beijing’s Great Wall Sheraton Hotel. “I here [sic] now inform CNN to stop using the frequencies of a satellite of the flyaway [CNN’s portable transmitter] immediately.”

But that was only the start of a kind of roller coaster ride of emotion. On Tuesday (May 23), Chinese authorities lifted the ban



CBS

on transmitting, and U.S. and foreign networks scrambled for satellite time—and China watchers saw the relaxation as a sign that the “moderates” or “liberals” were in the ascendance in what was assumed to be a battle for control of the government. But on Wednesday, the government reinstated the ban, which was less than a blackout. Although it prevented live coverage, the ban merely required the networks to rely on telephoned reports and to ship taped pieces by commercial airline to cities outside of China from where the material could be uplinked. But it caused the analysts to re-think the question of who was in the ascendance.

The Chinese government was not interested only in curbing the export of the story of its profound problems. It was also trying to stop the import of the story. Three of the five frequencies on which the Voice of America broadcasts in Mandarin were being jammed constantly last week. The Voice—said to be the most popular radio service in China, foreign or domestic, with an estimated 100 million listeners—was reporting worldwide reaction to the protest movement, including the statements of President Bush and Soviet leader Mikhail Gorbachev. And VOA director Richard Carlson appeared confident the Voice would be able to overcome the first jamming that it had experienced in China since 1978. He also disclosed that the Voice had activated a one million watt medium wave (AM) transmitter in Poro Point, in the Philippines, whose antennas were aimed at the southern coast of China, which has a number of large population centers. Carlson said the facility was “practically unjammable.”

But the Chinese are not dependent only on foreign services for information about developments in Beijing. *The New York Times* last week reported Chinese radio broadcasts, monitored by the U.S. government, show strong support for the protestors throughout China. “Dozens of radio news reports...paint a dramatic, extraordi-



CNN

narily detailed picture of sympathy for the student demonstrators across the length and breadth of China,” the newspaper reported.

□

If the students and workers in Tiananmen Square were viewed by the Chinese government as a threat to its very existence, they were seen as a blessing by CBS News. It had treated Mikhail Gorbachev’s visit to Beijing as a world-class event; alone among the major networks, it had sent its anchor, along with a crew of about 60 journalists and technicians, to cover it, and found it had perhaps the story at least of the decade. (Charles Kuralt thought the story was bigger than that. At one point, he said to Rather, “I can’t think of any parallel in human history.”) It was more than just the story, however big it was. “We were glad we were the only ones there,” said Venardos. He was overlooking the presence of CNN and its anchor, Bernard Shaw, even if it was scoring major audience gains; CNN’s 2.6 rating at 9:30 p.m. on Friday (May 19) was a 100% gain over the previous week in that time period. The 5 share was a 13% gain. Venardos apparently was unwilling to let such details detract from the euphoria he, along with the rest of CBS News—indeed the entire CBS corporation—was feeling. The point was, Tom Brokaw and Peter Jennings were *not* there.

The coverage did not help *The CBS Evening News* with Dan Rather overtake ABC’s *World News Tonight* with Peter Jennings in the ratings race last week. ABC News won the contest, with a rating of 9.4 to CBS News’s 9.2. *NBC Nightly News* with Tom Brokaw was third, with a rating of 8.2. Still, morale at CBS News was soaring. A reputation tarnished by word of intramural squabbles, by the drawn-out controversy surrounding General Westmoreland’s libel suit and by an inability to establish dominance among the three networks was being burnished. Critical reviews were favorable. Rather and Charles Kuralt seemed to own the story in their joint

appearances. And it was evident CBS felt it was on a roll when it junked a planned *48 Hours* and, on short notice, produced one based on the extraordinary developments that greeted the world's media in Beijing.

A sample of the feeling filling the halls of CBS News was in the telex that Don Hewitt, executive producer of *60 Minutes* and a 41-year veteran of CBS News, sent to the CBS New team in Beijing on May 19, following the special *48 Hours*: "Make no mistake about it: Rather, Spencer, Simon, Morton, Sheahan, Kuralt, Petersen are today's Murrow, Seavareid, Smith, Collingwood, Schoenbrun, Kendrick and Cronkite."† CBS President and Chief Executive Officer Larry Tisch was similarly unbridled in a statement forwarded to Beijing: "Your work displayed an intelligence, an energy, and a professionalism that is the envy of the industry. You have brought CBS great honor."

CBS News was not about to let the week pass without some special attention being paid to it. It held a press conference in New York on Tuesday (May 23) to let reporters question CBS News President David Burke, Rather, *Evening News* executive producer Tom Bettag and some other members of the team. And Burke explained the strategy that paid off so handsomely in Beijing. He indicated he is determined to cover extensively developments in the Communist world at a time when it is undergoing enormous change. "We had a course in mind, and we wind up in China, and God hands us a bouquet with a million kids. It's called doing well by doing good."

Meanwhile, the network news teams were regrouping, preparing for continued work in China—sending in reinforcements to take some of the pressure off weary correspondents—and for a new assignment this week involving the North Atlantic Treaty Organization summit meeting in Brussels. Rather and Shaw, with barely time to send out laundry and get a good night's sleep, followed the President to Rome on Friday (May 26), and, along with the other network crews, are with him now in Brussels. Stops in Bonn and London follow the May 29-30 meeting.

All four networks are scheduled to cover live the President's news conference in Brussels on May 30, beginning at 6:30 a.m. This time, the ABC News team will be headed by Jennings, who set the tone for his coverage on Thursday (May 25) by anchoring a one-hour documentary, *Beyond the Cold War: the Risk and the Opportunity*, which included an interview with Secretary of State James Baker. NBC News's Brokaw was only "tentatively" scheduled to be part of the journalistic pack following the President this week. A network spokesman said developments in the Speaker Jim Wright story and in China might require Brokaw's presence in New York. "There's a lot going on," the spokesman said. □

Indeed, there is. □

† The full names of that cast are: Dan Rather, Susan Spencer, Bob Simon, Bruce Morton, John Sheahan, Charles Kuralt, Barry Petersen and Edward R. Murrow, Eric Seavareid, Howard K. Smith, Charles Collingwood, David Schoenbrun, Alex Kendrick and Walter Cronkite.



Time, Warner settle Chris-Craft suit

Allows companies to proceed with planned merger; votes set for June 23

Warner Communications and Time Inc. have settled their dispute with Chris-Craft Industries regarding Warner's and Chris-Craft's shareholder agreement, enabling Time and Warner to proceed with their planned merger. The two companies scheduled shareholder meetings for June 23 to vote on the proposed merger.

While rumors persisted last week that Time might be the target of an unwelcome acquirer, Time and Warner released information in their proxies that indicated they have erected defenses against disruption of the merger.

Canceling the shareholder agreement that was the source of their dispute, Warner and Chris-Craft have taken and plan to take a number of steps altering their relationship. Warner will divest itself of its 42.5% stake in BHC Inc., Chris-Craft's broadcasting subsidiary, on terms beneficial to Chris-Craft. Warner has ceded its right of first refusal to purchase the 15.5% voting stake of Warner that Chris-Craft holds. Two Warner executives have resigned from their positions on BHC's board of directors, and Chris-Craft Chairman Herbert J. Siegel has resigned from Warner's board.

The settlement follows Time and Warner's filing of a suit in Delaware Chancery Court earlier this month in which Warner said it was willing to concede that its merger with Time would grant Chris-Craft certain rights under the shareholder agreement.

Under the terms of the settlement, Warner has until July 3 to line up a buyer for most of its BHC shares or find an investment banker willing to commit to a public underwriting of the sale of the shares. After Warner informs BHC of its choice, BHC has 30 days to permit those sales, exercise its right of first refusal or require Warner to distribute all of its shares to Time-Warner shareholders after the Time-Warner merger.

Under previous terms of the shareholder agreement, the BHC distribution would have gone to Warner shareholders only, and Chris-Craft, because of its ownership of Warner stock, would have ended up with a 62% share of BHC stock. Because of Chris-Craft's expected 11% share of Time-Warner, as opposed to its 15.5% share of Warner, a post-merger distribution of BHC shares under the same term would have given it a 60% share of BHC. However, the companies have agreed to an adjustment in the BHC stock that will give Chris-Craft a 62% share nonetheless.

The terms of the settlement are similar to those proposed by Warner and Time in their suit filed against Chris-Craft earlier this

month, according to Warner spokesman Geoff Holmes. "Effectively, we were able to negotiate time restraints," he said.

Time and Warner said that the previously announced merger exchange ratio, whereby Warner shareholders would receive .465 shares of Time for each share of Warner they possess, will remain unchanged.

Warner's surrender of its right of first refusal theoretically would allow a third party interested in acquiring Warner to purchase a large block of the company's stock at once. If a third party were going after either of the companies, according to Dennis McAlpine, an analyst at Oppenheimer & Co., it would probably go after Time Inc., which is believed to be selling at a greater discount to its asset value.

Rumors that Cablevision Systems Corp., Gulf + Western and the Robert M. Bass Group were each interested in acquiring Time were reported last week. Time's stock price rose \$5.50 to close at \$130.75 last Wednesday (May 24) amid such rumors. Warner's stock fell \$0.50 to close at \$51.375.

Time disclosed in its proxy statement that it has paid fees for assurances from certain banks that for varying periods of up to one year the banks will not finance an unfriendly bid of Time or Warner, "except under limited circumstances." Time also confirmed that it has written assurances from a group of banks to arrange up to \$5 billion in financing in the event of a hostile bid. □

Viacom reviews comedy channel and lawsuit

Viacom executives went before New York security analysts last week, where they defended the company's lawsuit against Time Inc., discussed the launch of MTV's comedy channel and reviewed under what criteria it would undertake a business combination with another company.

Viacom President Frank Biondi reiterated that the Time suit was focusing on bad behavior, not on the vertical integration in cable or its "so-called" monopoly status. When asked "why now?" Biondi responded that politically "there was never a good time to do it." Within the pay-television marketplace, cable is a monopoly, he said, adding: "If we had to do it all over again, we might word it differently."

Biondi did not think the suit would hurt the industry, but acknowledged the concern expressed by industry executives. Viacom Chairman Sumner Redstone said that cable operators have to be realistic, that they are a natural monopoly. But Redstone said being

a monopoly was not against the law. "Behavior violates the law," he said. "We have no fight with the cable industry," he said, adding, "we don't need legislation. We have redress under the Sherman Act."

On the acquisition front, there have been reports that Gulf + Western has been interested in Viacom, and that there have been discussions between TCI and Viacom on a range of issues. Biondi said Viacom would do deals only in which National Amusements would remain the majority shareholder. He listed libraries, long-form production, more stations and cable systems as possibilities. The company bid for the Midwest Communications properties, for instance, but its owner chose not to accept any bids (BROADCASTING, May 15).

Only a year earlier, Viacom had its wvlt(TV) Hartford, Conn., on the block, Biondi said Viacom was probably six months too late in selling that station, given market conditions. With the WCCO-TV properties, he said, Viacom "saw a chance to turn around a terrific station," and Viacom was prepared to divest a smaller station as the price for gaining the property.

On MTV's HA TV Comedy Network, Biondi said: "We're not going to do [it] unless we get equity capital." Discussions with MSO's will revolve around taking up to 50% of the service, he said. A larger base will allow the service to break even with less startup money, said Biondi, and also goes a long way to solving the channel capacity dilemma.

Biondi said it was "probably" fair to say that whoever lands TCI in the comedy channel sweepstakes will stand the best chance of surviving. Peter Barton, TCI senior vice president, programming, said both comedy services from HBO and MTV have good ideas and that TCI is "firmly up in the air."

Showtime equity discussions are continuing, said Biondi. "The ideal scenario is major cable ownership," he said. The equity owners in HA and Showtime could include the same players, said Biondi, but they aren't linked otherwise. There is some interest from the West Coast in Showtime, said Biondi, but he said it makes more sense to be strong "on the distribution side." □

International

Imagine, CIT meet to make movies

Limited partnership with MCA and British broadcaster will produce TV films and mini-series

Hollywood independent Imagine Films Entertainment and British broadcaster Central Independent Television are to be partners in the worldwide TV movie business.

The new joint venture, agreed to earlier this month, will produce between four and six TV movies and mini-series a year, said Robert Harris, former president of MCA Television Group and now Imagine's president of motion pictures and television.

Imagine, a limited partnership with Hollywood studio MCA, was formed by filmmakers Ron Howard and Brian Grazer and taken public nearly three years ago.

MCA, which owns about 20% of Imagine and has worldwide distribution rights to its TV series, as well as to its long-form programs on a project-by-project basis, will also have first consideration on international distribution rights to the joint venture's programs. Imagine and Central retain rights in the U.S. and UK, respectively.

[The Imagine-Central joint venture is separate from MCA's own ongoing exploration of a joint venture with a European company for Europe-based long-form co-production (BROADCASTING, May 8). The company is in discussions with two or three potential partners, but a deal is not expected soon.]

Harris did not detail the multi-year venture's initial projects, but said he had met with Central's head of drama, Ted Childs, in New York earlier this month to discuss eight to 10 possibilities, including material from existing books and Central-proposed projects. The first project will probably go into production this fall and be ready for air in the second quarter of 1990, he said. In addition to co-producing, each partner can also produce independently for the joint venture.

Projects must have U.S. and UK presales

to go forward, said Harris, although the venture will seek U.S. buyers going beyond the three big commercial networks to include Fox, as well as cable networks TNT, USA Network, Showtime and HBO. The deal also allows for theatrical distribution, although such co-productions are not in the planning now.

Harris added that Imagine will also do TV movies on its own and already has projects in development at all three networks and Showtime. He said additional development personnel will be hired by both Imagine and Central for the joint venture.

At least half of the productions will be shot in foreign locales, including Central's UK facilities, Harris said, and others will have elements to enhance worldwide sales, such as an international cast or theme. Harris added that he believes American audiences are becoming "much more accepting" of international elements.

Imagine has been most active in the motion picture arena (it is about to release its third film, is in production on a fourth and pre-production on a fifth), while in television, its main focus has been on series comedy, having produced seven episodes of Knight and Daye for NBC, and with comedy pilots for ABC and HBO.

Harris, who joined Imagine last October from MCA, said despite his company's emphasis on sitcoms, "we couldn't ignore the current appetite in the international market for movies and mini-series." He added that production fees for long-form projects could help company cash flow and bring profits more quickly, although not in the same volume as domestic hit comedy series.

Central is one of Britain's largest independent commercial broadcasters and commercial program producers, and has other interests, including a distribution arm and studio facilities in Birmingham and Nottingham, England.

Central Films, the subsidiary in the joint venture, was responsible for some 40 hours of drama during 1988, including independent commissions, and has co-produced with Australian and New Zealand producers and the French firm Revcom.

The deal follows an agreement by Central earlier this spring to back two veteran U.S. syndication program producers, Brian Lacey and Peter Keefe, in a new, Los Angeles-based company, Zodiac Inc. Zodiac plans to develop animated and children's programming, as well as nonanimation projects.

Central also has been looking since 1987 to acquire a small- to medium-sized U.S. producer-distributor, and according to Central's New York head Kevin Morrison has certain companies under consideration, although he added that Central is "not in any hurry" and no deal is imminent. □

Former 20th Century Fox pay TV executive **Julle Ambrosini** has joined British Satellite Broadcasting to run its new Los Angeles office. Ambrosini will deal with BSB's ongoing and extensive output deals with U.S. studios, handle relations on ongoing production activity, and report to London headquarters on related issues including program marketing, merchandising and sponsorship.

□

Granada Television will coproduce a new episode of its **Cities at War** series in Paris with French independent Espace Audivisuel, in association with the Arts & Entertainment channel, which will show four episodes, including already produced segments on Leningrad, Berlin and London. Future subjects under consideration for further production are Rome, Warsaw and Moscow.

For the Record

As compiled by BROADCASTING from May 18 through May 24 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

■ WMPV-TV Mobile, AL, WBUY-TV Holly Springs, MS, and WPGD-TV Hendersonville, TN (WMPV-TV: TEMP890504; ch 21; 2937 kw visual, 433.6 kw aural; HAAT: 1.629; WBUY-TV: 890503; ch 40; 5,000 kw visual; HAAT: 1.082; WPGD-TV: TEMP890504; ch 50; 5,000 kw visual, 500 kw aural; HAAT: 1.306)—Seeks assignment of license from Rel Way Ltd., Relcom Corp. and Texas Mineral Inc., respectively, to Sonlight Broad-

casting System Inc. for \$2 million. Sellers are owned by Doyle Brunson. Buyer is headed by Paul F. Crouch, who is president of Trinity Broadcasting, Sacramento, CA-based non-profit group that owns one AM, one FM and 12 TV's. Filed May 4.

■ KLFA King City, CA (BALH890509HA; 93.9 mhz; 5.4 kw; HAAT: 719.9 ft.)—Seeks assignment of license from Rajin Broadcasting Corp. to Tigre Radio Corp. for \$1 million. Seller is owned by Reinaldo Rodriguez, 51.4%, and Linda M. Mauras, 48.6%, and has no other broadcast interests. Buyer is headed by Hector Villalobos and owned by TGR Broadcasting Inc. which also owns KTGE(AM) Salinas and KLOQ(AM) Merced, both California. Filed May 9.

■ KSPN-FM Aspen, CO (BTCH890509HG; 97.7 mhz; 3 kw; HAAT: 54 ft.)—Seeks transfer of control from David L. Wood et al to Glenfed Financial Corp. Aspen Broadcasting Co., licensee of KSPN(FM), entered into broadcasting term loan and security agreement, dated Feb. 27, 1987, with Glenfed Financial Corp., commercial lender, to secure indebtedness of Aspen Broadcasting to Glenfed under contract. Each of Phillip H. Potter, J. William Darrough, Timothy J. Herman, David L. Wood, C. William Herzog, David L. Osborn, Samuel G. Chapman and G. Lane Earnest pledged to Glenfed all of their respective common stock ownership in Aspen Broadcasting. If event of default occurs and continues, Glenfed has right and authority to take control of Aspen Broadcasting, subject to approval of FCC. Aspen Broadcasting has defaulted on its obligation for repayment of indebtedness, and on performances of other obligations, covenants and warranties set out in contract evidencing and securing indebtedness. Glenfed therefore seeks to exercise its full range of remedies upon default, including its right to exercise all voting power and control of Aspen Broadcasting stock, as provided in stock

pledge agreements which evidence controlling interest in Aspen Broadcasting. Filed May 9.

■ WXDZ(FM) Callaway, FL (BTCH890503GR; 103.5 mhz; 100 kw; HAAT: 145 ft.)—Seeks transfer of control from Betty F. Martin (deceased) to Catherine S. Williams as trustee. Betty F. Martin's CP for new FM station in Callaway, FL, was assigned to Martin Communications of Bay County Inc. (call sign requested is WXDZ). As indicated in pro forma assignment application, stock of Martin Communications of Bay County Inc. is held in name of Martin Family Trust, of which Betty F. Martin was sole trustee. Pursuant to terms of Martin Family Trust, Ms. Martin's daughter, Catherine S. Williams, is successor trustee. Filed May 3.

■ WKFL(AM) Bushnell and WKIQ(AM) Eustis, both Florida (WKFL: BTC890509EA; 1170 khz; 1 kw-D; WKIQ: BTC890509EB; 1240 khz; 1 kw-D)—Seeks transfer of control from Hugh E. Reams to James and Roberta R. Johnson. Transferor and transferee have oral agreement to prosecute this application and, after commission approval, transfer control of licensee. Transferee Jim Johnson was formerly stockholder of licensee corporation and surrendered his shares in return for obligation of corporation. Pursuant to instant agreement, transferee (husband and wife) will be provided 700 shares of treasury stock, and corporate obligation will be cancelled. After consummation, transferor will retain 300 shares he now holds, and transferee will own 700 shares, for total of 1000 shares issued by licensee. Filed May 9.

■ WRRR(AM) Rockford and WYBR(FM) Belvidere, both Illinois (AM: BAL890510HJ; 1330 khz; 1.0 kw-D; FM: BALH890510HK; 104.9 mhz; 3 kw; HAAT: ant 300 ft.)—Seeks assignment of license from North Star Broadcasting Inc. to Robert E. Rhea Jr. for \$1.35 million. Seller also owns WLS-AM-FM Lansing, MI, and is wholly owned by NCNB Texas Venture Group, headed by Michael DeLier. Buyer is owned by Robert E. Rhea Jr., 90%, David W. Mcaley, 10%, who have no other broadcast interests. Filed May 10.

■ KZBA-FM Boone, IA (BALH890427EC; 98.3 mhz; 3 kw; HAAT: 210 ft.)—Seeks assignment of license from KZBA Inc. to G.O. Radio Ltd. for \$400,000. Seller also owns KWBG(AM) Boone, IA, and is owned in turn by Quality Communications Inc., which also owns KGWY-FM Gillette, WY. Quality Communications is headed Ben R. Doud. Buyer is owned by Glenn R. Olson who owns controlling interest in KQWC-AM-FM Webster City, KSI-B(AM)-KTR-FM Creston, and KQIS-FM Clarinda, all Iowa. Filed April 27.

■ KANS(AM)-KQDF-FM Larned, KS (AM: BAL890508EC; 1510 khz; 1 kw-D; FM: BALH890508ED; 96.7 mhz; 3 kw; HAAT: 290 ft.)—Seeks assignment of license from Pawnee Broadcasting Inc. to First National Bank & Trust Co. for \$10,500. Seller is owned by Dennis L. Franz, who has no other broadcast interests. Buyer has no other broadcast interests. Filed May 8.

■ WBIU(FM) Brusly, LA (BAPH890508HB; 96.3 mhz; 3 kw; HAAT: ant 100 ft.)—Seeks assignment of license from Livingston Communications Inc. to McForhun Inc. for no financial consideration. Seller is owned by Nancy E. David, 100%. Buyer is owned by Nancy E. David, 50%, and H. Hunter White III, 50%. Filed May 8.

■ KWCL(FM) Oak Grove, LA (BALH890509HC; 96.7 mhz; 3 kw; HAAT: 306 ft.)—Seeks assignment of license from Evelyn H. Baker and Edward K. Baker, dba Baker Broadcasting Co., to 96.7 FM Radio Inc. for \$15,000. Seller has no other broadcast interests. Buyer is owned by Jerald Womack, who has no other broadcast interests. Filed May 9.

■ WLOE(AM)-WWMY-FM Eden, NC (AM: BAL890505GP; 1490 khz; 1 kw-D, 250 kw-N, DA-I; FM: BALH890505GQ; 94.5 mhz; 27 kw; HAAT: 96 ft.)—Seeks assignment of license from WWMY-FM Broadcasting Inc. to Seven Chiefs Inc. for \$3.5 million ("Changing Hands," May 1). Seller is subsidiary of Speed-O-Print Business Machines Corp., and has no other broadcast interests. Seller is eligible for tax certificate since it is selling to minority-controlled company. Buyer is owned by Ragan Henry National Radio, Philadelphia-based group principally owned by Ragan Henry Broadcast Group Inc. It also owns WMXB(FM) Richmond VA; WDIA(AM)-WHRK(FM) Memphis, TN; WKSG(FM) Mt. Clemens, MI; WXTR(FM) Waldorf, WWIN(AM)-WGHT(FM) Bal-

Sunbelt: Major Market AM
Great facility, \$1,700,000, terms
GEORGE REED 904/730-2522

Southeastern FM, College town
Cash flow - Asking \$1,800,000
ED SHAFFER 404/698-9100

Northeast resort area: B-1 FM
Asking \$925,000
KEVIN COX 617/330-7880

CA: Powerful full AM in Top 100
market. - \$2,000,000, terms
JIM MERGEN 818/893-3199

Aspen CO: Resort mkt. FM
10X cash flow - \$2,500,000
DAVID LaFRANCE 415/937-9088

MW medium mkt. combo, Univ.
Price reduced to \$2,500,000
BILL LYTLE 816/932-5314

SE port city, resort mkt. combo
Poss. C-2 upgrade - \$3,300,000
MITT YOUNTS 202/822-1700

SW Combo, University town
Asking \$2,900,000
BILL WHITLEY 214/788-2525

Growing Nevada Class C FM
Asking \$1,700,000
GREG MERRILL 801/753-8090

Alabama AM/FM with upgrade,
Good cash flow, \$850,000, terms
ERNIE PEARCE 404/698-9100

Nationwide Media Brokers
Chapman
Associates



Corporate Offices • Washington, DC • 202/822-1700

timore and Glen Burnie, all Maryland. Henry is director of WHYY Inc., licensee of WHYY-FM-TV Philadelphia. Filed May 5.

■ **WSQV(AM)** Berwick, PA (BTC890508EF; 1280 khz; 1 kw-D)—Seeks transfer of control from Harry T. Haughney, Michael D. Bart, Thomas P. Haughney, Cortland Miller, Peter Pastusic to Paul D. Grimes for no consideration. Filed May 8.

■ **WHPB(AM)** Belton, SC (BAL890509EH; 1390 khz; 1 kw-D)—Seeks assignment of license from Robert E. Liverance to B & J Broadcasting Inc. for \$18,000. Seller has no other broadcast interests. Buyer is equally owned by Yvonne B. Fleming and Jerry W. Fleming, who have no other broadcast interests. Filed May 9.

■ **WQXL(AM)** Columbia, SC (BTC890509EG; 1470 khz; 5 kw-D)—Seeks transfer of control of license from Garrett M. Alderfer and his wife Dorothea S. Alderfer to Covenant Communications Inc. Seller has no other broadcast interests. Buyer is owned by John T. Lastinger Jr., Robbie C. Lastinger, James Blizzard, and John Shepherd and has no other broadcast interests. Filed May 9.

■ **WHLF(AM)-WCQT-FM** Centerville, TN (AM: BAL890509GT; 1570 khz; 5 kw-D, DA; FM: BALH890509GU; 96.7 mhz; 3 kw; HAAT: 250 ft.)—Seeks assignment of license from William Potts to Creative Communications Corp. of America for \$168,000. Seller has no other broadcast interests. Buyer is owned by John A. Deering Jr., 95%, and William Steve Turner, 5%. It has no other broadcast interests. Filed May 9.

■ **WHRP(AM)** Portland, TN (BAL890509EF; 1270 khz; 1 kw-D, DA)—Seeks assignment of license from Portland Broadcasting Inc. to Bravo Broadcasting Co. for no financial consideration. Seller is owned by Bob Hudson, 50%, and William and Ann Goad, who own 22.5% each. Principals also own interest in WHTN(TV) Murfreesboro, TN. Buyer is owned by Devita A. Simson, Ronald L. Simpson, Emma L. Browning, and Ishmael R. Browning, and has no other broadcast interests. Filed May 9.

■ **KHLC-FM** Bandera, TX (BALH890508HF; 98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Big Pine Broadcasting Inc. to Rod A. Callahan for \$175,000. Seller is owned by Steve Monroe and his father Gordon Monroe, and has no other broadcast interests. Buyer owns 100% of Tupelo Communications Inc. which is buying WSEL-AM-FM Pontotoc, MS ("Changing Hands," May 22). Filed May 8.

■ **KLNO(TV)** Llano, TX (TEMP890509; ch 14; 5,000 kw visual, 500 kw aural; HAAT: 1,718ft.)—Seeks assignment of license from Horseshoe Bay Centex Broadcasting Co. to Kingstip Communications Inc. for \$100,000. Seller is principally owned by A.W. Moursund and family, who have no other broadcast interests. Buyer also owns KXAN-TV Austin, TX. It is owned by Mid-Texas Broadcasting Corp., which in turn is owned by LIN Broadcasting Corp. LIN Broadcasting also owns KXAS-TV Fort Worth, TX; WAND-TV Decatur, and low-power TV W68AA Danville, both Illinois; WOTV(TV) Grand Rapids, MI, and WISH-TV Indianapolis and WANE-TV Fort Wayne, both Indiana. Filed May 9.

■ **KJRB(AM)-KEZE-FM** Spokane, WA (AM: BAL890419EA; 790 khz; 5 kw-U, DA-N; FM: BALH890419EB; 105.7 mhz; 100 kw; HAAT: 1,190 ft.)—Seeks assignment of license from Alexander Broadcasting Co. to Apollo Radio Ltd. for \$3 million ("Changing Hands," April 24). Seller is owned by Lester M. Smith, who also owns KXL-AM-FM Portland, OR. Buyer is equally owned by Terrence A. Elkes, Kenneth F Gorman and George C. Castell. Filed April 27.

Actions

■ **KVMR(FM)** Nevada City, CA (BALH890328HB; 89.5 mhz; 1.96 kw; Ant 980 ft.)—Granted app. of assignment of license from American Victorian Museum to Nevada City Community Broadcast Group for \$32,000. Seller has no other broadcast interests. Buyer is equally owned by William Kelley Tuttle, Jima Jack Abbott, Louise Hollander Jones, Gary Lee Hudson, John Charles Coale, Rosa Icela Lopez, Mary Louise Caulfield, John Michael Daly, Gary Stuart Johnson, and Gus A. Koehler. They have no other broadcast interests. Action May 10.

■ **WADS(AM)** Ansonia, CT (BAL890328EA; 690 khz; 1 kw-D, DA)—Granted app. of assignment of license from Connecticut Communications House Inc. to Jack Silva and Manuel B. Santos for \$550,000. Seller is owned by James Huber and wife Susan who have no other broadcast interests. Buyers have no other broadcast interests. Action May 12.

■ **WBSV(TV)** Venice, FL (BAPCT890317KH; ch. 2; 5,000 kw visual, 500 kw aural; HAAT: 1009ft.)—Granted app. of assignment of license from Venice Broadcasting Corp. to Desoto Broadcasting Inc. Seller is owned by Nedra Brown, Carmen Gibson and Edwin Taylor and has

no other broadcast interests. Buyer is headed by Danford L. Sawyer Jr. It has no other broadcast interests. Action May 10.

■ **WVEU(TV)** Atlanta (BALCT890308KF; ch 69; 2630 kw visual; 263 kw aural; HAAT: 980ft.)—Granted app. of assignment of license by Broadcasting Corp. of Georgia to HSN Silver King Broadcasting Co. for \$13 million, which includes \$100,000 non-compete agreement. Seller is principally owned by David Harris and Prentiss Yancey Jr., and has no other broadcast interests. Buyer is wholly owned subsidiary of Home Shopping Network Inc., St. Petersburg, FL-based shop-at-home cable and television service. It also owns KHSC(TV) Ontario, CA (Los Angeles); WYHS(TV) Hollywood (Miami) and WBHS(TV) Tampa, both FL; WEHS(TV) Aurora, IL (Chicago); WHSW(TV) Baltimore; WSHS(TV) Marlborough, MA (Boston); WHSE(TV); Newark (New York) and WHSP(TV) Vineland (Philadelphia), both NJ; WHSI(TV) Smithtown, NY; WQHS(TV) Cleveland; KHSH(TV) Alvin (Houston) and KHSX(TV) Irving (Dallas), both TX. Action May 10.

■ **WKBX-FM** Kingsland, GA (BALH890303HJ; 106.3 mhz; 3 kw; HAAT: 330 ft.)—Granted app. of assignment of license from Kings Bay Area Broadcasting Co. to Radio Kings Bay Inc. for \$1 million ("Changing Hands," March 13). Seller is headed by Roy M. Dowdy, and has no other broadcast interests. Buyer is equally owned by James and Wendy Steele. They have no other broadcast interests. Action May 8.

■ **WKGQ(AM)** Milledgeville and WSKS-FM Sparta, both Georgia (BAL890321GM; 1060 khz; 1 kw-D; BALH890321GN; 97.70; 3 kw; ant 100 ft.)—Granted app. of assignment of license from Blue Moon Communications Corp. to Alexander Mitchell Communications Corp. for \$600,000. Seller is owned by Julia-Ann Hendrick, and her daughter, Jana-Elizabeth Fogle. Buyer is owned by Steven M. Layne, 12%; James A. Karrh, 40%, and Georgia Trust, 48%. It has no other broadcast interests. Action May 8.

■ **WIML(FM)** Wrightsville, GA (BALH890323GL; 106.3 mhz; 3 kw; HAAT: 267 ft.)—Granted app. of assignment of license from Charles Waters, executor of estate of Wimley Waters, to Johnson County Broadcasters Inc. for \$160,000. Seller also owns WBAF(AM) Barnsville, GA. Buyer is equally owned by Lonnie C. Carter and G.C. Lee,

and has no other broadcast interests. Action May 8.

■ **WALE(AM)** Fall River, MA (BAL890327EB; 1400 khz; 1 kw-U)—Granted app. of assignment of license from North America Broadcasting Inc. to S N E Broadcasting Co. Inc. for \$650,000 ("Changing Hands," April 3). Seller is owned by Frank Battaglia, Merrick, NY-based computer programming executive, who has no other broadcast interests. Buyer is equally owned by brothers Robert S. and James Karam, both of Fall River, MA. Robert is real estate and insurance broker, and owns Karam Financial Services. He will serve as president of company. James is real estate developer, and will be treasurer of company. They have no other broadcast interests. Action May 8.

■ **WNCG(AM)** Newburyport, MA (BAL890331EA; 1450 khz; 1 kw-U)—Granted app. of assignment of license from Ted Larson Broadcasting Inc. to Damon Radio Inc. for \$420,000 ("Changing Hands," April 10). Seller is equally owned by Thorvald G. Lauritsen, Daniel F. Friel Jr., and Steve Howard. They have no other broadcast interests. Buyer is owned by Winslow C. Damon, president. Damon is general sales manager. WTSL-AM-FM Hanover, NH, and has no other broadcast interests. Action May 15.

■ **WLSL-FM** Crisfield, MD (BAPH890320HL; 96.9 mhz; 3 kw; HAAT: 328 ft.)—Granted app. of assignment of license from Leigh Sandoz Leverrier to Hoffman Broadcasting, Inc. for \$25,000. Seller has no other broadcast interests. Buyer is equally owned by Holly H. Nolting and Thomas N. Hoffman and has no other broadcast interests. Action May 8.

■ **WJYE-FM** Buffalo, NY (BALH890327GY; 96.1 mhz; 50 kw; HAAT 480 ft.)—Granted app. of assignment of license from Speed-O-Print Business Machine Corp. to LWB Allentown Corp. for \$6 million ("Changing Hands," March 27). For additional \$150,000, buyer is purchasing option to acquire WWMY-FM Eden, NC, for \$3 million. Option must be exercised by end of year. Seller is principally owned by Peter Nisselson, who also owns WLOE(AM)-WWMY-FM Eden, NC. Buyer is principally owned by Robert Williams, who sold WKAP(AM) Allentown, PA, last year. Action May 12.

■ **WKMT(AM)** Kings Mountain, NC (BAL890323EA; 1220 khz; 1 kw-U)—Granted app. of assignment of license from Roger H. Whitesides to Bridges Broadcasting Co. Inc. for \$170,000. Seller also has interest in WTYC(AM)

Broadcasting

The News Magazine of the Fifth Estate
1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

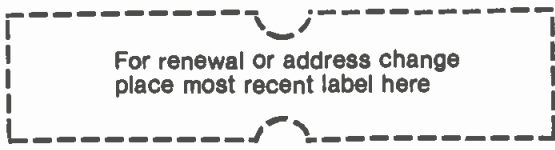
- Broadcasting Magazine**
 3 years \$190 2 years \$135 1 year \$70 6 mos. \$35
(6 mos. term must be prepaid)
(International subscribers add \$20 per year)

- Broadcasting Cable Yearbook '89**

The complete guide to radio, television, cable and satellite facts and figures—\$115 (if payment with order \$100). **Billable orders** for the Yearbook must be accompanied by company purchase order. Please give street address for UPS delivery.

To order by MASTERCARD or VISA credit cards, phone toll-free 1-800-638-7827.

Name _____ Payment enclosed
 Company _____ Bill me
 Address _____ Home? Yes No
 City _____ State _____ Zip _____
 Type of Business _____ Title/Position _____
 Signature _____ Are you in cable TV operations Yes No
 (required)



Rockhill, SC. Buyer is equally owned by Jonas R. Bridges and Doris Bridges. Jonas R. Bridges Sr. is currently general manager of WKMT(AM), and has interest in WTYC(AM) Rockhill. Action May 10.

■ KGR(AM)-KXIQ(FM) Bend, OR (AM: BAL890309ED 940 khz; 10 kw-D; FM: BALH890309EE; 94.1 mhz; 100 kw; HAAT: 1,028 ft.)—Granted app. of assignment of license from Bruce L. and Teri E. Engel to Cascade Communications Corp. for \$1.625 million plus assumption of certain liabilities ("Changing Hands," April 3). Sellers are husband and wife who have no other broadcast interests. Buyer is owned by Michael Burdette, formerly general manager of Group W's KMEQ-AM-FM Phoenix. Action May 10.

■ WCCS(AM) Homer City and WWWS(FM) Curwensville, both Pennsylvania (AM: BTC890123EA; 1160 khz; 5 kw-D, 250W-N, DA-2; FM: BTC890309EB; 102.9 mhz; 1 kw; ant 636 ft.)—Seeks transfer of control from Ray Goss to Mark E. Harley for \$375,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action May 11.

■ WBMJ(AM) San Juan, PR (BAL890323EC; 1190 khz; 10 kw-D, 5 kw-N, DA-1)—Granted app. of assignment of license from Christian Media of Puerto Rico to Calvary Evangelistic Mission Inc. Christian Media of Puerto Rico shall be merged into Calvary Evangelistic Mission Inc., which shall be surviving corporation, in accordance with terms and condition set forth in merger agreement duly adopted by board of directors of Christian Media of Puerto Rico, and board of directors of Calvary Evangelistic Mission Inc., according to provisions of laws of commonwealth of Puerto Rico. Surviving corporation shall thereafter be responsible and liable for liabilities and obligations of absorbed corporation. Buyer is headed by Ruth Luttrell and has interest in WIVV(AM) Vieques, PR. Action May 10.

■ KTAQ(TV) Greenville, TX (BAPT890328KM; ch 47; 41.3 kw visual; 41.3 kw aural; HAAT: 1,013 ft.)—Granted app. of assignment of license from Bill Richard Wright to A.B.W. Communications Inc. for \$18,632. Seller also owns low power TV K47AP Greenville, TX. Buyer is equally-owned by Daniel P. Kolenda Sr., and Catherine B. Kolenda, and has no other broadcast interests. Action May 15.

■ KERV(AM)-KRVL(FM) Kerrville, TX (AM: BAL890213EB; 1230 khz; 1 kw-D, 250 w-N; FM: BALH890213EC; 94.3 mhz; 3 kw; HAAT: 105 ft.)—Granted app. of assignment of license from Formby Broadcasting Co. to Griffin Broadcasting Corp. for \$737,500. Seller is owned by Clint Formby. It also has interest in KPAN-AM-FM Hereford; KLVV(AM) Levelland; KTEM(AM)-KPLE(FM) Temple and KSAM(AM)-KHUN(FM) Huntsville, all Texas. Buyer is owned by Neil Griffin, Richard D. Griffin, Elaine B. Griffin, and has no other broadcast interests. Action May 10.

■ WPSK-FM Pulaski, VA (BALH890329HE; 107.1 mhz; 200 w; ant 1,212ft)—Granted app. of assignment of license from Radiox Inc. to New River Media Group Inc. for \$410,000 ("Changing Hands," April 17). Seller is principally owned by R.J. Kirk, attorney, and also owns co-located WPSK(AM). Buyer is owned by The Cumberland Group Ltd., Richland, VA-based private investment firm headed by Ralph Bernard Davis. Action May 16.

■ WYVE(AM) Wytheville, VA (BAL890329EA; 1280 khz; 2.5 kw-D)—Granted app. of assignment of license from April Inc. to Sentinel Communications Inc. for \$230,000 ("Changing Hands," April 17). Seller is subsidiary of Carteret Service Corp., Morristown, NJ-based-savings and mortgage firm affiliated with Carteret Bank. It has no other broadcast interests. Buyer is owned by The Cumberland Group Ltd., Richland, VA-based private investment firm headed by Ralph Bernard Davis. Action May 15.

■ WKOY(AM) Bluefield, and WKMY-FM Princeton, both West Virginia (AM: BAL890131HU; 1240 khz; 1 kw-U; FM: BALH890131HV; 100.9 mhz; 3 kw; HAAT: 641ft)—Granted app. of assignment of license from Fin-castle Communications Company Inc. to Mountain Broadcasting Corp. for \$500,000 plus \$150,000 non-competive agreement ("Changing Hands," Feb. 20). Seller is owned by William T. Deskins, Elmer and Nanchy Craft, and estate of Orland C. Young c/o Flat Top National Bank. It has no other broadcast interests. Buyer is owned by Earl Judy Jr., who also owns Tschudy Communications Corp., which also owns WALI(AM)-WROG(FM) Cumberland, MD; WBRJ(AM)-WEYQ(FM) Marietta, OH; WMQC(FM) Westover, WV; WCRO(AM) Johnstown, PA, and WSPV(FM) Buffalo Gap, VA. JUDY has interest in Shenandoah County Broadcasting Corp., licensee of WSVG(AM)-WSIG-FM Mount Jackson, VA. Action May 8.

New Stations

Applications

■ Emporia, KS (BPH890419MC)—Charles D. Coffelt seeks 99.5 mhz; 3 kw; 100 m. Address: 1512 26th St, Suite 1, Emporia, KS 66801. Principal has no other broadcast interests. Filed April 19.

■ Granite Falls, MN (BPH890417MD)—John Linder seeks 93.9 mhz; 3 kw; 100 m. Address: P.O. Box 1420, Mankato, MN 56001. Principal has no other broadcast interests. Filed April 17.

■ St. James, MN (BPH890420MF)—Rogers Broadcasting Inc. seeks 100.5 mhz; 50 kw; 150 m. Address: P.O. Box 465, St. James, MN 56081. Principal is headed by Richard T. Rogers, and also owns KXAX(FM) St. James, MN. Filed April 20.

■ St. James, MN (BPH890420MG)—Bruce Linder seeks 100.5 mhz; 50 kw; 150 m. Address: 104 E Lewis St., Mankato, MN 56001. Principal has no other broadcast interests. Filed April 20.

■ St. James, MN (BPH890420MJ)—Radio Ingstad Minnesota Inc. seeks 100.5 mhz; 24.1 kw; 211 m. Address: 232 Third St., Valley City, ND 58072. Principal is headed by David Vagle, and has no other broadcast interests. Filed April 20.

■ Port Gibson, MS (BPH890420MH)—Evan Doss Jr. Corp. seeks 100.5 mhz; 3 kw; 100 m. Address: 911 Chinquepin St., Port Gibson, MS 39150. Principal has no other broadcast interests. Filed April 20.

■ Brandon, VT (BPH890413NM)—Green Mountain Boys Broadcasting Inc. seeks 101.9 mhz; 150 w; 406 m. Address: 4907 Rutland Place, Alexandria, VA 22304. Principal is owned by Kathy G. Root, who is general partner with 50% interest in 3B Partnership, permittee of WPZX(FM) Oswego, NY. Thomas L. Root, husband of Kathy G. Root, is officer, director and 13.25% shareholder of Petroleum V. Vasyby Corp., licensee of WSWR(FM) Shelby, OH. He also owns 12.5% of licensee, as custodian under Virginia Uniform Gifts to Minors Act for Thomas P.J. Root. Kathy Root owns 7.5% interest in licensee also. Filed April 13.

■ Pasco, WA (BPH890420MI)—West Pasco Fine Arts Studio seeks 101.3 mhz; 3 kw; minus 29 m. Address: Box 8238, Spokane, WA 99203. Principal is headed by Thomas W. Read, who has no other broadcast interests. Filed April 20.

Actions

■ Dadeville, AL (BPH860903MI)—Granted app. of Dale Broadcasting Inc. for 97.3 mhz; 3 kw H&V; 328 m. Address: 501 Cherokee Rd, Alexander City, AL 35010. Principal is owned by Walter L. King, William F. Dobbs, Ann W. Goree, Charles A. Farrow, James R. Dean, Ralph Frohsin Jr., and Maury J. Farrell, and has no other broadcast interests. Action May 2.

■ Atwater, CA (BPH871208MD)—Granted app. of H Group Inc. for 92.5 mhz; 3 kw H&V; 100 m. Address: 20445 Johnny Ave., Sonoma, CA 95370. Principal is owned by Clarke Broadcasting Corp., which is owned by H. Randolph Holder Sr. It also owns KVML(AM)-KZSQ(FM) Sonoma, CA. Clarke Broadcasting Corp., owns WGAU(AM)-WNGC(FM) Athens, GA. Action May 8.

■ Morgan Hill, CA (BPH870629NB)—Granted app. of Morgan Hill Broadcasting, California LP for 96.1 mhz; 3 kw; H&V; 100 m. Address: 393 North Harrison, Campbell, CA 95008. Principally owned by Dana L. Jang, and Julie Akana. It has no other broadcast interests. Action May 9.

■ San Luis Obispo, CA (870922MA)—Dismissed app. of FM San Luis Obispo LP for 97.1 mhz; 1.6 kw; 387 m. Address: Gillis Canyon Rd., Cholame, CA 93431. Principal is owned Linda C. Powell, who has no other broadcast interests. Action May 10.

■ Jackson, MN (BPH880601MY)—Granted app. of Jackson Broadcasting Co. for 105.3 mhz; 3 kw H&V; m. Address: P.O. Box 786 Jackson, MN 39205. Principal is owned by Douglas V Johnson, president, who has no other broadcast interests. Action May 3.

■ Friendship, NY (BPED871224MA)—Granted app. of Family Life Ministries Radio Inc. for 89.1 mhz; 3 kw; H&V; 150 m. Address: 7634 Campbell Rd., Bath, NY 14810. Principal is equally owned by Richard M. Snavely, Jacqueline D. Snavely and Richard Snavely Jr., and has no other broadcast interests. Action May 8.

■ Troy, OH (BPH860121MU)—Granted app. of Coffey Broadcasting LP for 96.9 mhz; 3 kw (H&V); 100 m.

Address: 1555 N. 11th St., Cambridge, OH 43725. Principal is owned by William Coffey and Nicholas Theodosopoulos, who have no other broadcast interests. Action May 2.

■ Alamo, TN (BPH880907M2)—Granted app. of Charles C. Allen for 93.1 mhz; 3 kw H&V; 100 m. Address: Route 1, Bells, TN, 38006. Principal also owns WCTA(AM) Alamo, TN. Action May 4.

■ Saint George, UT (BPH880602NE)—Returned app. of Red Rock Broadcasting Inc. for 99.7 mhz; 34.333 kw H&V; 953 m. Address: P.O. Box 2588, St. George, UT 84770. Principal is owned by Harold R. Hickman, Joan P. Hickman, Gerald T. Hickman, John W. Hickman and Alta G. Hickman. It also owns KONY(AM) Washington, UT. Action May 10.

■ Lawrenceville, VA (BPH860505MP)—Granted app. of William Carlton Link for 98.9 mhz; 3 kw; H&V; 155 m. Address: Route 1, Box 16, Lawrenceville, VA 23868. Principal has no other broadcast interests. Action May 12.

■ Colfax, WA (BPH880311MC)—Granted app. of Dakota Communications LP for 102.3 mhz; 1.5 kw; (H&V); 132 m. Address: P.O. Box 710, Almota Rd., Colfax, WA 99111. Principal is owned by Robert G. Hauser, who has no other broadcast interests. Action May 8.

Facilities Changes

Applications

AM

■ Valdez, AK, Kch.U, 770 khz—May 8-Application for CP to increase nighttime power to 9.75 kw.

■ Waterbury, CT, WQQW, 1590 khz—May 12-Amendment of BP881130AE to reduce night power to 4.6 kw and specify standard radiation pattern.

■ Micanopy, FL, 1200 khz—May 5-Application resubmitted nunc pro tunc.

■ Greenwood, MS, WGRM, 1240 khz—May 8-Application for CP to reduce power to .730 kw and make changes in antenna system (including increase of height by adding FM antenna).

■ Newark, NY, WACK, 1420 khz—May 9-Application for Mod of CP (BP860717AF) to augment day and night standard pattern.

■ Berwick, PA, WSQV, 1280 khz—May 8-Application for CP to correct coordinates to 41 04 45N 76 15 35W.

■ Cloverdale, VA, 820 khz—April 26-Application for Mod of CP (BP870629AH) to change from DA to non-DA.

■ Seattle, KRPM, 770 khz—May 8-Application for Mod of CP (BP841030AE) to change TL to 1.8 km SE of Portage, WA, and .2 km E of Stuckley Rd. near Pleasant Hill, WA (site of radio KING) and make changes in antenna system; 47 23 38N 122 25 25W.

FM

■ Lake Havasu City, AZ, KZUL-FM 105.1 mhz—April 18-Application for CP to change ERP: .28 kw H&V; HAAT: 702 m H&V; TL: Crossman Peak, 9 mi ENE of Lake Havasu City, AZ; 34 32 54N 114 11 37W.

■ Mountain Home, AR, KKTZ, 107.5 mhz—April 12-Application for CP to change HAAT: 200 m H&V; Antenna supporting structure height.

■ Porterville, CA, KPPO, 100.5 mhz—April 17-Application for Mod of CP to change ERP: 1.5 kw H&V; HAAT: 142 m H&V; TL: 36 04 42N 118 58 45W.

■ Walnut, CA, KSAK 90.1 mhz—April 27-Application for CP to change HAAT: 125.2 m H&V; TL: change by distance of less than .3 km.

■ Grand Junction, CO, KJYE, 107.9 mhz—April 18-Application for Mod of CP to change HAAT: 398 m H&V; TL: Black Ridge Electronic Site, 14 km S of Fruita, CO.

■ Traverse City, MI, WCCW-FM 92.1 mhz—April 17-Application for CP to change FREQ: 107.5 mhz; ERP: .66 kw H&V; HAAT: 214 m H&V; TL: S of Barney Rd., .16 km E of Gray Rd., 4 km W of Traverse City, MI; per docket 87-529.

■ Ackerman, MS, WFGA, 107.9 mhz—April 19-Application for CP to change FREQ: 107.9 mhz; HAAT: 307 m H&V; class: 300C; per docket 88-472.

■ Joplin, MO, KKUZ, 102.5 mhz—April 21-Application for Mod of CP (BPH870224IS) to install non-DA antenna.

- Kansas City, MO, KMBR, 99.7 mhz—April 26-Application for Mod of CP (BPH8703271F) to ch.ange HAAT: 94 m H.
- Eden, NC, WWMY, 94.5 mhz—April 19-Application for Mod of CP to ch.ange directional pattern.
- Elizabeth City, NC, WMYK, 93.7 mhz—April 19-Application for Mod of CP (BPH8702271T) to ch.ange HAAT: 304 m H&V.
- Johnstown, OH, WXLE 103.1 mhz—April 24-Application for CP to ch.ange ERP: 1.6 kw H&V; HAAT: 135 m H&V.
- Pendleton, OR, KUMA-FM, 107.7 mhz—April 28-Application for Mod of CP (BPH8703202OM) to ch.ange HAAT: 332 m H&V; TL: alongside I-80, 11.5 mi SE of Pendleton 4 mi W of Deadman Pass.
- Amarillo, TX, KESE, 101.9 mhz—April 24-Application for Mod of CP to ch.ange HAAT: 300 m H&V; TL: 2.2 km NNE of U.S. 87 and Givens Ave.; add .75 degrees electrical beam tilt; maximum ERP unch.anged at 100 kw.
- Jacksonville, TX, KBJJ, 90.3 mhz—April 7-Application for CP to ch.ange ERP: 20 kw H&V; HAAT: 392 m H&V; TL: 1.8 mi W of Mt. Selman, S of Rte. 855; class: C2; Add DA.
- San Antonio, TX, KSAQ(FM) 96.1 mhz—May 7-Application for CP to ch.ange HAAT: 176 m H&V.
- Kilmarnock, VA, WKVI, 101.7 mhz—April 24-Application for CP to ch.ange ERP: 3 kw H&V; HAAT: 100 m H&V.

TV's

- St. Petersburg, FL, WTOG ch. 44—May 4-Application for CP to ch.ange ERP: 5000 kw (vis); HAAT: 454 m; TL: 13310 Rhodine Rd. Riverview, FL (27 49 48N 82 15 59 W); ANT: Dielectric TPU-30E Custom (BT).
- New York, WNYE-TV ch. 25—May 8-Application for Mod of CP to ch.ange ERP: 2432 kw (vis); HAAT: 395 m; TL: Empire State Bldg. (40 44 54N 74 59 10W); ANT: Dielectric TPU-25JSM, DA).
- Llano, TX, KLNO ch. 14—May 9-Application for Mod of CP (BPCT851105KE) to ch.ange HAAT: 273 m.

Actions

AM's

- Royal Palm Beach, FL, WOOD, 1190 khz—May 12-Application (BMP890403AF) dismissed for Mod of CP (BP831031AS) to increase nighttime power 1 kw and ch.ange TL to Lake Park West Rd. and Avocado Blvd., Royal Palm Beach, FL: 26 49 01N 80 15 07W.
- Gresham, OR, KKGR, 1230 khz—May 10-Application (BP890323AD) granted for CP to ch.ange antenna system; TL: SE of intersection of Hogan and Palmquist Rds., .5 km SE of Gresham, OR: 45 29 03N 122 24 40W.
- Clearfield, PA, WCPA, 900 khz—May 9-Application (BP880303AF) granted for CP to ch.ange hours of operation to unlimited by adding night service with 500 w; increase day power to 2.5 kw; install DA-2; make ch.anges in antenna system.
- Danville, VA, WNDR, 1180 khz—May 10-Application (BMP880406A1) granted for Mod of CP (BP861030AS) to increase power to 7 kw and ch.ange proposed daytime DA antenna pattern.

FM's

- Birmingham, AL, WZRR, 99.5 mhz—May 10-Application (BPH870227NB) granted for CP to ch.ange ERP: 100 kw H&V; HAAT: 305 m.
- Calipatria, CA, KSSB, 100.9 mhz—May 1-Application (BMP88807071B) granted for Mod of CP to ch.ange HAAT: 45 m H&V; TL: 450 Sorensen Ave., Calipatria, CA: 33 07 12N 115 30 47W.
- Gainesville, FL, WRUF-FM, 103.7 mhz—May 10-Application (BPH870224IA) dismissed for CP to ch.ange TL: County Rd. 337, 3 mi S of County Rd. 335, Tidewater, FL; HAAT: 1900 ft., H&V; ch.anges in antenna system: 29 10 27N 82 33 48W.
- Labelle, FL, WKZY, 92.1 mhz—May 9-Application (BPH880801IF) granted for CP to ch.ange HAAT: 100 m H&V; TL: State Rte. 6½ mi S of La Belle, FL.
- Forsyth, GA, WFXM-FM, 100.1 mhz—May 9-Application (BPH880404IG) granted for CP to ch.ange ERP: .95 kw H&V; HAAT: 174 m H&V.
- Bluffton, IN, WBGT, 100.1 mhz—May 5-Application (BPH881205ID) granted for CP to ch.ange ERP: 2.6 kw H&V; HAAT: 107 m H&V; TL: 644 North Main St., Bluffton, IN.
- New Prague, MN, Kch.K-FM, 95.5 mhz—May 10-App-

lication (BMP88902211B) dismissed for Mod of CP (BPH860506MG) to ch.ange HAAT: 100 m H&V; TL: 2.7 km W from intersection of Rte. 13 and Rte. 19, then .6 km N of This Point, MN.

■ Henniker, NH, WNNH, 99.1 mhz—May 10-Application (BMP8810181J) granted for Mod of CP (BPH870819MU) to ch.ange ERP: .59 kw H&V; HAAT: 227 m H&V; TL: Pat's Peak Ski Area atop Craney Hill, Henniker, NH.

■ Elmira, NY, WLVY, 94.3 mhz—May 5-Application (BPH881201IC) granted for CP to ch.ange antenna supporting structure height.

■ Grifton, NC, WVVY, 99.3 mhz—May 11-Application (BMP8903061E) granted for Mod of CP (BPH850712WR) to ch.ange ERP: 99.5 mhz; ERP: 16.5 kw; HAAT: 257 m H&V; class: C2; TL: 1.3 km NE of junction of St. Rte. 55 and County Rd. 1425, Jasper, NC; per docket 88-154.

■ Gibsonburg, OH, WRED, 95.7 mhz—May 4-Application (BPH881208HC) granted for CP to ch.ange ERP: 1.75 kw H&V; HAAT: 132 m H&V.

■ Florence, SC, WYNN-FM, 106.3 mhz—May 5-Application (BPH8901301C) granted for CP to ch.ange ERP: 3 kw H&V; HAAT: 100 m H&V; TL: 2.4 km NW of city limits, 1.2 km W of Cashua Ferry Rd., Florence, SC.

■ Jacksonville, TX, KBJJ, 90.30 mhz—Application (BMPED880301ME) granted for Mod of CP (BPE-D831024AK) to ch.ange HAAT: 81 m H&V.

■ Cedar City, UT, KBRE-FM, 94.9 mhz—May 10-Application (BPH8890501IA) granted for CP to ch.ange ERP: 55 kw H&V; HAAT: minus 37 m H&V; TL: existing tower of KBRE(AM), 9 km N of Cedar City, UT.

■ Ellensburg, WA, KQBE, 103.1 mhz—May 4-Application granted for CP to ch.ange ERP: 2 kw H&V; HAAT: 388 m H&V; TL: 13 km SE of Ellensburg, WA, on Manastash Ridge; class: C2; per docket 87-452.

■ Salem, WV, WXXI, 105.7 mhz—April 28-Application (BMP8901091A) granted for Mod of CP (BPH871203NS) to ch.ange ERP: 1.2 kw H&V; HAAT: 177 m H&V; TL: on Sardis Mtn., 2 mi N of Reynoldsville, WV.

■ Menomonic, WI, WHWC 88.3 mhz—March 5-Application (BPED8812151A) granted for CP to ch.ange ERP: 35 kw H&V.

TV's

■ Montgomery, AL, WTSU-TV ch. 63—May 12-Application (BMPET881115KO) dismissed for Mod of CP (BPET870716KF) to ch.ange ERP: 2417 kw (vis); HAAT: 704 ft.; TL: west side of St. Rte. 97, 2.6 km N of intersection with U.S. Rte. 80; ANT: BognerBU1 -32: 32 17 24N 86 36 40W.

■ Hartford, CT, WEDH ch. 24—May 12-Application (BPET890111KN) dismissed for CP to ch.ange ERP: 2533 kw (vis); HAAT: 1033 ft.; TL: 376 Deercliff Rd., Avon, CT; ANT: HarrisWavestar; 41 46 30N 72 48 04W.

■ Lexington, KY, WKYT-TV, ch. 27—May 12-Application (BPCT890407KG) granted for CP to ch.ange ERP: 1520 kw (vis); HAAT: 300 m; TL: Rte. 4, Winchester, Rd., Lexington, KY; ANT: SWR ClarionTM-30(BT); 38 02 22N 84 24 11W.

■ Wilmington, NC, WUNJ-TV ch. 39—May 12-Application (BMPET890426KE) granted for Mod of CP (BPET850116K1) to ch.ange ERP: 4500 kw (vis); HAAT: 1813 ft.; ANT: Andrew ATW30H4-DSC-39.

■ Lake Dallas, TX, KLDT ch. 55—May 12-Application (BMPCT890426KF) granted for Mod of CP to ch.ange ERP: 2468 kw (vis); ANT: BASC SC-30DASM (DA)(BT).

■ Orlando, FL, WRBW ch. 65—May 12-CP and call letters reinstated.

■ Bellingham, WA, KBCB ch. 64—April 27-Application (BMPCT890314KE) granted for Mod of CP (BPCT821109KF) to ch.ange ERP: 42.7 kw (vis); HAAT: 676 m; TL: Mt. Constitution, Orcas Island, WA; ANT: Jampro/JCR 864-L-100-H; 48 40 48N 122 50 23W.

■ Boston, MA, Approved application of Twentieth Holdings Corp., licensee of WFXT(TV) channel 25, Boston, MA, to transfer control of license to Trust, provided that certain conditions designed to insulate better Trust from Twentieth are fulfilled. (By Decision [FCC 89-129] adopted April 26 by Commission).

■ FM and TV Broadcast Services. Terminated, without action, proceeding to designate FCC's algorithm as official standard for calculating propagation predictions in FM and TV broadcast services. (MM Docket 88-56 by R&O [FCC 89-76] adopted Feb. 22 by Commission).

■ RKO General. Approved settlement agreement allowing RKO General Inc. to sell its station WFYR-FM Chicago, to Summit-Chicago Broadcasting Corp. for \$21 million. (MM Dockets 84-1085 et al. by MO&O [FCC 89-145] adopted May 9 by Commission).

■ Sherburne Wright Educational Technology Cooperative. Upheld staff grant of Sherburne's application for ITFS channels G1, G2, G3 and G4 in Buffalo, MN, over objections of Twin Cities Schools Telecommunications Group Inc. (By MO&O [FCC 89-140] adopted May 4 by Commission).

■ WOR New York, NY-RKO. Held in abeyance New York City comparative renewal hearing pending consideration of proposed settlement agreement involving WOR, now licensed to RKO General Inc. (MM Dockets 84-1122, et al., by order [FCC 89-139] adopted May 4 by Commission).

■ WRKS-FM New York, NY-RKO. Approved settlement agreement allowing RKO General Inc. to sell its station WRKS-FM New York, to Summit-New York Broadcasting Corp. for \$50,000,000. RKO will receive 65 percent of proceeds with remainder going to other competing applicants. (MM Dockets 84-1122, etc., by MO&O [FCC 89-138] adopted May 4 by Commission).

■ Burlington, VT. Denied appeal by WCVQ Inc. from ALJ's MO&O which memorialized his bench ruling of Feb. 9, 1989, and authorized appeal in proceeding involving CP for new TV station on channel 44 at Burlington. (MM Docket 88-352, by MO&O [FCC 89R-31] adopted May 4 by Review Board).

■ Los Angeles. Granted RKO General Inc.'s settlement agreement for KRTH-AM-FM Los Angeles, under which Beasley AM Acquisition Corp. and Beasley FM Acquisition Corp. will pay RKO \$86,000,000. RKO will pay \$30,350,000 to other applicants. (MM Dockets 84-1184, et al., by MO&O [FCC 89-144] adopted May 9 by Commission).

■ Killington, VT. Denied appeal by Radio Group Inc. of dismissal of its application for new FM station on channel 287C2 (105.3 MHz) at Killington. (MM Docket 88-240, by MO&O [FCC 89R-28] adopted April 28 by Review Board).

■ Longmont, CO. Disposed of various ex parte matters raised in connection with application for minor change for station KQKS-FM Longmont, CO. (By letter [DA 89-550] adopted May 18 by Managing Director).

■ FCC Upholds Staff Action in Pan American Satellite FOIA Request (report GN-41, General Action). Commission has upheld Common Carrier Bureau's response to Pan American Satellite's Freedom of Information Act request for access to a document prepared by International Telecommunications Satellite Organization, and submitted by Comsat to FCC, Department of State, and National Telecommunications Information Agency, under express claim of confidentiality. Action by Commission May 17 by MO&O (FCC 89-159).

■ National Spot Sales. Dismissed request by Seven Hills Television Co., licensee of KTVW-TV Phoenix, AZ, for reconsideration of Commission's actions excluding KTVW-TV from grant to all other Univision Inc. affiliates of an exemption from "network representation rule during pendency of Further Notice of Proposed Rulemaking in BC Docket 78-309." (BC Docket 78-309 by order [DA 89-539] adopted May 12 by chief, Mass Media Bureau).

Actions

- Abuses of Renewal Process. Implemented significant reforms of broadcast license renewal process by imposing severe limitations on payments licensees can make to those who challenge their renewals. Asked for further comment on substantive renewal standards in effort to make those standards more concrete and less subject to protracted litigation and abuse. (BC Docket 81-742 by First R&O [FCC 89-108] adopted March 30 by Commission).

Call Letters

Applications

Call	Sought by
New FM	
WKXJ(FM)	Brian Mitchell Rowland, Lafayette, FL
New TV	
WIFL(TV)	Meredith Corp., Inverness, FL

AM's

WCRM(AM) WHYS Manna Christian Missions Inc., Fort Myers, FL
 WTOX(AM) WLKN Northland Communications Corp., Lincoln, ME
 WYXE(AM) WHLP Creative Communications Corp. of America, Centerville, TN
 KZAK(AM) KTYL Radio Center Inc., Tyler, TX

FM's

WHM(X) FM) WGUY Northland Communications Corp., Lincoln, ME
 KTXI(FM) KCGQ Target Media Inc., Gordonville, MO
 WYXE-FM) WCQT-FM Creative Communications Corp. of America, Centerville, TN

Grants**New FM's**

WKKB(FM) Richard L. Silva, Key Colony Beach, FL
 KMWC(FM) Media West Inc., Hayden, ID
 WBNV(FM) Kenneth W. and Jane A. Anderson, Carrier Mills, IL
 WUVX(FM) Knox Educational Broadcasting Foundation Knox, IN
 WTBK(FM) Manchester Communications Ltd., Manchester, KY
 KBAZ(FM) Nezpique Communications Ltd., Basile, LA
 KRAR(FM) Solo Music Co. of Louisiana Ltd., Erath, LA
 WLIC(FM) He's Alive Inc., Frostburg, MD
 WYQT(FM) Timothy D. Martz, Grand Morais, MN
 WHLE(FM) Lois B. Crain, Holly Springs, MS
 WSWZ(FM) Skyway Broadcasting Inc., Lancaster, OH
 KBIX-FM) Embody Broadcasting Co., Wagoner, OK
 WKKU-FM) Salladasburg Broadcasting Co. Inc., Salladasburg, PA

New TV's

KKAK(TV) Arthur C. Kralowec, Porterville, CA
 WLFB(TV) Living Faith Ministries Inc., Bluefield, WV
 WJNW(TV) Tri-M Communications Ltd., Janesville, WI

Existing AM's

KNYO(AM) KESR James R. Lance, Independence, CA
 KTID(AM) KCAF Marin Broadcasting Co., San Rafael, CA
 WKZJ(AM) WIPC SBC of Florida Inc., Lake Wales, FL
 KFXE(AM) KADI Lake Broadcasting Inc., Camdenton, MO
 WOR(AM) WDX Wilkes-Posey Broadcasting Co., Orangeburg, SC

Existing FM's

KHTT(FM) KREO Fuller-Jeffrey Broadcasting Corp., Healdsburg, CA
 KTID-FM) KTID Marin Broadcasting Co., San Rafael, CA
 KBZE(FM) KWYD-FM Optima Communications Inc., Colorado Springs
 WWZR(FM) WJST Aslerisk Broadcasting Inc., Port St. Joe, FL
 WALR(FM) WAGQ Broadcast Property Inc., Athens, GA
 WSPX(FM) WKAA Irwin County Broadcasting Corp., Ocala, GA
 WLHM(FM) WSAL-FM Logansport Radio Corp., Logansport, IN
 KUUL(FM) KLIK Signal Hill Communications, Davenport, IA
 KKOZ-FM) KCOZ-FM Corum Industries Inc., Ava, MO
 WSHQ(FM) WACS-FM Bruce M. Lyons, Cobleskill, NY
 WZIP-FM) WAUP The University of Akron, Akron, OH
 WCLR(FM) WPTW-FM WPTW Radio Inc., Piqua, OH
 WXXM(FM) WKVE Twin Rivers Communications LP, Upper Arlington, OH
 WKSO(FM) WORG Wilkes-Posey Broadcasting Co., Orangeburg, SC
 WGTC(FM) WERQ Michael Leep, New Carlisle, TN
 WECO-FM) WGTG Morgan County Broadcasting Co., Wartburg, TN

Existing TV

WKSO-TV) WKSO Kentucky Educational Television Network, Somerset, KY

Services

FCC ON-LINE DATABASE
dataworld[®]
 Allocation Terrain Studies
 AM • FM • TV • LPTV • ITFS
 4827 Rugby Ave. Suite 200
 Bethesda, MD 20814
 (301) 652-8622 1-800-368-5754

BROADCAST DATA SERVICES
 Computerized Broadcast Service
 Including
 Data Base Allocation Studies
 Terrain Profiles
A Div. of Moffet, Lursan & Johnson, Inc.
 703 824-5666
 FAX: 703-824-5672

RAMTRONIX, INC.
 Connector Supplier
 to the Broadcast Industry
Kings/ITT Cannon
 67 Jetrin Blvd. E.
 Deer Park, N.Y. 11729
 (516) 242-4700

**UNUSED
 CALL LETTERS
 CALL**
dataworld[®]
 1-800-368-5754

Telatech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
 • FCC Applications and Field Engineering
 • Frequency Searches and Coordination
 • Tower Erection and Maintenance
 • Facility Design and Construction
 Contact: KENNETH W. HOEHN 23400 Mich. Ave. Dearborn, MI 48124
 (313) 562-6873

**MAILING LABELS
 AM, FM & TV
 CALL**
dataworld[®]
 1-800-368-5754

DSI
 COMMUNICATIONS INC.
 • Radio and Television System Design
 • Transmitter and Studio Installation
 • Microwave and Satellite Engineering and Installation
 627 Boulevard
 201-245-4833 Kenilworth, NJ 07033

Franklyn R. Beemish & Co.
 Engineering for Television & Radio
FACILITIES AND SYSTEMS DESIGN & IMPLEMENTATION
 ANALOG & DIGITAL VIDEO, AUDIO, HDTV
ARCHITECTURAL ENGINEERING
 ELECTRICAL, HVAC, ACOUSTICAL
 574 Sunrise Highway, Baldwin, NY 11510 516-867-8510

Stainless, inc.
 New Towers, Antenna Structures
 Engineering Studies, Modifications
 Inspections, Erection, Appraisals
 North Wales, PA 19454
 215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
 Structural Consultants
 Towers and Antenna Structures
 Robert A. Shoolbred, P.E.
 1049 Morrison Drive
 Charleston, S.C. 29403 • (803) 577-4681

SG Communications, Inc.
 TV/FM RF Systems Specialists
 RF System Measurements
 Tower Erection & Maintenance
 1-800-824-7865 Tucson, AZ
 1-800-874-5449 Tampa, FL

Space Segment
 • Turn Arouds
 Fixed and Remote
 Uplinking

Pittsburgh International Teleport
800-634-6530


KLINE TOWERS
 Towers, Antenna Structures
 Engineering & Installation
 P.O. Box 1013
 Columbia, S.C. 29202
 Tel: 803 251-8000 - FAX 251-8080

contact
BROADCASTING MAGAZINE
 1705 DeSales St., N.W.
 Washington, D.C. 20036
 for availabilities
 Phone: (202) 659-2340

Professional Cards

du Treil Lundin, & Rackley, Inc.
 A Subsidiary of A. D. Ring, P.C.
 1019 19th Street, N.W.
 Third Floor
 Washington, D.C. 20036
 Telephone: 202/223-6700
 Facsimile: 202/466-2042
 Member AFCCCE


SAC Carl T. Jones
 Corporation
 A Subsidiary of Science Applications International Corporation
 CONSULTING ENGINEERS
 1901 YARNWOOD COURT
 SPRINGFIELD, VA. 22153
 (703) 589-1704
 MEMBER AFCCCE

LOHNES & CULVER
 Consulting Radio-TV Engineers
 1156 15th. St., N.W., Suite 606
 Washington, D.C. 20005
 (202) 296-2722
 Since 1844 Member AFCCCE

**COHEN, DIPPELL
 and EVERIST, P.C.**
 CONSULTING ENGINEERS
 1015 15th. Street N.W., Suite 703
 Washington, O.C. 20006
 (202) 783-0111
 Member AFCCCE

SILLIMAN AND SILLIMAN
 8121 Georgia Ave. #700
 Silver Spring, MD 20910
 ROBERT M. SILLIMAN, P.E.
 (301) 589-8288
 THOMAS B. SILLIMAN, P.E.
 (812) 853-9754
 Member AFCCCE

Moffet, Larson & Johnson, Inc.
 Consulting Telecommunications Engineers
 Two Skyline Place, Suite 800
 5203 Leesburg Pike
 Falls Church, VA 22041
 703 824-5660
 FAX:703-824-5672
 Member AFCCCE

ANDRUS AND ASSOCIATES, INC.
 ALVIN H. ANDRUS, P.E.
 351 SCOTT DRIVE
 SILVER SPRING, MD 20904
 301 384-5374
 Member AFCCCE

HAMMETT & EDISON, INC.
 CONSULTING ENGINEERS
 Box 280068
 San Francisco, California 94128
 (415) 342-5200
 (202) 396-5200
 Member AFCCCE

**JULES COHEN
 & ASSOCIATES, P.C.**
 Suite 400
 1730 M St. N.W.
 Washington DC 20036
 (202) 659-3707
 Member AFCCCE

**CARL E. SMITH
 CONSULTING ENGINEERS**
 AM-FM-TV Engineering Consultants
 Complete Tower and Rigging Services
 "Serving the Broadcast Industry
 for over 50 Years"
 Box 2727 Bath, Ohio 44210
 (216) 659-4440

**VIR JAMES
 CONSULTING ENGINEERS**
 Applications and Field Engineering
 Computerized Frequency Surveys
 3137 W. Kentucky Ave. - 80219
 (303) 937-1900
DENVER, COLORADO
 Member AFCCCE & NAB

**E. Harold Munn, Jr.,
 & Associates, Inc.**
 Broadcast Engineering Consultants
 Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

**ROSNER TELEVISION
 SYSTEMS
 CONSULTING & ENGINEERING**
 250 West 57 Street
 New York, N.Y. 10107
 (212) 246-2850

Mullaney Engineering, Inc.
 Consulting Telecommunications Engineers
 9049 Shady Grove Court
 Gaithersburg, MD 20877
 301-921-0115
 Member AFCCCE

HATFIELD & DAWSON
 Consulting Engineers
 Broadcast and Communications
 4226 6th Ave., N.W.,
 Seattle, Washington, 98107
 (206) 783-9151
 Member AFCCCE

ENTERPRISE ENGINEERING P.C.
 Consulting Engineers
 FW. HANNEL, PE.
 P.O. Box 9001 Peoria, IL 61614
 (309) 691-4155
 Member AFCCCE

**STRUCTURAL SYSTEMS
 TECHNOLOGY, INC.**
 J. Cabot Goudy, P.E.
 PRESIDENT
 TOWERS, ANTENNAS, STRUCTURES
 New Tall Towers, Existing Towers
 Studies, Analysis, Design Modifications,
 Inspections, Erection, Etc.
 6867 Elm St., McLean, VA 22101 (703) 556-9765

C. P. CROSSNO & ASSOCIATES
 Consulting Engineers
 P.O. Box 18312
 Dallas, Texas 75218
 (214) 669-0294
 Member AFCCCE

**JOHN F.X. BROWNE
 & ASSOCIATES, P.C.**
 525 Woodward Ave.
 Bloomfield Hills, MI 48013
 (313) 642-6226
 Washington Office
 (202) 293-2020
 Member AFCCCE

**D.C. WILLIAMS
 & ASSOCIATES, INC.**
 Consulting Engineers
 AM-FM-TV-LPTV-CATV
 POST OFFICE BOX 700
 FOLSOM, CALIFORNIA 95630
 (916) 933-5000

CLARENCE M. BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC.
 BROADCAST ENGINEERING CONSULTANTS
 P.O. BOX 1130
 MARLTON, N.J. 08053
 (609) 985-0077

 LAWRENCE L. MORTON
 ASSOCIATES
 21071 SUPERIOR LANE
 LAKE FOREST, CALIFORNIA 92630
LAWRENCE L. MORTON, P.E.
 AM • FM • TV
 APPLICATIONS • FIELD ENGINEERING
 (714) 859-6015
 MEMBER AFCCCE

SELLMEYER ENGINEERING
 Consulting Engineers
 P.O. Box 356
 McKinney, Texas 75069
 (214) 542-2056
 Member AFCCCE

PAUL DEAN FORD, P.E.
 BROADCAST ENGINEERING CONSULTANT
 R.R. 12, Box 351
 WEST TERRE HAUTE, INDIANA 47885
 812-535-3831
 Member AFCCCE

EVANS ASSOCIATES
 Consulting Communications Engineers
 AM-FM-TV-CATV-PTV-Satellite
 Broadcast Engineering Software
 216 N. Green Bay Rd.
 THIENSVILLE, WISCONSIN 53092
 Phone (414) 243-6000
 Member AFCCCE

RICHARD L. BIBY, P.E.
 COMMUNICATIONS ENGINEERING
 SERVICES, P.C.
 CONSULTING ENGINEERS
 6105-G Arlington Blvd.
 Falls Church, VA 22044
 (703) 534-7880 (703) 534-7884 Fax
 Member AFCCCE

WILLOUGHBY & VOSS
 BROADCAST TECHNICAL CONSULTANTS
 SUITE 100-A
 15102 JONES • MALTSBERGER
 SAN ANTONIO, TEXAS 78232
 (512) 525-1111 OR 490-2778
 APPLICATIONS • FIELD SERVICES
 Member NAB

J. Boyd Ingram and Associates
 Specialists in
 FM Radio Applications
 Best Service Best Prices
 PO Box 73
 Batesville, Mississippi 38606
 601 563-4664

DATTEL CORPORATION
 BROADCAST CONSULTANTS
 - APPLICATIONS - INSPECTIONS -
 1515 N. COURT HOUSE ROAD
 ARLINGTON, VIRGINIA 22201
 TEL. (703) 276-9007

DON'T BE A STRANGER
 To Broadcasting's 116,427 Readers
 Display your Professional or Service Card
 here. It will be seen by station and cable TV
 system owners and decision makers.
 * 1986 Readership Survey showing 35
 readers per copy

JOHN E. HIDLE, P.E.
 Broadcast and Telecommunications
 Consulting Engineer
 P.O. Box 126
 NEW PALTZ, NEW YORK 12561
 (914) 255-0449
 Member AFCCCE

AFCCCE
 Association of
 Federal Communications
 Consulting Engineers
 P.O. Box 19333
 20th Street Station
 Washington, DC 20036
 (202) 659-3707

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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.

Sales manager for WDEN AM/FM, Middle Georgia's 100,000 watt Country FM, rated #1 in Macon. Responsible for managing 5-person sales department and handling local agency list. Prefer college educated, RAB trained individual with 5+ years experience who is able to maintain on going sales training, motivation, education and idea support to already successful sales staff. This is a major financial opportunity for the right person to join an acquisition oriented group operator. Send resume to: WDEN, Box 46, Macon, GA 31297. Attn: Doug Grimm. EOE.

General manager for Class C-2 in midwest Texas market of 200,000 on July 1, 1989. Successful management and sales background absolute. Send resume: WSVT, Country Village, Smyrna, TN 37167. EOE.

Growing group needs idea-oriented sales manager for full service personality AC. Prior radio sales experience essential. Management experience preferred. Salary, bonus, growth potential. Resume to President, Community Service Radio, PO Box 3335, Peoria, IL 61614. EOE, F/M.

Wanted: Controller. Aggressive growing ten station radio group located in the Southeast is in search of a bright, aggressive person to head its accounting department. Requires a proven track record, 4-5 years radio experience, BA degree, a thorough understanding of PC operations, ability to analyze and report on monthly operations. EOE. Box D-82.

General manager/general sales manager as working partner with company acquiring California FM. Must have minimum \$150,000 equity. Management, sales, FCC background, top 75 market experience a must. Company has strong financial capability and innovative sales concept. Please send a letter of introduction and resume to Box D-88. EOE.

Station/sales manager: Looking for come back into radio management? Tired of working hard and not getting ahead due to the demands of big city living? Tired of the stress and strain of city life? Move to Imperial Valley, California and become top manager of FM radio station. Imperial Valley is a small market, has low cost of living affordable housing, and excellent living conditions with good lifestyle. Must have at least 5 years experience in sales. Must be mature, have good management skills, and strong leadership skills. Must be creative in sales strategy and have good promotional ideas in order to turn station around. Must be hard-working, aggressive, friendly, and extremely professional. Must have successful sales track record. This exciting job opportunity offers base plus commission. Send resume plus cover letter stating reasons why you would be the best candidate for this position to: Ms. Lynn Dymally-Lee, Eastwest Media Service, Inc., 6315 Seville Ave., Ste. D, Huntington Park, CA 90255. EOE.

Sales manager for Illinois combo in county of 55,000. Long-established stations need someone who can train and motivate sales staff, plus handle several major accounts. Good rewards for successful person. Send resume and salary history to Box D-90. EOE.

Midwest group seeks sales managers, interested in growth opportunities. Result oriented leaders, with the ability to train and motivate. Send resume, salary requirements, and references to: Bill Early, General Manager, KKUS-97, P.O. Box 6048, Springfield, MO 65804. EOE M/F.

Experienced general manager wanted for successful medium market Country combo near Ohio River. Send resume, photo, salary history, and cover letter telling of your successes. No calls, please. The Lund Consultants, Inc., 1330 Millbrae Ave., Millbrae, CA 94030. EOE.

Sales manager. Dominant FM in excellent Mid-Atlantic, multi-station small market. Above average base salary plus bonus. Familiarity with Jim Williams training a plus. Respond to Box D-94. EOE.

Operations manager: KTRH NewsRadio seeks a people oriented manager who is not afraid of details and long hours. We need a team player with management experience in programming. Direct responsibilities include talk programs/hosts, sports (including Astros & Rockets PBP networks), production and community affairs. Experience in News/Talk or full service formats required. Send resume and support materials to Laura Morris, General Manager, KTRH, 510 Lovett Blvd, Houston, TX 77006. No phone calls. EOE.

Take charge GM wanted. Northwest. Hands on experience in all areas of station management required. Sales experience a must. With liberal incentive program for the right person. Good financial background. Send current letter, resume, and 5-year salary history to Box D-95. EOE.

HELP WANTED SALES

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.

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.

Sales manager for Florida superpower rocker. Supervise five person staff. Don't apply unless you're ready to carry list and sell! Call Ron Kight, 904-485-9549. EOE, M/F.

Account executive: KFMM, Kauai wants an experienced small/mid-market consultant sales pro. Hawaii or resort area experience preferred. We're a NEW AC leader in a growing market. Send resume, copy samples, and date available to: General Manager, KFMM, Box 97, Lihue, HI 96766. EOE.

Determined salesperson wanted to join aggressive radio team in north central Illinois. Full-time AM - Class A FM (move to 25k this summer). We have the people and the experience to help make you successful. Send resume today to: J. McCullough, WPLO/WAJK, P.O. Box 215, LaSalle, IL 61301. EOE.

WWWV, Charlottesville, VA has current opening for qualified account executive with minimum 2 years broadcast sales experience to handle established list at strong 50,000 watt FM station. Send resume and references to Sales Manager, 1140 Rose Hill Dr., Charlottesville, VA 22901. EOE.

If you are ready to move to a more challenging position...WKIO-FM in Champaign, Illinois is looking for you. WKIO/K-104 is searching for a seasoned sales representative to handle an established account list. Candidates should have a minimum of two to three years in radio sales, possess excellent communication skills and have the desire to eventually become the sales manager. Please submit salary history, billing history, resume and cover letter to: General Sales Manager, WKIO-FM, 505 South Locust, Champaign, IL 61820. A TAK Communications station. Equal opportunity employer.

All-around sales manager. Promotion minded. Street fighter. Sell. Hire. Teach. Motivate staff of four. Salary, commission, override. Bonus on yearly increase. Write Manager, P.O. Box 592, Lewisburg, PA 17837. EOE.

Sales executive with station with immediate growth opportunities in beautiful north Florida community. Need to be self-motivator. Salary negotiable based on experience. Send resume to: WGRO, P.O. Box 2005, Lake City, FL 32056. EOE.

Coastal Carolina's top rated Country station WRNS has a position available in sales. Applicants must have at least five years broadcast sales experience. The person selected will take over an existing account list. Resumes can be mailed to: Webster A. James, Vice President/General Manager, WRNS, P.O. Box 609, Kininston, NC 28502. WRNS is an equal opportunity employer.

HELP WANTED ANNOUNCERS

Moonlight with Davis Deeja's. If you live in the Baltimore/Washington area and do not have a Saturday airshift, you can make good supplemental bucks doing weddings and private parties. Call 1-800-999-DAVIS. EOE.

News director wanted for top Eastern Shore A/C. Ability to work with strong morning personality a plus for immediate opening. T & R to WLWV, 118 W. Main St., Salisbury, MD 21801. EOE.

Want to work in the Central Pacific? Unaccompanied position. In the Marshall Islands, Pan Am World Services, Inc. has a need for: Radio Announcer, TV Operator, Video Producer. AFRTS experience helpful. Send resume, air check, and salary history to Central Pacific Network, Box 23, APO San Francisco, CA 96555. EOE.

Part-time/relief announcers needed for New York radio station. Big Band/Standards experience preferable. Comp. Only New York area residents need apply. EOE. Box D-80.

Voice talent: Medium sized advertising agency in Chicago is looking for a strong, creative voice talent who also writes great copy. Must have hands on experience with recording equipment, such as board, etc. This person must have the ability to create top radio commercials and must be a team player. This person will take charge of our "on the premises recording studio". Send sample tape of commercials you have voiced and have also written. This is a special opportunity for the right person. Only the applicants who submit the above material will be considered. Send information to: Gamzo Advertising Consultants, inc. 624 South Michigan Ave., Suite 800, Chicago, IL 60605. 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.

Keymarket Communications is looking for a chief engineer to handle its newest acquisition WWL, WLMG, New Orleans. High power directional AM, FM, and construction experience is required. Send your resume in confidence to Lynn A. Deppen, Keymarket Communications, 804 Carolina Ave., North Augusta, SC 29841. EOE.

Nationwide Communications Inc. has an immediate opening for an experienced chief engineer at WKZL-FM, in Winston-Salem, NC. A well equipped, 100kw facility with a possible 80-90 transmitter site move. Applicant should be competitive and communicate well. Call Jeff Gulick, Corporate Group Engineer, 614-224-9624. EOE, M/F.

Radio broadcast group seeks corporate chief engineer, 5 year minimum experience. Strong transmitter background and studio maintenance. EOE. Send resume: Gary Lewis, TK Communications, Inc., 3000 SW 60th Ave., Ft. Lauderdale, FL 33314.

Chief engineer: Maintenance oriented, for central Florida FM Class C radio station. EOE. Send resume with salary history to Box D-89.

Chief engineer: For AM/FM in Sacramento, California. Background in multidirectional antennas a must. Please provide resume with work history and a brief description of your experience with AM directional and all FM related information. Working knowledge of FCC rules necessary. Include industry references and salary requirements to: Attn: Brad Carson, Genesis Broadcasting, Inc., 1750 Howe Ave., Suite 500, Sacramento, CA 95825. No phone calls please. EEO employer.

HELP WANTED NEWS

Medium market NewsTalk station in sunny South looking for fulltime sports assistant. Must have excellent writing and reporting skills, strong on air delivery and thorough knowledge of sports. Pep and Talk show work a plus. Rush tape and resume to Jim Powell, WVOC Radio, 56 Radio Lane, Columbia, SC 29221. EOE.

Broadcast news director: Aggressive broadcaster with news, documentary and production experience. Degree in journalism or broadcasting, professional experience in news, on-campus work, knowledge of radio and management ability required. Salary competitive. Starting date: July 1. Send resume and demo tape to: Director, Public Relations, The University of Mississippi, University, MS 38677. AAEEEO.

Major market, All News radio station seeks anchors. All News anchor experience required. EOE. Box D-71.

Weathercasters and meteorologists: Our reports heard by 5,000,000 radio listeners daily. Full-time positions with benefits at our Dubuque studios. Send tape, resume to P.O. Box 1400, Dubuque, IA 52004-1400. Minority applicants welcome. EOE.

Long Island: WJIM seeks experienced anchor/reporter. Call George Drake at 516-475-1580. EOE

Phoenix non-commercial Christian FM has an opportunity for a staff announcer with news gathering and reporting responsibilities. Competitive salary, DOE, benefits. Experience preferred. EEO. Send resume to Fred Morse, Family Life Radio-KFLR, Box 6046, Phoenix, AZ 85005

Weathercasters and meteorologists: Our reports heard by 5,000,000 radio listeners daily. Full-time positions with benefits at our Dubuque studios. Send tape, resume to P.O. Box 1400, Dubuque, IA 52004-1400. Minority applicants welcome. EOE

HELP WANTED PROGRAMING PRODUCTION & OTHERS

PD and morning drive personality for hot Florida AC, Combo or separate positions. Top-flight salary and management. Send tape and/or resume in strict confidence to Westwood Personalities, 6201 Sunset Blvd., #8, Hollywood, CA 90028. 818-848-1209. EOE

Program director for a Contemporary Hit radio FM station in Hawaii. Good people skills a must. Salary negotiable. Send resume to P.O. Box 747, Hilo, HI 96720. Attention: Operations Manager/Personal. No phone calls please! EOE.

Sunbelt opportunity. Community relations director/afternoon drive time host. Twenty-four hour Christian, non-commercial FM station. Three years' experience in Christian broadcasting required, non-commercial environment preferred. Must be able to relate successfully to the evangelical Christian community and have a strong on-air presence. Creativity is a plus. EEO, excellent benefits. Send resume and salary requirements to Fred Morse, Family Life Radio-KFLR, Box 6046, Phoenix, AZ 85005.

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.

General manager/general sales manager available now! Proven record of dramatic ratings and sales increases every FM radio station managed past several years. Aggressive. Mature. CRM. My references and resume prove it all. Box D-42.

Sales boosting general manager/consultant. Desires beautiful location on the ocean for base 413-442-1283.

General manager available now. Proven leader with track record for permanent or interim/consulting position. John Wagner, 915-581-7208.

Graduating MBA, Stanford alumnus, seeks entry-level position. Hungry, aiming for long-term advancement. Bob Pettit, 213-820-9876.

Programming/sales oriented G.M. Last 7 years my stations were #1. I'll do it for you. Florida & East Coast preferred. Bill James, 804-232-5197

General manager: Highly successful former VP. GM in a major market looking for new challenge, preferably in Southeast. Strong sales background during my 18 years in management with major broadcast ownership companies. Excellent profits in the high 50's, low 60's with solid references. Call Paul Nugent, 404-955-5389

Business manager, 10 years management experience, experienced all phases of broadcast business management, computer literate, willing to relocate, salary 30K+ Reply Box D-77.

Presently employed OM. 12 yrs. experience in production and operations. Young mid 30's, looking for career opportunity with growth. For resume and info, James, 213-385-1742.

Black vice president and general manager, strong in sales, programming, and administration. In medium market earning six figures. Looking for new challenge, larger market. Will consider all formats. Box D-86.

Station sold, 20-year management pro now available, bottom line, community involved. 505-865-0717

SITUATIONS WANTED SALES

I don't want a list. I expect to prove myself as your AE. Young, hungry, knowledgeable Bob Pettit, 213-820-9876

SITUATIONS WANTED ANNOUNCERS

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Boccock, 3502 Ted Ave., Waukegan, IL 60085. 312-623-6997.

Easy listening music FM's only. Bonneville or similar only. Years of experience. Final move, 717-675-6982.

PBP pro Want major college football, basketball and/or baseball. 12 years. M.S. Communications. Owned company that originated football, basketball broadcasts. Someone who can make a difference. Box D-60.

LA pro, 29 years experience, seeks challenge LA or SD area: News, Soft Rock, Oldies. Easy, etc. Peter, 805-498-5191.

Experienced announcer, professional sound, looking to make a move. Call anytime, Bill, 308-534-1211.

SITUATIONS WANTED NEWS

Sportscaster, 14 yr experience, 16 AP awards for sports-casts and PBP. Medium/major markets only. 303-241-6452.

Talented young PBP/sports anchor looking for opportunity with college or minor league events. Also news reporter/anchor. 503-386-1511.

Ohio and Pennsylvania. Time for me to return home. I'm 34, a college graduate and have won awards for news and sports reporting. Box D-72.

Ten years major market experience in sports. AM and PM drive reporting, sports, talk and major college play-by-play. Seeks stable position involving same at major or medium market level. Also news and sales experience. Call 404-482-4164.

Reporter: 4 years radio news experience/state bureau director/Masters degree. Winner of multiple state and national awards. Seeking move to Public or All-News station in major market. Call Alex Gramling, 513-523-1095 or 513-529-2236.

MISCELLANEOUS

101 ways to increase billing: Free details. Don Sabatke, 1033 S.E. 19th Place, Cape Coral, FL 33990.

Make money in voiceovers: Free \$125 cassette course with advance registration. Earn more in a day than in a whole week on the air! Two-day seminar covers marketing, technique, everything you need to do commercials and industrials. In Chicago: 617-18. In NYC: 722-23. San Francisco: 819-20. Also available on cassette. Call toll free: 1-800-333-8108. Berkeley Prods., PO Box 6599, New York, NY 10128-6599.

Buy-out production music direct from the producer. Wholesale rates. Success proven coast to coast. 414-248-3707.

CONSULTANTS

Hire a part-time sales manager with fulltime experience. Help for the small to medium absentee or owner operator. Let's talk! East Coast. Al Wunder, 201-697-1414.

TELEVISION

HELP WANTED MANAGEMENT

President and general manager to head WLIW-TV, Channel 21. Desirable attributes include demonstrated leadership and executive ability, proven management skills, minimum five years experience in broadcasting. Requires high level of community involvement. Comprehensive dimensions of public broadcasting essential. Letters of application, nominations and resumes to: Frank M. Corso, Esq., Chairman, Search Committee, WLIW-TV, P.O. Box 21, Plainview, NY 11803. Please respond by June 8, 1989. EOE.

Unit manager: Salary range \$28,948 - \$38,023. Newly created position in our national/international division is available. Serve as financial liaison between Maryland Public Television and national/international co-producers. Act as partner with executive producer to create and manage complex production budgets. Requires Bachelor's degree and four years experience in budget development on major national TV productions. Management/supervisory experience required. Send resume by June 16th to: Asst. Director of Human Resources, Maryland Public Television, Owings Mills, MD 21117. MPT is an AA/EEO employer.

Austin, Texas Independent seeking GSM. Must have minimum 3 yrs. independent sales management experience. Reply in confidence with details on background and past 3 yrs. compensation to S. Beard, General Manager, P.O. Box 2728, Austin, TX 78768 EOE No telephone calls, please.

Local sales manager, ABC affiliate, Greenville, SC (34th market). Individual should have management experience or several years successful television sales. Send resume and salary requirements to: Ellen Valliancourt, WLOS-TV, Box 1300, Asheville, NC 28802. EEO employer

ABC affiliate in Grand Junction, Colorado, seeks a creative and motivated individual to serve as local sales manager. The person we seek has a successful record in TV sales promotion, and marketing with a minimum of 5 years sales experience. Must possess good teaching skills, have a working knowledge of ratings, retail marketing, and coop. Send resume and a statement of sales philosophy to: Jan Hammer, Station Manager, KJCT-TV, Box 3788, Grand Junction, CO 81502. EOE.

National sales manager, ABC affiliate, 34th market. National rep and/or television sales management experience preferred. Send resume and salary requirements to: Dave Bunnell, GSM, WLOS-TV, Box 1300, Asheville, NC 28802. EEO employer.

Director of finance: Northeast Independent is seeking an experienced financial professional to head its finance department. Requirements are accounting degree with a minimum five years of progressive responsibility in broadcast financial management. The position is responsible for all financial functions including preparation and administration of annual budget and forecasting. Equal opportunity employer. Box D-92.

HELP WANTED SALES

46th market, ABC affiliate in central Pennsylvania, seeks aggressive, self-motivated account executive with 2-3 yrs. experience for local and regional sales. Well-rounded marketing background helpful, opportunity for advancement within a fast growing company. Send resume to LSM, c/o WHTM-TV, P.O. Box 5187, Harrisburg, PA 17110. EOE.

Account executive: Iowa's #1 television station is seeking a seasoned marketing professional. Qualified applicants must have years of experience in helping businesspeople effectively and efficiently advertise their products. Applicants must also have a proven ability to solicit new business. Send resume to Sales Manager, KCCI-TV, P.O. Box 10305, Des Moines, IA 50306. No phone calls. KCCI is an EOE.

Small market NBC affiliate seeking aggressive, local/national sales manager. Must have excellent organizational and motivational skills, strong personal sales ability, a proven track record in small market sales management, and desire for future promotion to Station Manager. Box 1219, Great Falls, MT 59405. EOE.

Senior sales executive for VCI broadcast computer systems. Sales and station management experience preferred. Send resume and references to VCI, Box 215, Feeding Hills, MA 01030. EOE.

Account executive: WZTV, the #1 Indy in market 32 is looking for 2 years minimum on the street local sales experience. Send resume to Gloria Coscarelli, LSM, 631 Mainstream Dr., Nashville, TN 37228. EOE. M/F

Looking for intelligent, well-spoken individual to write and present formal proposals to top corporate officers. Successful candidate will be responsible for the sale of corporate support opportunities for 2 Public Television stations and other accounts as assigned. Sales or sales-related experience is required. Please send resume and cover letter (documenting any sales success) to: Director of Development, Dept. B, 184 Barton St., Buffalo, NY 14213 EOE.

HELP WANTED TECHNICAL

Production engineer for Public Television station. Assist in remote broadcasts, studio production and editing. Minimum two years education in electronics theory, three years experience in engineering production and broadcast equipment maintenance. Current FCC General license required. Send resume to Personnel, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. Closing date June 2, 1989. EOE.

Chief engineer for small Southwestern VHF station. Must have extensive experience, preferably as assistant chief engineer. Send resume to Box D-74. EOE.

Assistant chief: Established CBS affiliate in sunny Southwest seeks motivated self-thinker. Strong technical and management skills. 5+ years as broadcast studio engineer and SBE certification or FCC license required. Experience with Ampex 1", Sony 3/4", Ampex switcher, RCA TK-47 cameras desirable. Please include references and salary history. Box D-75. EOE.

Videotape editor: Government news operation, 1 - 2 years exp. 3/4" cuts only editing for short news packages. Resume & salary history: Box SRC, Washington, DC 20510. EOE.

RF maintenance technician and transmitter operation: WCBS-TV New York requires a transmitter person with minimum 5 years major market RF experience. This individual should be experienced in high power transmitters, two way and ENG RF systems. Supervisory and design experience desirable. Familiarity with Harris transmitters and TV equipment helpful. First or General Class Radiotelephone Operator license a must. Send resume to Joe Fedele, Technical Operations Dept., WCBS-TV, 524 W. 57 St., New York, NY 10019. We are an equal opportunity employer.

Producer: Need a great writer with some experience to produce both 6 & 10 pm newscasts for affiliate in Midwest medium market. Must be quick, creative, and able to edit 3/4" tape. Send resume: Box D-83. EOE.

Video maintenance technician: Manufacturer of automated broadcast video cart systems has immediate openings. Strong VTR background required. Experience with Betacam, Sp & MII formats preferred. 2 years hands-on experience. We offer plenty of room to grow, excellent benefits and an unbeatable location. Send resume to Linda Krume, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802. EOE.

Washington, DC: Video technician and maintenance technician, WTKK (TV). Our operations cover the Capital and the world. Travel required occasionally to Europe and Asia. One year experience minimum. Send resume to WTKK Television, P.O. Box 3150, Dept. E, Manassas, VA 22110. We are an equal opportunity and affirmative action employer and encourage applicants regardless of race, color, creed, religion, national origin or sex.

Wanted: TV maintenance technician, CBS, Greenville, MS. Good company and benefits. Need technician with heavy experience with TCR-100's, AVR-2 and other quad VTR's. Send resume to WXVT, 3015 E. Reed Rd., Greenville, MS 38703 or call 601-334-1500. Reply to Joe Macione, Gen. Mgr. EOE.

HELP WANTED NEWS

Tropical paradise: Work in one of the most interesting places in the world. Dominant station does one hour, live newscast each night. Staff expansion continues. Need one investigative reporter and one general assignments reporter. Anchor work possible. Contact John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agaña, Guam 96910 or 671-477-9484. EOE.

Co-anchor: If you're the best anchor/reporter on the beat and your tape can back it up, let's talk. We need a dynamo right away. Mid-70's Midwestern market. Tapes and resumes only, no phone calls to News Director, WHBF-TV, 231 18th St., Rock Island, IL 61201. EOE.

We are looking for a news photographer who can tell the story with pictures and natural sound. Send resume and tape to Steve Kenrick, WJBF-TV, 1001 Reynolds St., Augusta, GA 30903. EOE.

Producers. CNN Headline News is looking for intelligent, creative people to produce half-hour news shows. Minimum two years experience producing local news. Must be able to work overnights. Send resume, tape of one show and five re-writes of recent national and international stories from the newspaper (including originals) to: Headline News, 1 CNN Center, Box 105366, Atlanta, GA 30348, Attn: Producers. Do not call. EOE.

KMOT-TV is currently accepting applications for news director. Individual must have an extensive news background, strong leadership abilities and an aggressive news attitude. Previous news management experience preferred. Send resume to: Wayne Sanders, KMOT-TV, Box 1120, Minot, ND 58702. KMOT-TV is an equal opportunity employer.

News positions: KVBC-TV wants a weekend weather anchor, weekend sports anchor, reporter, producer, photographer. Experience is important. Writing is essential. Creativity is a must. Send non-returnable tape and resume to: Mike Cutler, KVBC-TV, 1500 Foremaster Ln., Las Vegas, NV 89101. Equal opportunity employer.

South Florida affiliate needs creative editor/photographer, 1 year experience. Focus on editing skills. Some shooting. Send tape and resume to: Keith Smith, 3719 Central Ave., Ft. Myers, FL 33901. EOE.

Reporter, Spanish language network television news. Requires Bachelors in journalism plus two years experience in job or as television news correspondent. Must have U.S. network news experience and familiarity with foreign news correspondence. Must be fully proficient in written and spoken Spanish, must speak and write English and have good command of French and Portuguese. Must have experience in written journalism. Must have typing skills. Forty hours, 10:00AM to 7:00 PM, \$15.00/hr. Send resume only to Job Service of Florida, 701 SW 27th Ave., Room #15, Miami, FL 33135. Ref: Job Order #FL-0098697. EOE.

Aggressive, award-winning and fully equipped CBS affiliate in large, Southeastern market is searching for a top-notch newscast producer. Key requirements are excellent writing skills, demonstrated abilities to lead and manage and talent in working with computers, SNG, Beta and other state-of-the-art tools. Three years or more experience as a line producer and a college degree are also required. We're located in one of America's best cities and our commitment to local news programming is unmatched in the market. If you're one of the best, send your resume, references, writing samples and a rundown from one of your recent newscasts to Box D-87. We'll call for your tape. EOE.

News assignment editor for excellent news department. Opportunity for advancement with growing group. Immediate opening. Resumes to: WJTV News, P.O. Box 8887, Jackson, MS 39204. EOE.

Associate news producer: Immediate opening. An excellent opportunity for small market producer to move up. Resumes to WJTV, P.O. Box 8887, Jackson, MS 39204. EOE.

WPTF-TV, the NBC affiliate in Raleigh/Durham, NC is looking for the best co-anchor for our 6 and 11 pm shows. You must have managing editor/producing experience. You must be an excellent communicator, strong writer, adept at script approval and possess solid news judgment. You must display a positive mental attitude on-air and in the newsroom. You will be visible in the community, both as a reporter/anchor and representative of the station. WPTF-TV is an up and coming news operation and you can be a major part of it. Send tapes/resumes to: Kevin Kelly, News Director, P.O. Box 29521, Raleigh, NC 27626. EOE.

Reporter. Group-owned, ABC affiliate is searching for creative television journalist to join the staff of this aggressive, news-oriented station in Midwestern market. Send tape and resume to: Larry Young, News Director, KODE-TV, P.O. Box 46, Joplin, MO 64802. EOE.

News producer: One year experience producing newscasts. We're looking for creativity, attention to detail and writing skills. A leadership position. Send resume and tape to: James Bleicher, News Director, WJRT-TV, 2302 Lapeer Rd., Flint, MI 48502. EOE.

Reporter: Washington bureau of satellite news gathering service representing more than 100 member stations seeks aggressive correspondent for national coverage. Applicant should have at least five years on-air experience at a local television station and/or a Washington bureau of a major news operation. Extensive live experience a must. Send tapes/resumes to Group W/Newsfeed Network, 1111 18th St., NW, Washington, DC 20036. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Videographer/editor wanted for award winning creative services department. Must have at least three years experience shooting and editing commercials, promos or programming. Must be able to direct and work well with talent, possess excellent lighting skills and be able to contribute to as well as execute creative. Will be able to participate in 35M film shoots. If you have a great reel, a desire to live in a top twenty market in the Southwest and want the opportunity to do breakthrough work, send a reel and resume to Creative Services Manager, KTVK-TV, P.O. Box 5068, Phoenix, AZ 85010. EOE.

Exceptional producer/director wanted. A major Southeast production company with proven twenty-year track record seeks a producer/director with high end corporate communications experience. Only those with ten years production experience will be considered. Resume, references, salary history to: Box D-65. EOE.

Producer: We're looking for the best morning show producer. Our show is topical, but not tabloid. Tampa's #1 morning show. We like to do the unusual. If you're a producer and not a booker, have four years experience producing or associate producing a daily show and think you're great, send a demo tape and resume to: Larry Cazavan, Program Director, WTSP-TV, 11450 Gandy Blvd., St. Petersburg, FL 33702. EOE.

Producer/writer: The South's premiere TV station has a dream job in local programming. We are seeking a person to produce and write documentaries, entertainment specials and other long form programs that communicate and get ratings. You must have long form news or programming writing experience. No calls, please. Send resume and tape to Mark Engel, WSB-TV, 1601 W. Peachtree St., Atlanta, GA 30309. EOE.

Sports anchor/reporter. Full-time person to co-anchor weekly sports program for national distribution. College degree and 2 years on-air television sports experience. Resumes and tapes to Producer, Box 13397, Greensboro, NC 27415. EOE.

Program director wanted. KGMB, Honolulu, the CBS affiliate in paradise is looking for a top, experienced programmer who is also a qualified producer/director. Station is a multi-award winner with an imaginative local programming schedule. Salary negotiable, good benefits, and an equal opportunity employer. M/F. Reply with resume, to: Dick Grimm, Gen. Mgr., KGMB, 1534 Kapiolani Blvd., Honolulu, HI 96814.

Promotion producer: Here's your chance to join a great team! Top 20 affiliate is looking for an aggressive writer/producer with pizzazz. News promotion should be your strong suit - with some programming and image promotion experience. Radio promotion and control room directing experience helpful. Send resume to Box D-85. Equal opportunity employer.

Host/hostess for daily Entertainment Magazine show in top 25 market. Experience in magazine format and field producing desired. EOE. Box D-56.

WSMV Nashville: Seeking eager, promotion writer/producer for award winning creative services department. We're a station where talent and effort are recognized and rewarded. Two to three years station experience preferred. No calls, please. Send your best "promo spots" to: Carolyn Lawrence, WSMV, P.O. Box 4, Nashville, TN 37202. EOE.

Producer: Fox Television, KRIV in Houston is seeking a motivated news person to write and produce our 10pm weekend newscast. 3-5 years news production experience required. Knowledge of the Houston market preferred. Excellent benefits. Send resumes to KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: News Director. No phone calls. EOE.

ENG crews needed domestic and foreign. Betacam and 3/4" experience necessary. Will accept resumes from camera and sound techs with own gear. Only those with record of producing broadcast quality news footage apply. Send resume, salary, or package requirements to Box D-93. We will ask for tape later. EOE, M/F.

Art director: Telemation Productions/Chicago, has an opening for an art director with 3D computer graphic experience. This is a highly visible position with the fastest growing production company in the country. Client servicing is essential. Send resume only to: Operations Manager, Telemation Productions, 100 S. Sangamon St., Chicago, IL 60607. EOE.

SITUATIONS WANTED MANAGEMENT

Controller: CPA, 12+ years in broadcasting at station and corporate levels. Experienced with PCs, BIAS and Columbine systems. Reply Box D-91.

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.

Excellent sportscaster - 12 years experience - looking for a good station. 216-929-0131. Box D-48.

TV announcer. Currently MOYL radio - PBS TV, 27 years combined experience. Final career move. 717-675-6982.

Give me a break! '88 grad with ENG and production experience, good visual sense, seeks photographer position. Brian Heath, 216-928-4010.

Weather anchor: 5 of 9 years in TV. Now a member of the American Meteorological Society. Broadcaster since age 13 (1963) Gerald Brinkley, P.O. Box 13642, Tallahassee, FL 32317-3642.

Aggressive meteorologist, 2 years market experience seeking M-F small to medium market. Strong graphics background. Call Patrick at 404-438-8370.

Kill two birds with one stone! Meteorologist and news anchor/reporter with good mid-size market experience looking to move up...together. Prefer warm climate. Box D-81.

Videographer. Go anywhere, shoot anything. Two years experience writing and shooting sports, news. Production and Associates degrees. Dale 608-274-8328.

Ambitious, goal-oriented sports reporter seeking entry level position. Recent grad with videotape editing and scriptwriting experience. Stringer for SportsPhone at Seattle pro games. Tape available. Will relocate and accept related positions. Steve Braverman, 206-759-9204.

Recent college grad needs 1st break. Major college sports, TV, PBP and creator/host radio sports show. Salary secondary, willing to prove self and relocate. Call Phil, 703-387-6963.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Spanish translations: broadcast quality. Scripts, voice-overs. Voice directing and coaching. 212-877-8880.

MISCELLANEOUS

Primo People seeking news talent, news producers, executive producers and news directors, all market sizes. Send 3/4 tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Bill Slatter and Associates offers talent coaching for the individual anchor and reporter. Also help with audition tape for reporters, anchors and photographers. Affordable cost. 601-446-6347.

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.

Broadcast talent. Entertainment Law Firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

Career videos. Let our broadcast professionals prepare your personalized video resume tape. Excellent rates, unique format. 312-272-2917.

Promotion/marketing executives/producers. Jobs available now, nationwide, all market sizes. Send non-returnable tape, print samples, and resume to Promotion Recruiters, 11 Reclory Ln., Scarsdale, NY 10583. Call to meet at BMPE, 914-723-2657.

CABLE

HELP WANTED MANAGEMENT

Technical director/operations manager: The Worcester Community Cable Access Corporation (WCCA) is seeking a technical director/operations manager. The Corporation is a non-profit, private corporation whose sole purpose is to render a public access service to the greater Worcester community. The technical director/operations manager must operate and program the public access channel; train a large volunteer and college intern group; have the general technical background required to identify simple technical problems and supervise the remedying of such problems by professional engineers. The technical director/operations manager is responsible to and takes direction from the board of WCCA. The technical director/operations manager must have a college degree. A Master's degree is preferred, but equivalent broad experience in the technical field of cable may be substituted. People skills, organizational ability and sharp budget practices are a plus. Applicants are requested by June 6, 1989. The salary will be in the range of \$21,000 to \$26,000 per annum, depending on experience and background. The WCCA is an equal opportunity employer. Resumes from minorities, women and the handicapped are encouraged. Send letters and resumes to: Bruce Goodwin, 380 Sunderland Rd., Suite 6A, Worcester, MA 01604. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Coffeyville Community College, Coffeyville, Kansas, has a vacancy for a telecommunications instructor/station supervisor. Masters degree preferred. Experience in Introduction to Mass Communications, Broadcast Writing, Television Production, Advertising, and supervision of station operations. Duties begin in August. This is a permanent, full-time position. Send letter of application, resume, transcripts and credentials ASAP to: Mr Frank Thoenel, Dean of Instruction, Coffeyville Community College, Coffeyville, KS 67337, 316-251-7000, Ext. 2035. EOE.

Radio station manager/instructor or assistant professor of Communications. Bethany College, a selective, 150-years old, rural, liberal arts institution, seeks for its community-format FM-radio station, a creative and responsible general manager with non-tenure track faculty status. Duties include teaching production techniques and media management. Masters degree, good interpersonal and managerial skills, and a priority commitment to students essential. Experience in public radio in U.S. or abroad and Ph.D. preferred. Starting date between July 1 and August 20. Send application, academic and professional resume, and placement file or three letters of recommendation to: Dr. Harold C. Shaver, Head, Department of Communications, Bethany College, Bethay, WV 26032. Review of applicants begins June 1. Women and minorities encouraged to apply. EOE.

Los Angeles University seeks instructor or assistant professor to teach beginning and advanced TV Production and Screenwriting. One year appointment with possible conversion to tenure track. \$22,620-27,588. Terminal degree-doctorate or MFA - required. Teaching at university/college level and professional experience needed. Resume and names of three references to Dr. Michael Stanton, California State University, Northridge, 18111 Nordhoff, Northridge, CA 91330. Minorities and women expressly encouraged. EOE. Deadline June 30, 1989.

HELP WANTED SALES

Senior sales executive for VCI broadcast computer systems. Sales and station management experience preferred. Send resume and references to VCI, Box 215, Feeding Hills, MA 01030. EOE.

HELP WANTED MANAGEMENT

Manager of Information Resources. National trade association has immediate opening for individual to manage the acquisition, organization, analysis and reporting of data. Also will manage local area network of Macintosh and DEC computers. Requires practical experience in database design; data collection, management and analysis; and management of research contracts. Master's degree in related field or MBA preferred. Familiarity with telecommunications industry, particularly broadcasting. Send letter of interest, resume and salary history to Manager, Corporate Services, 1350 Connecticut Ave., N.W., Suite 200, Washington, DC 20036. Deadline: June 9, 1989. AA/EOE.

HELP WANTED TECHNICAL

Broadcast engineer: Challenging position with rapidly growing appraisal firm. Knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume and salary history to: BIA, Box 17307, Washington, DC 20041. EOE.

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 presentation video instruction tape. This tape has benefited entry level to network reporters. Send \$49.95 to: The Media Training Center, P.O. Box 7151, Phoenix, AZ 85011-7151. Private instruction also available.

MISCELLANEOUS

Attention - government homes from \$1 (U-repair). Delinquent tax property. Repossessions. Call 1-602-838-8885. Ext. GH8435.

Attention - Government seized vehicles from \$100. Fords, Mercedes, Corvettes, Chevys. Surplus Buyers Guide. 1-602-838-8885, Ext. A8435.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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.

Wish to buy a Marti Studio remote control (whole or studio unit) model RMC-15S (high speed). Used or new. Please call 809-834-4384 or 809-834-1094. Ask for Guillermo Bonet or Felix A. Bonnet of WOYE-FM, P.O. Box 1718, Mayaguez, P.R. 00709

Non-profit/tax-exempt corporation needs discounted SNV for immediate purchase. Committed funds. Contact White Light Communications, 7 Kilburn St., Burlington, VT 05401. 802-864-0811.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

50KW AM ** CCA-AM 50.000D (1976), excellent condition. ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

FM transmitter ** CCA 27.000 (1980) ** RCA BTF20E1 (1976, 1976) ** 3.5kw McMartin (1985) ** 5kw Gates FM 5G (1967) ** RCA 5D (1967) ** CSI T-12-F (1980) ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

1KW AM transmitters ** CSI T1A (1981), Spanta SS1000 (1981) ** Collins 20V3 (1967) ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

AM transmitters ** CCA AM 10.000 (1970), ** Collins 820F (1978) ** Harris MW5A (197681) ** Gates BC-5P2 (1967) ** McMartin BA2, 5k (1981) ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron, Klystron, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

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.

Great rental news! Complete multi-camera remote production truck and several portable, 2 GIG microwave links. Servicing Eastern U.S. and parts of the Midwest. Call Media Concepts, 919-977-3600.

AmpeX, Grass Valley, Sony. Too many listings to put in this ad. Call now to ask about used equipment and to be added to our mailist. Media Concepts, 919-977-3600 or FAX 919-977-7298.

Complete basic TV station equipment for sale. Channel 22. RCA TTU-60D transmitter, antenna, microwave, studio plus more. Used only 2 years. FOB Washington state. Best offer takes all. Maze Broadcast, 205-956-2227.

RCA TTU-110D mid band UHF transmitter with solid state exciter. Only 8 years old. Available immediately. Best offer. Maze Broadcast 205-956-2227.

Sony BVU-800 3/4" VTR's. Several available in good operable condition. Only \$5995.00 each. Maze Broadcast. 205-956-2227.

Fidelipac audio cartridges, new, model 300, from 20 seconds to 10 minutes. \$2 each. Technichrome, 702-386-2844.

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.

Copper! #8 & #10 ground radials; 2,3,4,6,8" strap; fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

Video Equipment and accessories for sale: Sony SLO383 1/2" Beta I editing recorder \$950.00; cameras and accessories: JVC KY-2000 3 tube Saticon camera w/10X1 lens, cable and case \$1,200.00; Ikegami VBA-2 Betacam component adapter for ITC 730A \$1,000.00; Ikegami VF-M-151 1.5" view finder (new) \$225.00; Ikegami ACP-35 a/c adapter (new) \$100.00; JVC VF-110U 1" electronic view finder for BY-110U camera \$95.00 (new); Video switchers and accessories: Grass Valley model 1600-2 16 inputs/4 buses DSK loaded \$10,995.00 (like new); Crosspoint Latch model 6112 9 input/4 bus 2 M/E switcher \$2,500.00 Crosspoint Latch model 6403 editor switcher interface \$1,250.00; Crosspoint Latch model 6800 stereo audio mixer \$1,100.00; Sony SEG-2000 video production switcher (like new) \$2,500.00; Sony WEX-2000 extended wipe pattern generator (like new) \$1,200.00; NEC DVP-15 digital video effects includes spare PCB \$10,000.00; Time base correctors: 2 ea. Microtime T-120 excellent condition price each \$3,000.00. 1 ea. Microtime TX-2 dual component TBC (demo) \$10,000.00. 2 ea. AmpeX TBC-7 1" and 3/4" TBC (new) price each \$11,000.00; Editors and accessories: Sony BVE-500 editor controller (used) interfaces for BVU-200 \$600.00; Character generators and graphics: 3-M D3662 dual CG with 2 disk drives 35 nano sec fonts \$6,995.00 CCI Electronics 805-344-2118; FAX 805-344-5525.

Station off the air: NEC, DVE, NEC Chip cameras, Sony 950's, Dubner 20k20, TBC's and other equipment for sale. Most less than a year old. Call for list. 603-225-2100.

When answering a Blind Box ad, **DO NOT** send tapes. **BROADCASTING** does **NOT** forward tapes or other oversized materials to Blind Boxes.

RADIO
Help Wanted Management

**CONTROLLER - RADIO STATION
NEW YORK CITY**

Seeking an accountant to manage the business office of a New York City radio station of a major group owner. Responsible for general accounting, budgeting, forecasting, financial reporting and human resources coordination. CPA and/or MBA preferred. Competitive salary and comprehensive benefits package. EOE.

Reply Box D-71.

WE'RE ON TOP...

...and we want to stay there! #1 adult contemporary/info-talk AM and #1 CHR FM seeks station manager to build on established success. Solid background and knowledge in programming, sales and promotion to lead a top-notch professional staff backed by excellent facilities. This is an outstanding opportunity with long-time owner, an established broadcasting firm. Must have integrity and administrative ability.

Please send resume and references in confidence to:

Gene C. Robinson
WMBD AM-TV, WKZW-FM
3131 North University Street
Peoria, IL 61604
EOE.

Help Wanted Announcers



**EVENING TALK SHOW
OPENING**

Topical, streetwise, and in touch with what's going on in the community and the world.

Send T&R to
Bobby Hatfield, WTVN,
42 E. Gay St.,
Columbus, OH, 43215.
(614) 224-1271. Let's talk!

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

TALK SHOW HOST WHO'S STILL TALKING!
I'M LOOKING FOR ENVIRONS WHERE I CAN RAISE MY CAREER AND FAMILY.
YOU'RE AN AM HERITAGE STATION THAT NEEDS TALK TO COUNTER FM.
YOU NEED TALENT/MANAGEMENT/DIRECTION.
I'VE ALWAYS BEEN THE BEST FRIEND OF SALES TOO!
POP. 250,000 +
CALL MEL YOUNG 602-963-9144

TELEVISION
Help Wanted Management

PROMOTION MANAGER

We're looking for a marketing and creative dynamo with proven leadership skills to head up our station's promotion efforts.

Imagination, strong writing skills, and a keen sense of graphics will get you this job at our high-tech station in a very competitive market. People-motivating skills and a take-charge attitude are essential.

If this sounds like you, rush your tapes and resumes to:

David Earnhardt
WTVF
474 James Robertson Pkwy.
Nashville, TN 37219



No phone calls, please. EOE/M-F.



TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering and at least two years training in electronics technology. Turner Broadcasting System offers an excellent benefit and compensation program.

Send resumes to:

Jim Brown, Corp. Engineering
Turner Broadcasting System, Inc.
One CNN Center
Box 105366

Atlanta, Georgia 30348-5366

TBS is an equal opportunity employer.

Help Wanted News

WANTED!

Experienced Reporters, Producers, Camerapeople, VTR Editors, Assignment Editors.

For: "CRIMEWATCH TONIGHT", an upcoming, nationally syndicated program, from the producers of "PEOPLE MAGAZINE ON TV".

Please apply only if you have solid experience in your field, and can show examples of high quality, imaginative work.

Send tapes and resumes to:
Ted Kavanau
c/o "PEOPLE MAGAZINE ON TV"
Current Trends Productions
555 West 57th St., 10th Fl.
New York, NY 10019
EOE

Help Wanted Programing
Production & Others

NBC O&O

looking for dynamic male and female hosts to launch daily entertainment/information show. Background in interviewing and news anchoring preferred.

Send tape, resume and cover letter to:
Betsy Alexander
c/o WKYC-TV 3
1403 E. Sixth Street
Cleveland, OH 44114

Please, no phone calls.
EOE M/F

MANAGING EDITOR

Generate story ideas, supervise associate producers and researchers, work with supervising producers moving story ideas into production; major market TV experience required; must have produced own show or held executive-level position in news; strong management skills essential to function effectively under deadlines; news background preferred.

STUDIO PRODUCER

Oversee studio production and coordination of all production elements into show's final mix; supervise host performance, director and studio staff; must have major market TV experience, either producing own show or holding executive level position on magazine or talk show; good management skills and work effectiveness under pressure required.

POST-PRODUCTION SUPERVISOR

Oversee story re-edits and editing of short segments; responsible for all story elements prior to studio mix and for segment quality control; qualifications include story production, major market TV experience, and ability to meet deadlines under pressure; some editing background preferred.

Send resume to:

Abby Melamed
THIS EVENING/PM MAGAZINE
825 Battery Street
San Francisco, CA 94111
Equal Opportunity Employer

Situations Wanted Management

BOB BOLTON

IMMEDIATELY AVAILABLE FOR MANAGEMENT PROGRAMING OR CONSULTING POSITION.
MY CAREER SPANS 29 YEARS AND INCLUDES VAST BROADCAST EXPERIENCE.
CALL ME FOR DETAILED RESUME
205-626-7875

**Situations Wanted Management
Continued**

Television General Manager

seeks next challenge. Strong track record with industry-wide name recognition. Experience includes independents, metered markets, sales rep, programming, engineering and news, including renovation and turnarounds. Currently elected to major industry board.

Box D-79

Situations Wanted News

NETWORK CREDIBILITY

WITH MATURE PROFESSIONALISM. 15 YRS. EXPERIENCE. WILL ENHANCE AND PROMOTE STATION. INSTANT RAPPORT WITH VIEWERS. SINCERITY. SEEK FULL TIME ANCHOR POSITION. PREFER TEXAS OR OKLAHOMA. CONSIDER ALL WHITE MALE.

214-270-1114 MORNINGS

ALLIED FIELDS

Miscellaneous

LPTV

"Your Next New Market Place"

The LPTV Report
delivers
monthly news &
strategies

Call Collect
414-781-0188

For a FREE Sample Issue

Employment Services

PLAY TO WIN!

In today's competitive broadcast game, there are advantages to securing representation. With Westwood, that edge provides the assistance and meticulous selling of your talent to stations worldwide.

If you're a five star AIR TALENT, PROGRAMMER or GENERAL MANAGER, call or write: WESTWOOD PERSONALITIES
6201 Sunset Blvd., #8, Hollywood, CA 90028
(818) 848-1209

NEED A JOB?

Get the first word on the best jobs with MediaLine. A daily phone call puts you in touch with the freshest job openings in television. For more information call:

800-237-8073
in CA: 408-296-7353

MediaLine
THE BEST JOBS ARE ON THE LINE
2156 The Alameda, San Jose, CA 95126

CABLE

**Help Wanted Programing
Production & Others**

**DIRECTOR
PROGRAM ENTERPRISES
Major Cable Network**

Financial News Network has an ideal opportunity for a detail-oriented Director to manage all facets of FNN standards and practices for business and commercial programing.

Reporting to the Vice President of Program Enterprises, the candidate will be responsible for the creation, development, production and post production of new business programing to comply with FNN standards and practices. In addition, you will work with the Vice President to generate revenue for FNN programing.

The qualified candidate will have a Bachelor's degree and 3-4 years on-line production experience.

Excellent organizational ability and a keen written and oral communication skills are essential.

We offer a salary commensurate with experience and generous benefits.

Please send resume and salary history to:
Joe Torre, Corporate Services Manager.

Financial News Network

320 Park Avenue, New York, NY 10022
Equal opportunity employer, M/F

Employment Services Continued

**SELLING/MANAGEMENT CAREER
DERAILED? GET ON TRACK.**

Professional preparation for getting the next job you want in broadcast. Individual customized plan developed to get you where you want to be. What to say, how to say it, follow-up. Contacts coast to coast: Stations, Reps, Syndication, Cable. Free initial confidential consultation.

ANTONELLI MEDIA 212-206-8063

This space
could be
working for you.

Business Opportunity

**ATTENTION STATION OWNERS:
DOUBLE YOUR PROFITS!**

We have developed a program which makes your broadcast property serve a double purpose and produce a new profit dividend. Get the details on the exclusive license for your market. For more information write to our License Director or call: 1-800-288-5858

COLUMBIA SCHOOL OF BROADCASTING
5858 Hollywood Blvd.
Hollywood, CA 90028

Wanted to Buy Stations

**FM CP's
(And Start-Up Stations)**

We are qualified cash buyers for FM construction permits and start-up stations. Principals are radio group owners.

Please call, in strict confidence,
1-800-627-2272.

CASH FOR YOUR PROBLEM STATION

Want to buy your underdeveloped or underachieving FM. CP's/move-ins considered. Solid medium markets only. Can move immediately. All cash OK.

Respond Box D-84

**LBO CANDIDATES WANTED
NORTH EAST OR FLORIDA**

CABLE, RADIO, TELEVISION, and FINANCIAL SERVICES
LARGE AND SMALL COMPANIES

PRINCIPALS ONLY
SEND DETAILS IN CONFIDENCE TO:
TSI
75 MOUNTAIN DRIVE
WATCHUNG, NJ 07060

LAS VEGAS SUPER POWER AM
 CLEAR CHANNEL ON 840 kHz. 50 kw DAY
 COVERS PALM SPRINGS TO CENTRAL
 UTAH. 25kw NIGHT COVERS 10 WESTERN
 STATES—3 CANADIAN PROVINCES AND
 CENTRAL COASTAL MEXICO. ALL EQUIP-
 MENT NEW IN 1988. \$2.3 MILLION.
 CALL BOB NAISMITH 904-483-1142

Hogan - Feldmann, Inc
 MEDIA BROKERS • CONSULTANTS
 P.O. Box 148
 Encino, California 91426
 Area Code (818) 980-3201

PAUL E. REID COMPANY
 35 Years Bdc. Exp.
 Coastal Carolina C-2 FM..3M
 Ga. FM..600K
 MS. Coastal AM/FM..1.4M
 AM/FM's IN KY, IN, FL, NC & TN
 BUYING OR SELLING
 PAUL E. REID
 404-882-1214
 Box 2669, LaGrange, GA 30240

MEDIA BROKERS • APPRAISERS

EASTERN AM/FM COMBO
 Adjacent to Major Market,
 Turn Around
 Super FM Signal - AM Full Time
 \$1,500,000 Cash
 BURT SHERWOOD, INC
 312-272-4970
 3125 Maple Leaf Dr.,
 Glenview, IL 60025
 FAX: 312-272-8230



ATTENTION
FIRST TIME RADIO STATION OWNERS
10,000 Watt AM Kansas City

Low Price - Terms Available
 Well-equipped - State-of-the art
 Must see - Inspection invited

Contact: Rich Bott, 10841 E. 28th St.
 Independence, MO 64052 • 816-252-5050

RADIO STATION AUCTION
RADIO STATION - REAL ESTATE
 known as
RADIO STATION WELE - 1380 A.M.

432 South Nova, Ormond Beach, FL
 SERVING VOLUSIA COUNTY - DAYTONA BEACH - PALM COAST
 THURSDAY, JUNE 15, 11:00AM

FCC SPECIFICATION: FREQUENCY 1380 KHZ; POWER: 5000 WATTS DAYS, 2500 WATTS NIGHTS, DIRECTIONAL; FORMAT:
 TRADITIONAL COUNTRY; MARKET: VOLUSIA COUNTY TO INCLUDE DAYTONA BEACH AND PALM COAST; REAL ESTATE:
 PRIME HIGH VISIBILITY LOCATION FRONTING APPROX. 130' ON THE WEST SIDE OF SOUTH NOVA ACROSS FROM
 RENAISSANCE RETAIL CENTER ON ORMOND BEACH. THE TRACT HAS APPROX. 100' OF DEPTH AND IS IMPROVED WITH
 A 1560 SQ FT BLDG BUILT AS A RADIO STATION AND ACCOMPANIED BY PAVED PARKING. TOWERS ARE LOCATED ON
 AN ADJACENT TRACT THAT IS CURRENTLY LEASED FOR A 73 YEAR TERM.

TERMS: LICENSE TRANSFER BY FCC 314 APPLICATIONS AT RISK AND EXPENSE OF BUYER. \$25,000.00 NON REFUND-
 ABLE EARNST MONEY IN CERTIFIED FUNDS DAY OF SALE. BALANCE DUE NO LATER THAN 8-31-89. COMPLETE EQUIP.
 LIST AVAILABLE FROM AUCTIONEER UPON REQUEST. THE STATION WILL BE OFFERED IN ITS ENTIRETY (REAL ESTATE
 - EQUIP).



FURROW AUCTION COMPANY

P.O. Box 2087 • Knoxville, TN 37901 • Phone 615/546-3206
 License #62

For Sale Stations

* More than 90 radio & TV stations
 nationwide listed for sale.
 * Call to get on our mailing list.



Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
 615-756-7635 — 24 Hours

CASH FLOW FINANCING

We purchase Accounts Receivable
 National and Local

MFR FINANCIAL (714) 544-7131

MONTANA

Regional AM/FM Combo
 Priced at \$495,000
 Increasing Revenue

IOWA

Established AM/FM Combo
 in multi-market area
 Priced at \$800,000

Terms to Qualified Buyers

P.E. Meador & Assoc
 MEDIA BROKERS

P.O. BOX 36
 LEXINGTON, MO 64067 KANSAS CITY, MO.
 816-259-2544 816-455-0001

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

PACIFIC NORTHWEST

3 Separate Markets
 AM - Only Station in Town
 AM Only in Good Market
 FM - Some Cash Flow
 402-475-5285

CLASS A FM
 IN THE FASTEST GROWING AREA
 OF CENTRAL U.S. -
 NORTHWEST ARKANSAS!
 FOR INFORMATION CALL
 316-221-9272

BOB KIMEL'S
NEW ENGLAND MEDIA, INC.

PROVIDENCE, RI

Established fulltime AM with approved
 increase to 5kw. 14 acres owned R.E.
 All new studios and transmitter in 1986.
 Exclusive format in the market.
 Dramatic revenue increases since 1985.
 Asking \$1.225 with terms.

8 DRISCOLL DR., ST. ALBANS, VT. 05478
 802-524-5963

BROADCAST MEDIA ASSOCIATES

RENO • 702-789-2700 • SEATTLE • 206-643-2116

NORTHWEST METRO AM/FM
 TOP 100 MARKET - GOOD FACILITIES
 \$2,400,000 - TERMS
NORTHERN CALIFORNIA FM
 GROWTH MARKET
 \$650,000/\$25,000 D.P.
 CLIFF HUNTER
 800-237-3777

ATLANTA
WAVO - 1K
 For Sale by Owner
 804-547-9421

THE DEAL TO STEAL
 Right above 150th market
 Texas C2 CP 200K plus university town.
 \$\$\$\$ Reasonably priced to sell \$\$\$\$
 JAMAR & ASSOCIATES
 P.O. Box 160877, Austin, TX 78716-0877
 WILLIAM W. JAMAR OR PAUL MAYES JAMAR
 512-327-2570

RADIO STATIONS FOR SALE

Independent fine arts and big band radio stations together with real property in Chapter 11. Service Phoenix Valley of the Sun/Phoenix Metro Market. Present offer before court is a total price of \$1,800,000.00 with \$750,000.00 related to the personal property including FCC licensing, and \$1,050,000.00 related to the land. June 6, 1989 sale date set by Court. Bids should be submitted by June 1, 1989. Contact:

Stanford E. Lerch
Bankruptcy Counsel
Kennedy, Wilson & Lerch
3300 N. Central Ave., #900
Phoenix, Arizona 85012
602-264-5800

CLASSIFIED ADVERTISING IS YOUR BEST BUY

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this rate-card. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$4.00 per issue. All other classifications: \$7.00 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: (Box letter & number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code, zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

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.

Public Notice

NOTICE OF PUBLIC SALE OF PERSONAL PROPERTY

FIRST AMERICAN NATIONAL BANK, JACKSON, TENNESSEE ("Bank"), pursuant to its rights as a secured party under certain Security Agreements dated August 29, 1985; December 28, 1987; June 3, 1988; February 1, 1989; February 3, 1989; February 17, 1989; February 23, 1989; March 1, 1989; March 14, 1989; March 15, 1989; March 31, 1989; April 17, 1989; and May 1, 1989; executed for the benefit of Bank as Secured Party by The Golden Circle Broadcasting, Inc., a Tennessee corporation, as Debtor, will offer for **PUBLIC SALE** pursuant to Section 47-9-504 of the Tennessee Code Annotated on **THURSDAY, JUNE 8, 1989, AT 11:00 O'CLOCK A.M., CENTRAL DAYLIGHT TIME**, at the north door of the Madison County, Tennessee Courthouse, Main Street, Jackson, Tennessee 38301, in cash, or by certified funds, or by wire transfer, to be paid not later than 5:00 o'clock P.M., central daylight time, on Thursday, June 8, 1989, to the last, highest, and best bidder, the following items of personal property ("Personal Property"):

All of The Golden Circle Broadcasting, Inc. tangible and intangible personal property of whatsoever type, including accounts, inventory, equipment, chattel paper, instruments, general intangibles, and all proceeds and products thereof.

NO FEDERAL COMMUNICATION COMMISSION LICENSES OR AUTHORIZATIONS ARE INCLUDED IN THIS SALE.

By way of category, some of the equipment to be sold is: Office furniture, IBM Computer System, VCR's, Monitor, Cameras, Audio and Video Equipment, Receivers, Transmitters, Modulator, Satellite Receiver, Transmitter Tower.

The Personal Property will be sold in conjunction with certain real property owned by The Golden Circle Broadcasting, Inc. and the Personal Property may be sold separately and/or jointly with such real property. Bank, as secured party, reserves the right to make verbal announcements at the time of the public sale which shall apply to the terms of the sale.

The Personal Property will be sold by Bank as Secured Party only under its rights as a secured party under the Uniform Commercial Code as adopted by the State of Tennessee, Section 47-9-101, et seq., of the Tennessee Code Annotated. Bank will convey the Personal Property to the successful purchaser subject to any unpaid personal property taxes and subject to any liens which may have priority over the rights of Bank.

Bank reserves the right to bid at the sale. Bank reserves the right to adjourn the sale from time to time, without further public advertisement, by means of public announcement at the date and time of the sale set forth above.

A more complete list of the Personal Property to be sold can be obtained by contacting Dudley Pritchard, Executive Vice President, First American National Bank, P.O. Box 309, Jackson, Tennessee 38302; Telephone Number (901) 422-9781. The Personal Property can be inspected at the place of business of The Golden Circle Broadcasting, Inc. at 1002 South Highland Avenue, Jackson, Tennessee 38301, during regular business hours, upon appointment with the General Manager of The Golden Circle Broadcasting, Inc., (901) 424-1600.

This 12th day of May, 1989.

**FIRST AMERICAN NATIONAL BANK
BY: DUDLEY E. PRITCHARD, JR.
TITLE: EVP
P.O. BOX309
JACKSON, TN 38302**

Fates & Fortunes

Media

Glenn C. D'Agnes, chief financial officer, Vintners International Co., New York-based wine producer and distributor, joins Lin Broadcasting Corp. there as corporate controller. Lin Broadcasting owns seven TV stations.

Arthur R. Hook, VP, operations, Southwest MultiMedia Corp., Houston-based group owner of four TV stations, named president.



Clark

Jeffrey W. Clark, VP, sales and marketing, Empire Radio Stations, Schenectady, N.Y., named executive VP, stations, Empire Radio Partners Limited. Empire Radio owns three AM's and five FM's.

Alan F. Cartwright, director of sales, WHEC-TV Rochester, N.Y., joins KSLA-TV Shreveport, La., as VP and general manager.

John C. Rose, consultant and former VP and general manager, WKRC-TV Cincinnati, joins KCTV(TV) Kansas City, Mo., as VP and general manager.

Dick Sullivan, program director, WOIO(TV) Shaker Heights, Ohio, named operations manager.

James F. Major, general manager, WFTS(TV) Tampa, Fla., elected VP, Scripps Howard Broadcasting.

Cathy Kronsbein, supervisory senior, audits, Arthur Young & Co., Nashville, joins WZTV(TV) there as operations manager.

Bob P. Proud, general manager, KVIV(AM) El Paso, Tex., joins KEZB-AM-FM there as VP and general manager.

Marketing

Andre Nel, associate creative director, and **Martha Perry**, broadcast manager, D'Arcy Masius Benton & Bowles, St. Louis, named VP's.

Mitchell Chuich, account executive, DDB Needham, Chicago, named account supervisor; **Lawrence Vodak**, VP, DDB Needham, Chicago, named management representative.

Paul Hartnett, **Craig Miller** and **Beverly Okada**, creative directors, Saatchi & Saatchi Advertising, New York, named executive VP's.

Eric G. Koehler, manager, *TV Guide*, Cleveland, joins Pinnacle Media, broadcast media buying division of Wyse Advertising,

Cleveland, as director, client services.

Peter T. Knobloch, director of sports sales, NBC, New York, joins SportsChannel America, Woodbury, New York, as VP, advertising sales.

Rickie Ellis, general sales manager, WVVA(TV) Bluefield, W.Va., joins Seltel, Philadelphia, as general manager.



Collins

Cheryl Collins, regional manager, HNWH, St. Louis, named regional manager, Chicago.

Melanie Tellier, media and production traffic manager, Chickering Associates Inc., advertising, marketing, communications firm, Grand Rapids, Mich., named media

director.

Jim Willi, VP, news, KPNX-TV Mesa, Ariz., joins Audience Research & Development, Dallas, as senior account executive.

Catharine Van Mater, account executive, KYW-TV Philadelphia, joins Group W, New York, as manager of corporate marketing, Group W television sales.

Appointments at CBS Radio Networks: **Régine Carney**, account executive, WJIT(AM) New York, and **Bob O'Connor**, account executive, Eastman Radio, New York, join CBS there as account executives; **Kelly Richards**, news producer, KCBS-TV Los Angeles, joins CBS there as account executive.

J. Peter Dougherty, account executive, WCVB-TV Boston, joins WFXT(TV) there as national sales manager.

And the winner is. The Radio-Television News Directors Association (RTNDA) announced the winners of the 1989 Edward R. Murrow Awards for "excellence in electronic journalism." Awards were given out to five radio stations and five television stations. Winners were selected from the 130 RTNDA regional award winners. The categories and winners are as follows: for overall excellence in radio and TV: KIRO(AM) Seattle and WWL-TV New Orleans; spot news coverage: WHAS(AM) Louisville, Ky., and KCNC-TV Denver; continuing coverage: KTAR(AM) Phoenix and WCVB-TV Boston; investigative reporting: WTOG(AM) Hartford, Conn., and KTVU(TV) Oklahoma City; news series/documentary: WSMV(AM) Nashville and WRAL-TV Raleigh, N.C. The winners will be honored the opening night of RTNDA's annual convention in Kansas City, Sept. 13.

David J. Joseph, account executive, WXXA-TV Albany, N.Y., named marketing manager.

Programming

Roger Lefkon, president, DIC Enterprises' Entertainment division, New York, joins Ventura Entertainment Group there as executive VP.

Jerry Gilden, partner, Martindale/Gilden Productions, New York, joins newly formed Welk Entertainment Group, division of Welk Group, producers of *Lawrence Welk Show*, Santa Monica, Calif., as president and executive producer. Company is headed by Larry Welk, son of veteran bandleader Lawrence Welk.



Gilden



Ford

Graham Ford, independent producer, joins Consolidated Entertainment, production, acquisition and worldwide distribution company, Los Angeles, as in-house producer.

James Dauphinee, VP, programming and development, and managing director, Research and Development Network, King World, New York, joins Multimedia Entertainment as director, cable and development.

Appointments at Movietime cable network: **Brad Fox**, VP, national accounts, Hartford, Conn., named VP, Eastern region; **Mitch Berman**, manager, affiliate operations, Home Box Office, Los Angeles, joins Movietime as VP, Western region affiliate sales, Hollywood.

Jim Friedman, writer and producer, WCPO-TV Cincinnati, joins Scripps Howard Broadcasting there as director, program development.

Bob "Doc" Burns, program director, non-commercial KXCR(FM) El Paso, joins KKMJ(FM) Austin, Tex., as evening air personality.

Tracy Austin, air personality, KBTS(FM) Austin, Tex., named music director.

Craig Silver, freelance producer and director, joins TBS Sports, Atlanta, as senior producer.

Mike Everhart, post-production and video-

tape editor, WABC-TV New York, joins Multimedia Productions Inc., Cincinnati, as CMX video editor.

News and Public Affairs

Appointments at NBC News: **Susan LaSalla**, Chicago bureau chief, named Miami bureau chief; **Rod Prince**, producer of *Nightly News*, New York, named domestic news editor; **Robert Duncan**, New York bureau chief, named managing editor of Skycom News, satellite distribution system.

Richard Kaplan, executive producer, *Nightline*, ABC News, New York, will replace **Phyllis McGrady** as executive producer of new prime time news show featuring Sam Donaldson and Dianne Sawyer. McGrady asked to be relieved of responsibility in order to tend to illness in family.



Kaplan



Littleton

Al Littleton, president, Cablevision System's News 12 Long Island, New York, resigned to join McKinnon Productions, San Diego, Calif.-based venture capital firm targeting television programming projects. No replacement for Littleton has been named.

Len King, anchor, CNN's *Headline News*, and promotional and show open announcer for CNN, named manager of CNN Radio Network, Atlanta. King replaces **Bruce Chong**, who has been named producer of CNN's *Daybreak*. King joined CNN in 1983 as anchor and producer.

Barton Eckert, freelance reporter, joins *Nation's Business Today*, Washington-based morning news and information program produced by BizNet, as manager, news operations.

Dave Marash, anchor, 6 and 11 p.m. newscasts, WRC-TV Washington, resigns effective June 23. No plans have been announced, but Marash will continue to anchor *Science Journal* for noncommercial WETA-TV Washington. Replacement for Marash has not been named.

Donald Shafer, news director, KOLD-TV Phoenix, joins KNSD(TV) San Diego as news director.

Technology

Ronald G. Knaggs, VP and controller, Computervision Corp., Bedford, Mass.-based computer hardware and software manufacturer, joins New England Digital Corp., White River Junction, Vt.-based manufacturer of digital audio systems and digital multitrack recorders, as VP, finance and

chief financial officer.



Jacob

Laura Jacob, public relations manager, video producer, television division, Tektronix, Beaverton, Ore., named marketing services manager. Tektronix manufactures electronic products and systems.

Judy Ruzek, sales and customer service representative, Winsted Corp., Minneapolis-based marketers of editing and tape storage systems, named national sales manager.

Scott Smith, manager, video sales and traffic planning, Group W Satellite Communications, New York, joins IDB Communications there as director, broadcast sales. IDB supplies video transmission services for cable and television program suppliers.

Promotion and PR

Ed Berenhaus, former VP, creative services, Financial News Network, New York, forms Berenhaus Productions, New York-based television marketing and promotion firm.

Michael Garson, marketing and media representative, Titan Sports Inc./World Wrestling Federation, Stamford, Conn., joins

Turner Broadcasting System Inc., Washington, as manager, public relations.

Leeanne G. Seaver, manager, special events and promotions, Missouri State Lottery, Jefferson City, joins WTVR-TV Richmond, Va., as promotions director.

Allied Fields

Harold Morse, board chairman and CEO, The Learning Channel, Rosslyn, Va., named 1989 recipient of Vanguard Award for Programmers, awarded annually by National Cable Television Association.

Joseph A. Flaherty, VP and general manager, engineering and development, CBS, New York, awarded honorary degree of doctor of science by Rockhurst College, Kansas City, Mo.

Appointments at SFM Media Corp., New York-based media buying and planning service: **Michael J. Moore**, senior VP, media services, named executive VP; **David M. Tabin**, senior VP, media services, named executive VP; **Joel Zaremby**, VP, director of network negotiations, named senior VP; **Annette Mendola**, VP, spot broadcast, named senior VP; **Malcolm B. Collins**, assistant to treasurer, named director of finance; **Susan Hansen**, manager, client accounting, named director; **Cyndy Wynne**, account executive, named manager, syndication sales.

R. Dean Meiszer, former senior VP and manager, Society National Bank, Cincin-



Survival Training For the 'Nineties

IT'S A JUNGLE OUT THERE . . .

Maybe it's time to sharpen your skills. . . Re-evaluate your career strategies. . . Expand your industry perspective. . . Gain exposure to subjects you weren't able to take in school, or areas you haven't been able to experience, "hands-on," in your current job. . . And do it quickly . . . Intensively. . . Under the guidance of professionals with experience in the trenches. . .

THE MEDIA DEVELOPMENT PROJECT

(in cooperation with the Antonelli Media Training Center and The VBS Group, Inc.)

WE OFFER COURSES IN THE BASICS—AT ANY LEVEL

Choose from over forty 1-to-4 day (or evening) programs in:

Sales/Marketing: Local/Spot/Network/Syndication	Management: Sales/Operations
Operations: All station departments	Research: Audience/Market/Program
Technology: Computer/production systems	Production: Program/Commercial

For further information call or write:

THE MEDIA DEVELOPMENT PROJECT, INC.: 20 WEST 20TH STREET, NY, NY 10011
Phone: (212) 206-0461 Fax: (212) 206-0463



Radner... as Roseanne Rosannadanna as Lisa Loupner

Gilda Radner, 42, original cast member of NBC's *Saturday Night Live*, died May 20 at Cedar Sinai Medical Center in Los Angeles after an 18-month battle with ovarian cancer. Before joining *Saturday Night Live* in 1975, Radner's career started on stage in a Canadian performance of "Godspell." Later, as a member of Toronto's Second City improvisational comedy group, Radner also wrote and performed with New York's *National Lampoon Radio Hour* and *The National Lampoon Show*. Radner stayed with *SNL* until 1980. Among her most memorable characters were Weekend Update commentators Roseanne Rosannadanna ("It's always something") and Emily Litella ("What's all this about Soviet jewelry?"), and nerdy Lisa Loupner.

Toward the end of her stint on *SNL* she also starred in the Broadway show "Gilda Live." Radner's films include "The Woman in Red" and "Haunted Honeymoon" with her second husband, actor Gene Wilder.

Comedian Steve Martin, hosting *SNL*'s last program of the season (May 20th), opened his monologue talking about the unforgettable people he had worked with while hosting *SNL*. He was clearly moved as he introduced a 1978 taped skit of Martin and Radner dancing, a la Fred Astaire and Ginger Rogers, around the set and into and out of the audience. Afterward he said, "When I look at that tape, I can't help but think how great she was, and how young I looked. Gilda, we miss you."

Radner's most recent TV appearance was last year on Fox's *It's Garry Shandling's Show*, during which she said she hadn't been on TV for a while because she had cancer, then asked Shandling: "What did you have?"

Survivors include her husband, Gene Wilder, and first husband, G.E. Smith, current leader of the *Saturday Night Live* band.

nati, joins Crisler Capital Co., financial and brokerage consulting firm there, as president and managing director.

Deaths



Magnuson

Warren G. Magnuson, 84, former senator (D-Wash.), died May 21 in Seattle. He had diabetes. Magnuson served in House from 1937 to 1944 and Senate from 1944 to 1980. Magnuson served as chairman of Senate Commerce Committee and Appropriations Committee. Magnuson played part in investigating TV networks, including network option time and "must buys," and in securing passage of all-channel legislation, which required manufacturers to build into television sets ability to receive UHF as well as VHF signals. Magnuson was also interested in educational television, and helped secure passage of legislation enabling states to use federal funds to establish or expand educational television facilities. He was also one of legislative founders of Corporation for Public Broadcasting. Magnuson offered original Public Television Act of 1967 that

became Public Broadcasting Act. One ambition never realized was that broadcasters make free time available to major party presidential candidates. CPB President Donald Ledwig said that Magnuson's "vision and hard work helped make public broadcasting the superb public service it is today."

Abel Alan "Abe" Schechter, 81, former NBC director of news, died with his wife, Fritzi, May 24 in car accident in Southampton, N.Y. Schechter joined NBC in 1932 as copy editor in press department. In 1935 Schechter was appointed to NBC news department. He was named director of news and special events in 1936. He remained in this position until 1942 when he left NBC to become consultant to Office of War Information. Several months later he joined Air Force as chief of radio public relations. In 1943 Schechter was chosen to supervise radio and press communications for war correspondents in Southwest Pacific Theater. Schechter joined Mutual Broadcasting System in 1945 as vice president in charge of news and special events. He was with Mutual for five years. Schechter rejoined

NBC in 1950 to help create *Today* show. He became first executive producer of show. He left NBC in 1952 to begin his own public relations firm, A.A. Schechter Associates Inc., New York. His firm was acquired in 1973 by Hill and Knowlton. Schechter was on board of Hill and Knowlton until his retirement in 1979. They are survived by his brother, Ben, and her two daughters by previous marriage, Connie and Sydney.



Stanley

M. Edward Stanley, 86, former NBC director of public affairs and education, died May 17 at University Medical Center in Tucson. Stanley was with NBC from 1949 to 1968. In 1958 Stanley created *Continental Classroom*, educational television program.

Project won Peabody Award in 1958. Program's audience increased from 350,000 for first year to over million and half for final course. Stanley created and produced *Exploring*, children's program that ran for four seasons and won Peabody Award in 1963. He is survived by his wife, Pauline, and two sons, Michael and David.

Alvin "Jack" Tackett, 58, vice president and general sales manager, WSET-TV, died of heart attack March 12 at Lynchburg General Hospital, Lynchburg, Va. Tackett joined station in 1975 as general sales manager and was named vice president in 1981. Tackett's career began at WELC(AM) Welch, W.Va., in 1956 as disk jockey. Tackett began his sales career in 1958 as local salesman with WZIP(AM) Covington, Ky. (Cincinnati). He held same position with KLUV(AM) Haynesville, La., from 1959-60, KVMA(AM) Magnolia, Ark., from 1960-61 and KWKH(AM) Shreveport, La., from 1961-65. In 1965 Tackett moved to television as account executive with KTBS-TV Shreveport, La. At KTBS-TV he soon became local sales manager and then sales manager. He is survived by his wife, Yvonne, and daughter, Terri.

Frank Day Tuttle, 86, radio producer and director, died May 22 at the Actors Fund Home in Englewood, N.J. Tuttle's radio work included such programs as *The March of Time*, *Mystery Theatre*, *William and Mary*, *Henry Aldrich* and *Bright Horizon*. He is survived by two daughters, Nancy and Mary Elizabeth, and one son, Anthony.

Arthur V. Weinberg, 47, retired partner, Pepper & Corazzini, communications law firm, Washington, died at his home in Silver Spring, Md. Weinberg specialized in radio and television representation until retirement because of poor health in 1984. He is survived by his wife, Joan, daughter, Ellen, and son, Gary.

INDEX TO ADVERTISERS: Accuracy In Media 18 □ Blackburn & Co., Inc. 52 □ BPME/BDA Cover 3 □ Broadcast Television Systems 38-39 □ Chapman Associates 62 □ Classified Ads 68-75 □ Columbia Pictures Television 5, 6-7 □ Hughes Communications Cover 4 □ H.B. La Rue 55 □ MCA TV 21, 23, 25 □ Media Development Project, The 77 □ Media Venture Partners 51 □ MRN Radio 57 □ NBC Television Network 12-13 □ New World Television Group 11 □ Professional Cards 67 □ QuestCom 50 □ Cecil L. Richards, Inc. 53 □ Sandler Capital Management 26 □ Select Media Communications 16-17 □ Services Directory 66 □ TeleVentures 9 □ Warner Bros. Domestic Television Distribution Front Cover, Cover 2

Alan Gerry: Marching double time to a different drum

People who talk to Alan Gerry about cable come away with a definite impression: "You get the idea that this is his business, this is his life, and he's involved in it 100 percent," says Steve Wilkerson, president of the Florida Cable Television Association.

Gerry (pronounced Gary), the chairman and chief executive officer of Cablevision Industries Corp., has a lot to show for his devotion to cable. He started in the cable business more than 30 years ago, wiring a small town in rural New York. After an acquisition completed last December that added more than 300,000 subscribers to Cablevision, Gerry now heads a top-20 MSO that plans to reach one million subscribers by the end of this year.

And Gerry has built his empire on his own terms. He owns 95.5% of the stock of Cablevision Industries; although he has considered the possibility, he has never offered his company's stock in the public market. As the size of his company has grown, Gerry has stayed close to the day-to-day operations of his business. Flying among his eight operating regions in the U.S., Gerry works at a furious pace to make sure that Cablevision Industries operates as he wants it to. "He's totally hands-on," says Steven Rattner of Lazard Freres & Co., who has worked with Gerry. "He knows everything about every system that he owns."

Trained as a television repairman on the GI bill, Gerry started repairing and selling television sets in his home town of Liberty, N.Y., in the early 1950's. With \$20,000 capital—\$1,500 his own, and the balance from local investors—he built a five-channel system that went on-line in Liberty in 1957. From early on, Gerry found himself at odds with the accountant who represented the other investors: "Every time I wanted to build another few miles of cable," says Gerry, "he would come in and write dividends for all the stockholders. There would be no money in the system. And it used to aggravate me."

After buying out the other owners over the next decade (and ridding himself of the accountant), Gerry launched an expansion campaign in New York. To finance new system builds, he'd have lines of credit from equipment manufacturers. To get loans to buy operating systems, he would not only pledge to the bank the stock of the system he was acquiring, but sign a personal guarantee for the loan as well. "That was the only way that they would lend money on cable in those days." As he expanded, Gerry was highly conscious of his company's image and performance: "We had to deliver quality product," he says. "It was something brand new. In a lot of those



ALAN GERRY—chairman and chief executive officer, Cablevision Industries Corp., Liberty, N.Y.; b. Dec. 25, 1929; U.S. Marine Corps, 1946-48; Delahanty Institute of Electronics, New York, 1949-51; owner, Alan Gerry TV and Appliance Co., 1951-72; president, Liberty Video Corp., 1956-74; present position since 1974; m. Sandra Berthloff, July 10, 1972; children—Robyn, 31, and Annelise, 36 (from previous marriage), and Adam, 14.

communities the mayor from one community knew the mayor from the other community, and we had a reputation to uphold."

After 15 years in cable, Gerry got out of his retail appliance business. "Anyone can sell television sets," Gerry says. "But when you took these people—and they were used to watching three snowy channels—and you brought 12 crystal-clear pictures in their home, you really made an impact."

In the late 1970's, Gerry's competitive juices got stirred up by the franchising process in Massachusetts. Beating the competition in the franchising game, Gerry says, was exciting: he liked the challenge of besting both locals and larger companies by devising the system proposal that would most appeal to the community. "Whatever they really wanted, whatever their hot button was, that's what we would propose to them. And whatever we said we'd do, we did. There wasn't a commitment we ever tried to back out of." Living up to its word was an important part of the growth of Cablevision Industries, Gerry believes: "The integrity of what we said we would do and what we actually did...I think that went a long way."

While Gerry has long complained about the high prices of cable systems, he has continued his acquisitions, expanding Cablevision's systems from 83,500 basic subscribers in 1981 to 930,000 today. Gerry is good at spotting unusual, undervalued properties, Rattner says. As a dealmaker, Gerry is known as a tough negotiator and a

quick decision maker. When buying systems, he does due diligence himself. He's financially sophisticated, and willing to make an offer in a hurry.

Gerry has an unquenchable thirst for information related to his operations. To give an illustration of Gerry's attention to details, Ed Whalen, former vice president of administration for Cablevision, says that as he and Gerry went around to visit regional offices together, he remembers Gerry staring out the window to check how cables were strung along utility poles. And when they arrived at an office, Whalen says, "He'd tell some guy the lashing wire was loose somewhere and ask him how his new baby was."

"His mind's never off the business no matter where he is," says former chief financial officer John O'Neill. "Alan needs every hour, on the hour, what his friends call his 'cable fix,'" says family friend Linda Brodsky, vice president, administration and public affairs, of BroadBand Communications. Gerry bought a cable system in Florida six years ago because, he admits, he had a vacation house in Florida. "I wanted something to do," Gerry says.

Gerry's habit of hard work permeates the atmosphere at Cablevision. "I don't know any other people in the business that put the kind of time in that our people do," says Gerry in a claim that former employees of Cablevision Industries do not dispute.

As an operator, Gerry has clear ideas of how the business should be run and "does not accept an inadequate job under any circumstances," says O'Neill. And Gerry's agenda rules corporate operations: "Whatever he perceives as the number-one priority is what you're working on—even if it changes after lunch," O'Neill says, adding that as "problematic" as the situation is for Gerry's employees, "if he sees opportunities, he can move on them. That's why he is where he is today."

A self-described "frustrated architect," Gerry has made a 20-year project out of remodeling and expanding his New York home. He designed the corporate headquarters in Liberty (a former barn) and his house in Florida, and he's working on the plans for a new corporate headquarters in New York. Gerry takes great joy in gardening, and in the summer has been known to treat guests to corn freshly picked from his back yard.

Talking about his work in cable, Gerry says, "We were able to put together a company without public money, without venture capitalists, without what I call 'free money'—money that you didn't have to make interest payments on every month—and the only way I could do it is I have to get up a little earlier and work a little bit later and run a little faster and try a little harder and develop people that would march to the same drum beat that I march to."

Tele-Communications Inc. has reached agreement in principal with WestMarc Communications, 550,000-subscriber MSO, to acquire balance of WestMarc that it does not already own. Cash price for 25% outstanding stock not in TCI's hands would amount to \$196 million. Proposed per-share cash price is \$31.75; shareholders with holdings above certain level, to be decided later, would have option of tax-free trade of their stock for preferred stock in WestMarc. Agreement is subject to WestMarc's receipt of fairness opinion from First Boston Corp., which WestMarc has hired to do valuation. WestMarc's class A stock rose last Wednesday (May 24) \$3.125 to \$30.125.

Following shareholder approvals last Thursday (May 25), **United Cable Television and United Artists Corp. merged to become United Artists Entertainment Co. (UAE)**. Companies originally announced intention to merge in October 1987. New company is third largest MSO, with 2.4 million subscribers, and nation's largest motion picture theater operator. Majority stockholder is Tele-Communications Inc. Trading was scheduled to begin last Friday in UAE class A and class B common stocks, under symbols of UAEA and UAEB, respectively, on NASDAQ'S national market trading system.

NBC Entertainment President Brandon Tartikoff told NBC affiliates meeting in San Francisco last week (see page 27) that comedienne **Carol Burnett will star in new half-hour comedy series** being developed as mid-season replacement. **Four shows that did not make this fall's prime time schedule**, announced two weeks ago (BROADCASTING, May 22), **will instead be aired this summer**—*Knight and Daye*, two sitcoms (including *13 East*) and 10 new episodes of *Highway to Heaven*. On its daytime schedule, starting July 3, NBC will replace *Wheel of Fortune*, which was immediately picked up by CBS. Tartikoff cited continuous decline in ratings as reason for dropping show. He introduced Jacqueline Smith, appointed only two weeks ago as VP, daytime programs, who said *Golden Girls* would also join schedule July 3, although not necessarily in same time slot as *Wheel*. Appearance of off-network sitcom in daytime may not last long, since show is headed for syndication in fall 1990. Other an-

nouncements at meeting included: Beginning Aug. 28, **Best of Carson will move to Monday**, switching places with exclusive *Tonight Show* host Jay Leno, who moves to Tuesday. ■ Inspired by ratings boost **Late Night with David Letterman** received when it visited Chicago earlier this month, Tartikoff said **show will go "on the road"** next February and May. Also in late night, 90-minute special celebrating first anniversary of *Later with Bob Costas* will air Friday, Aug. 25.

Cablevision Systems and Times Mirror have swapped cable systems in deal Cablevision valued at \$142.5 million. Cablevision receives Times Mirror's systems in Riverhead, N.Y., and Haverhill, Mass., serving combined 52,000 subscribers. Times Mirror will acquire assets of Republic Cable Partners, which Cablevision is in process of buying. Republic serves 46,500 subscribers in several systems in suburban Phoenix.

Time Inc. surpassed Procter & Gamble as leading cable advertiser in first quarter of year, spending \$8,293,725, versus P&G's \$8,073,544, according to Arbitron. Rounding out top five were RJR Nabisco (\$5.4 million), Philip Morris (\$5.2 million) and General Mills (\$5.1 million).

A.C. Nielsen and David Sarnoff Research Center this week will announce joint agreement to develop passive peoplometer system to identify TV viewers in Nielsen homes, without requiring any action from those viewers. Another company, R.D. Percy Co., tried to launch passive meter two years that was based on infrared technology. Percy subsequently suspended operation.

Bravo Cable Network last week announced addition of one million viewers since January, bringing subscriber total to 2.5 million.

Preliminary agreement for **sale of Palmer Communications Inc.'s NBC affiliate KWQC-TV Des Moines, Iowa, to Broad Street Television Corp.**, North Haven, Conn.-based group owner has been reached. Price was not disclosed but industry sources estimate

NBC takes sweeps in record (tying) style

NBC has won its fifth consecutive May sweeps, equalling the largest winning margin ever in a sweeps period (its own 1988 record). Perhaps the biggest news to emerge is that NBC saw Cosby slip from the number one slot in household rankings for the first time in a sweeps period.

Nielsen Television index numbers provided by NBC for April 26-May 23 show NBC with a 14.6 rating and 25 share to CBS' 11.8/20 and ABC's 11.4/20. This year's total network share of 65 was down from May 1988's 67. NBC has won 16 of the past 17 sweeps (it lost out to ABC in February 1988 during that network's presentation of the Calgary Olympics).

The ABC Sunday Movie took top honors, with a 22.936. In addition to the film, Everybody's Baby, that time period was filled by two episodes of the mini-series, War and Remembrance and My Name is Bill W., a Hallmark Hall of Fame special.

In second was Roseanne with a 22.7/34, followed by NBC's Cosby, with a 20.7/38, A Different World (20.3/35), and Cheers (20.0/32). Overall, NBC had three of the top five shows, ABC two, and CBS none.

NBC won the same five nights it won during the February sweeps: Monday, Tuesday, Wednesday, Thursday and Saturday. It was second on Sunday and third on Friday. CBS won only Sunday, came in second on Thursday, Friday and Saturday, and placed third on Monday, Tuesday and Wednesday. ABC took Friday, was second on Monday, Tuesday and Wednesday, and third on Thursday, Saturday and Sunday. For regular pro-

gramming, NBC had a 15.0/26, 25% higher than CBS's 12.0/21 and 28% higher than ABC's 11.7/20. NBC also showed very strong numbers versus the other two networks among women and adults 18-49 and 25-54. On the original mini-series front, NBC won with My First Name is Steven's 24.5/39, the network's highest rated mini-series since the 31.1/47 Fatal Vision achieved in November 1984. ABC's War and Remembrance was the number two mini-series for the May sweeps, posting a 14.9/23. ABC's Guts and Glory was a distant third, with 11.8/19.

ABC's Everybody's Baby was the number one made-for-TV movie, with a 22.9/36. NBC had the next three: Bionic Show-down (17.6/28), Roe vs. Wade (17.0/27), and Trial: Incredible Hulk (16.2/25). NBC also had the sweeps' top two specials, Jackee (19.8/33) and Kenny, Dolly & Willie (15.4/30). In the theatrical movie category, NBC's "Top Gun" took first, with a 20.2/32, followed by CBS's "Witness" (19.0/31) and NBC's "Ferris Bueller's Day Off," (17.6/29).

NBC delivered the best 10:30-11 p.m. lead-in to local news. Monday-Friday it scored 14% higher than second place CBS and 25% higher for Monday through Sunday. The network's owned-station markets also won in New York, Chicago, Los Angeles, Cleveland, Denver and Miami.

The Association of Independent Television Stations reported a collective 23 prime time share for independents, putting them second only to NBC. According to INTV, independents performed particularly well among male viewers.

cost of sale to be **between \$45 million and \$50 million**. Application for transfer has been filed with FCC. Broker for Palmer Communications Inc. was Howard E. Stark.

FCC has approved 18-month waiver request by American Television & Communications to divest cable systems associated with Time-Warner merger. Minority stockholder Chris-Craft owns two television stations in markets where ATC owns cable systems (Austin, Tex., and southern California), triggering crossownership prohibitions. Systems serve over 200,000 subscribers.

Last Friday, May 26, **approximately 80% of commercial radio stations participated in launch of NAB-RAB Radio Futures advertising campaign, which included airing 30 seconds of silence at 7:42 a.m.**, local time, according to Danny Flanberg, RAB senior VP for marketing and communications. RAB estimated that, based on audience ratings, campaign—"Radio: What Would Life Be Without It?"—reached 135 million listeners via 8,000 stations. Figure was obtained by RAB poll of top 25 markets and spot polling of middle and smaller markets. Emmis, Group W, ABC, CBS and Great American were among participating station groups.

WTSP-TV St. Petersburg, Fla., will pay State of Florida \$750,000 in out-of-court settlement of case in which former employes broke into computers of rival station WTVT(TV) Tampa. WTSP-TV is former employer of Terry Cole (news director) and Mike Shapiro (assistant news director) who were sentenced last week to five years probation and 250 hours of community service ("In Brief," May 22). Station, however, was not charged with any wrongdoing.

CBN Family Channel's Rin Tin Tin K-9 Cop has been renewed for fall. Additional 44 episodes of half-hour series will begin production this summer. Show is co-production of Family Channel, Herbert B. Leonard Productions and Pearson/Lamb Productions of Canada. Leonard also produced original *The Adventures of Rin Tin Tin* in 1950's.

British Satellite Broadcasting, \$1.5 billion UK direct-to-home TV service, will delay full-scale launch by nearly half-year until next spring. BSB, preparing to battle for viewers with Rupert Murdoch's already-launched multichannel Sky TV, said it was stymied by unreadiness of home receive gear. No contract has been awarded to make 30 cm square aerial, or squarial, at center of BSB promotion, and ITT receiver chip needed for customer addressability is only 80% functional.

Mediated contract negotiations last week between Capital Cities/ABC and National Association of Broadcast Employees and Technicians failed to end deadlock. In closed circuit broadcast to NABET employes, Chairman Thomas Murphy said if final offer was not approved by extended June 19 deadline, "the company will consider exercising all options open to it, including implementation of all or part of the final package proposal." John J. Krieger, NABET assistant to the network coordinator, said the union was "weighing our legal options...including a possible strike vote."

Sears and NBC announced cross-promotional plan centering on contest that NBC hopes will familiarize viewers with its five new prime time series and *Quantum Leap*. On-air promotions will begin 10 days before contest's Sept. 3 start and will be produced and paid for by NBC. Sears will distribute inserts in its charge card bills, excluding Discovery card, and catalogue mailers. Sears will also promote contest and shows in four successive Sunday supplements, each having circulation of 50 million, according to NBC. No money will change hands between two companies, said John Miller, senior VP, NBC Entertainment.

King World said last week it **will test new program** on its research and development network of stations during four-week period

LIN spinning off TV's to shareholders

LIN Broadcasting may once again become an accurate name. The New York-based company's board last week approved in principle the "spinoff" of LIN's seven television stations to shareholders, creating two separate companies, the other operating cellular telephone and publishing firms.

The company said: "The spinoff is for operating reasons aimed at maximum development of the company's two principal businesses...it is not intended as a precursor to any other corporate transaction." Michael Plough, vice president, corporate development, and treasurer, LIN, elaborated that the two companies might end up with "different capitalizations, different dividend policies and different attitudes to new business opportunities." He also said the change would allow for stock options more reflective of the operations' different performances.

Some observers noted that the spinoff could increase outsider interest in LIN's cellular operations, since a buyer would no longer realize a tax upon spinning off unwanted TV stations. Plough dismissed such speculation: "First, I don't think the 'tax bite' is significant compared to the overall value of the company. Second, a sale of the cable immediately after the spinoff could, depending on circumstances, cause a lookback by the IRS as to whether the tax-free treatment of the spinoff was appropriate. And third, the absence of a 'tax bite' would simply result in a higher price for the cellular, making it a more expensive acquisition."

All of LIN's stations are affiliates: KXAS-TV Dallas-Fort Worth and KXAN-TV Austin, both Texas; WISH-TV Indianapolis and WANE-TV Fort Wayne, both Indiana; WOTV-TV Grand Rapids, Mich.; WAVY-TV Portsmouth, Va., and WAND-TV Decatur, Ill. According to recent estimates by Ed Hatch, securities analyst for Merrill Lynch, the TV stations had 1988 revenue of \$136.4 million, which was virtually unchanged two years ago. The company has attributed flat revenue and cash flow, estimated by Falco at \$74.7 million, in part to "economic conditions in Texas."

The announcement said that Gary Chapman, who six months ago was named president of LIN's television group, will continue in that role, and that Chairman and Chief Executive Officer Donald Pels will retain those titles in both companies.

beginning June 5. Program, **From the Heart**, is strip hosted by Gloria Loring, and will feature "real people re-enacting their own, dramatic true life stories." Stations in Detroit, Miami, Boston, Seattle, San Diego, Hartford, Cincinnati, Baltimore, Tampa and West Palm Beach will carry program. King World uses R&D Network to test programs for possible future syndication.

Ted Turner has been named 1989 winner of Radio-Television News Directors Association's Paul White Award for distinguished service to electronic journalism. Turner was chosen for his "visionary achievements in creating and developing the Cable News Network and Headline News." Award, association's most prestigious, was established in 1956. Past winners include Walter Cronkite, David Brinkley and Edward R. Murrow. Turner will accept award at RTNDA convention Sept. 16 in Kansas City, Mo.

L.E. (Ed) Parsons, 82, cable pioneer, died May 23 in Fairbanks, Alaska, following complications from surgery. Parsons, considered one of first community antenna television operators in country, built his first system in Oregon in 1948 and later built systems in Alaska. Cable Television Pioneers has established memorial fund. Contributions can be made to National Cable Television Center and Museum at State College, Pa. Parsons is survived by two daughters, Mildred and Yvonne, and son Mark.

Editorials

Detour

As reports in this issue attest, there is a gathering momentum in the U.S. behind efforts to sidetrack high-definition television for a decade or more in favor of an enhanced TV system that would simulate HDTV while avoiding the pain, cost and dislocation of that medium. Both broadcasters and cable industry figures are in the vanguard, although the preeminent leadership has come from Tele-Communications Inc. and its indefatigable John Sie, allied with an innovative equipment manufacturer, Yves Faroudja.

The Faroudja concept, called Super NTSC, uses a line doubling technique to make it appear that there are twice as many lines being received as there are in the original picture. No major modification of the transmitter is required; all the investment is on the consumer's side, requiring so-called "smart" sets to decode the appropriate impulse. Generally speaking, the Faroudja concept sticks to the 4:3 aspect ratio of standard television, although a 16:9 version is said to be available.

Sie and his supporters—and the lengthening list now includes ABC, NBC, Group W and Tribune Broadcasting, although it isn't clear just how deeply and for how long each is committed to the Super NTSC idea—argue that true HDTV (which abandons NTSC and steps into a new generation of television, a standard anticipated to last for the next 50 years) is too difficult to achieve today, and that it would be better public policy to sidestep the issue for the next 10 years, hoping that something better will have come along by then. In the meantime, neither broadcasters nor cable operators will have been discomfited and that segment of the audience that wants an enhanced signal will have been accommodated.

There is an immediate danger to this approach. For the past two years the FCC has avoided reallocating unused broadcast spectrum to land mobile, heeding broadcasters' pleas that this space will be needed for HDTV. Actually, many leading engineers believe as much as 12 mhz of spectrum will be required for all broadcasters entering true HDTV. Should the broadcast and cable industries conclude they can exist within the 6 mhz framework of today's allocations, it is difficult to believe that land mobile could be denied any longer. Once that spectrum exists, it will not reenter.

There is a further danger in chancing that the United States, alone among the world's major powers, can continue to exist in an NTSC-oriented, 4:3 video cocoon while others move on into the 21st century.

We are not yet persuaded that the easy way out is the best way. Indeed, when it comes to designing tomorrow's video universe man's reach should always exceed his grasp.

Right place, right time

Thanks chiefly to CBS and CNN, this country has watched over the past two weeks as the Chinese people strained at the yoke of the old order. In Beijing to cover the first Sino-Soviet summit in over a quarter century, the two networks (one broadcast, one cable) found themselves in the midst of an unprecedented student-led, pro-democratic demonstration.

Having serendipitously circumvented the normal filter through which passes news unflattering to the government, the two found themselves in a unique position: able to cover live and first-hand, events threatening the very foundations of the Communist Chinese system. They made the most of it, staying

with the story until banished by an increasingly nervous bureaucracy.

Before the plugs were pulled (then restored and pulled again, as the political tide ebbed and flowed between conservative and moderate forces), widespread attention was paid to the generally peaceful confrontation between the people and the people's army, which, for the most part, was either unable or unwilling to enforce the martial law that had been declared.

It could be argued that the Fifth Estate has helped create the climate for change in China, the Soviet Union and elsewhere. Since the advent of satellites, television has provided the communist world a window on the candy stores of capitalism, next to which government-issue bread—and ideas—may have begun to pale. It has also been suggested, and we would tend to agree, that had not the Fifth Estate press been there to make witnesses of us all, the hand of the Chinese government might well have been far heavier in its reaction to the protest.

Above and beyond

This page has frequently tipped its editorial visor to the power of radio and television to do good. In this instance, our tip goes to its more literal power to move people.

The scene is North Texas, where a flash flood had trapped a woman and her two young children on the roof of a car that teetered on a bridge railing. Traffic reporter, morning and afternoon drive co-anchor and helicopter pilot Dick Siegel, of WBAP(AM) Fort Worth, was in—and on—the air when he was informed of the precariously perched trio. With the help of fellow helicopter pilot Ken Arnold and traffic reporter Chuck Schechner of KLIF(AM)-KPLX(FM) Dallas, who via radio helped steer Siegel away from the trees and railings in his blind spot, the veteran pilot maneuvered the helicopter within a few feet of the car, opened the passenger door and brought the family aboard. After depositing them safely in a nearby town, Siegel returned immediately to the bridge to find that the car had been swept away.

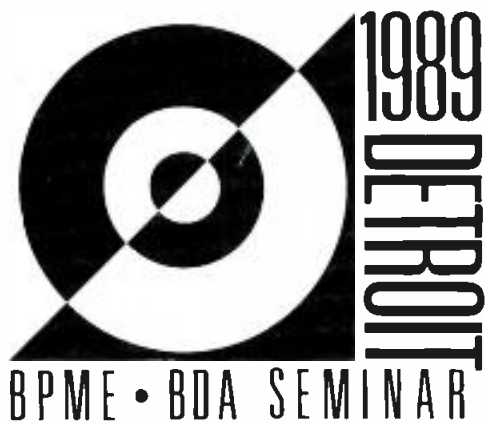
The story had a happy ending, but that does not mitigate the potential danger of the situation, both for the rescued and the rescuer.

In some instances, events have blurred the line between news reporter and newsmaker, usually prompting debate about the responsibilities of journalists who become part of the story themselves. There was no such gray area here. The line that was crossed in this instance was the one between journalist and hero. Siegel was commended by the Fort Worth police department. We second that sentiment.



Drawn for BROADCASTING by Jack Schmidt

"When I told you to get the dirt on that construction scam, that's not what I meant."



BPME & BDA SEMINAR

June 21-24, 1989

Cobo Center, Detroit

Targeting Creativity in Broadcast Marketing and Design

**Television and Radio
Marketing, Creative Services, Promotion
and Design Professionals...**

*This is the one industry meeting you
really can't afford to miss!*

More than 2,000 of your marketing, advertising, promotion and design colleagues from radio and television stations, groups and networks, cable networks, MSO's and systems come together to network, share ideas and grow professionally.

- *90+ sessions, meetings, activities and workshops.*
- *More than 200 expert speakers and panelists.*
- *Participation by stations, groups, networks, consultants and syndicators*
- *4 days of exhibits and displays.*
- *Gala BPME and BDA awards shows.*

For details and brochure, call (213) 465-3777

**Broadcast Promotion & Marketing Executives
Broadcast Designers' Association**

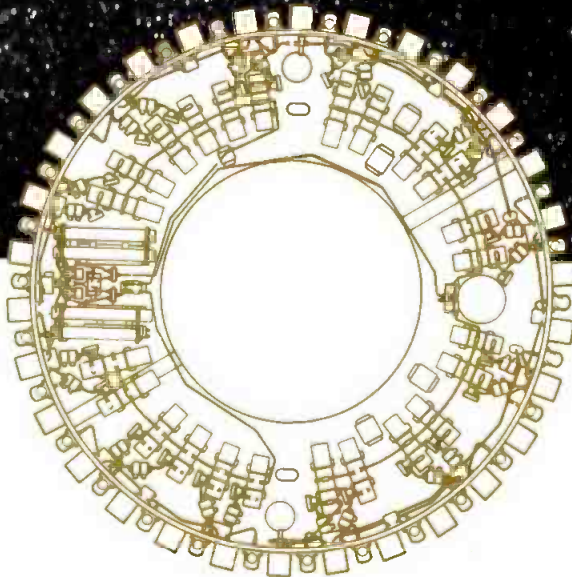
SPACE MAY BE INFINITE, BUT OUR NEW GALAXY IS FILLING FAST

© 1989 Hughes Communications

Photograph courtesy of National Optical Astronomy Observato

CNN • HEADLINE NEWS

TNT • TBS • HBO • Cinema



The space available on Hughes Communications' next generation of Galaxy satellites is filling fast. Galaxy I-R, Galaxy V, Galaxy III-R and the fleet backup, Galaxy VI, will serve the most prestigious names in cable. The industry leaders above are being joined by many others who are deciding that the future in cable delivery lies with these Hughes satellites.

Companies like these realize Hughes' C-band plans for the future are firm and the most ambitious in the business. Our satellite replacement program and state-of-the-art technology offer our clients the opportunity to be ideally positioned well into the 21st century.

So if you plan to use satellite services in the years to come, call Hughes Communications today. Sign on now for your space in our Galaxy. For further information contact Jerry Farrell at 213-607-4128.

WE MAKE IDEAS HAPPEN®

HUGHES
COMMUNICATIONS

HUGHES
AIRCRAFT COMPANY

Subsidiary of GM Hughes Electronics