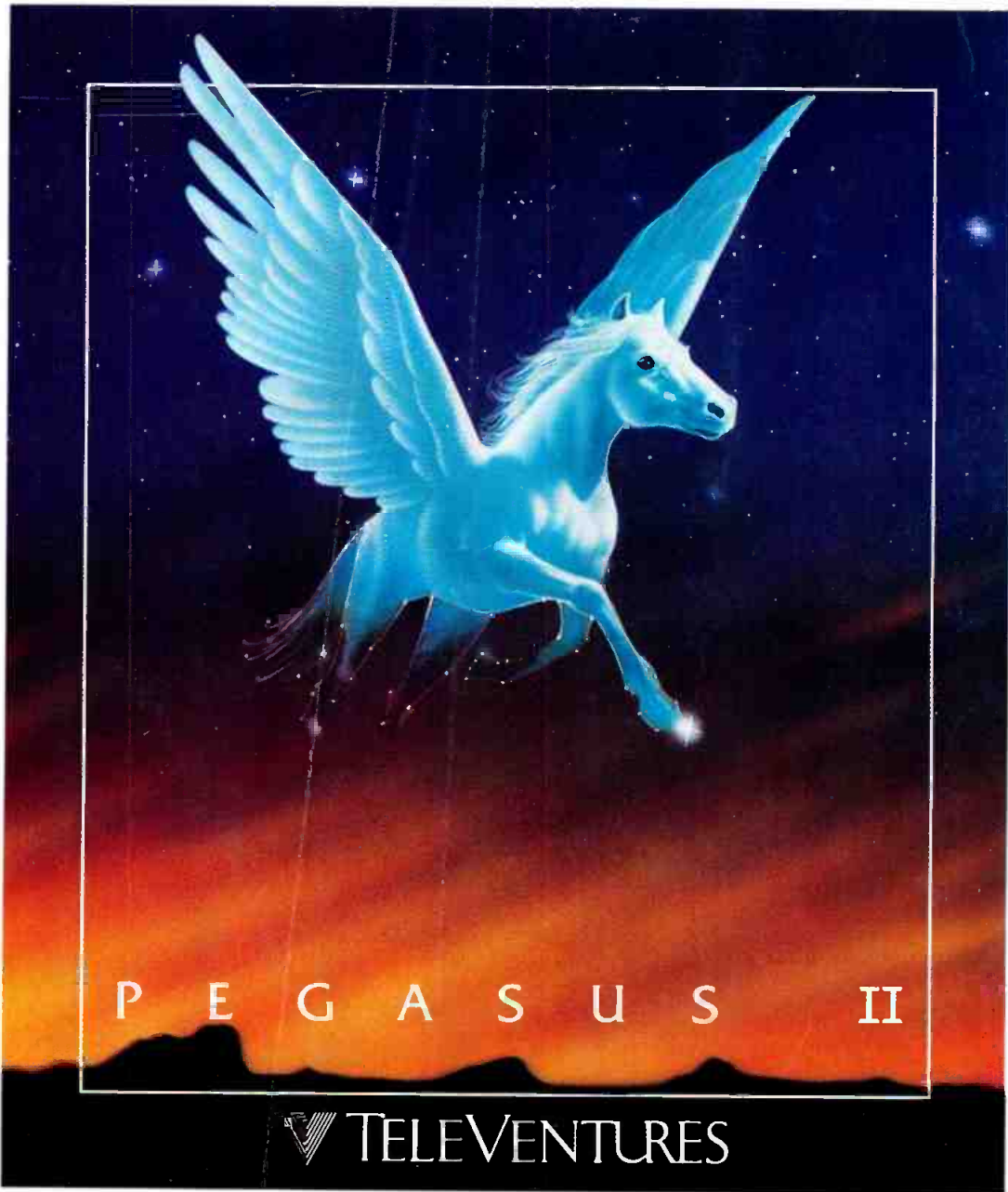


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Aug 14

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58th Year 1989

**TV STATION PROFITS**  
 A hard look at the  
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# Thanks to our we've got 4 in th

## 1 Wheel Of Fortune

Wheel hit the #1 spot in February 1984 and it's been #1 ever since. In May, Wheel racked up its 22nd consecutive sweep victory. Amazing.

Source: Nielsen Cassandra DMA Coverage Area Ranking Report

PRODUCED BY  
**MERY GRIFFIN**  
ENTERPRISES  
A unit of Quantum Pictures Entertainment, Inc.



## 3 The Oprah Winfrey Show

Daytime belongs to the first lady of television, Oprah Winfrey. The Oprah Winfrey Show is America's #1 talk show, #1 among women 25-54, and #3 overall.

Source: Nielsen Cassandra DMA Coverage Area Ranking Report  
NSI

PRODUCED BY  
**HARPO**  
PRODUCTIONS, INC.



# newest Edition, the Top 10 first-run!

## 2 Jeopardy!

May marked **Jeopardy!**'s 15th sweep in a row as the #2 show in syndication, and it's first sweep as the #1 news lead-in and the #1 access show among women and men 25-54.

Source: Nielsen Cassandra DMA Coverage Arca Ranking Report

PRODUCED BY  
**MERV GRIFFIN**  
ENTERPRISES  
A unit of Libinia Partners Entertainment, Inc.



## 4 Inside Edition

**Inside Edition's** become the latest addition to **King World's** family of hits, bursting into the **Top 10** after just five months on the air!

Source: NSI/ARB

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**How healthy is TV station business?...**As TV operators plan their budgets for next year and beyond, there is debate over how profitable next decade will be. **PAGE 27.**

**New style at FCC...**New FCC Chairman Alfred Sikes is sworn in, bringing with him belief in marketplace and in "special quality" of broadcasting. Pictured with Sikes (l) are his wife,



Marty, and FCC Commissioner James Quello. **PAGE 29.**

**Football '89: brand new ballgame...**BROADCASTING's special report on college and professional football examines cable's increasing role in bringing gridiron action to American viewers, changes in radio and television coverage and next year's competition for major sports rights. **PAGE 36.**



Joe Montana

**FULL AGENDA**

n's television, cable TV violence and doctrine are among issues facing it returns status.

**32/ OUTLET SALE**

Outlet Communications agrees to sell all but two of its remaining broadcast properties to Chase Communications for \$120 million.

**51/ MADE-FORS**

Made-for-cable movies are being increasingly used to provide specialized



'Nightlife'

entertainment and attract stars to medium.

**33/ MISSING**

Plane carrying Congressman Mickey Leland (D-Tex.) disappears over Ethiopia.

**48/ IS IT SAFE?**

Sample of television critics reviewing new fall programs characterize new shows as "safe."

**54/ AM RADIO FIGHTS BACK**

This second part of BROADCASTING's series on AM radio looks at audience statistics, revenue shares and AM market values, and finds, among other things, the dominant top-market AM's continue to hold their own.

**57/ RADAR REPORT**

ABC Radio's Paul Harvey is named most popular radio network personality in SRI's spring 1989 RADAR report.

**57/ HOPE FOR REFORM**

Following attention to Sunrise-Root affair, and given priorities of new FCC Chairman Alfred Sikes, critics of FCC's comparative hearing process are hoping for major reform.

**65/ MONITORING TELEVISION ADS**

Arbitron says it will

implement computerized monitoring of television advertising in second quarter of 1990.

**66/ OVERSEAS MARKET**

Gary Bryson, president of cable division of US West telephone company, talks about company's overseas cable strategy.

**87/ CREDIBLE FORCE**

Nielsen Media Research's John Dimling has built reputation for objectivity and knowing his stuff in field of Fifth Estate research.

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**THEY CAME.  
THEY SAW.  
THEY CONQUERED.**



**SCARY, ISN'T IT?**

On Sunday, July 30, MARRIED...WITH CHILDREN finished #1 in the 9-9:30 p.m. time period — outperforming all network competition with an 11.2 rating/20 share.



Source: N1 Overnight Estimates, July 30, 1989, 9-9:30 pm.

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## **N**EW JERSEY

### **High-scorers in cable**

If cable operators play in basketball leagues, they should watch out for new owners of New York Times cable system, which is scheduled to change hands this Tuesday. Among investors in Garden State Cablevision—company that is general partner of limited partnership buying systems—are basketball greats Michael Jordan, Patrick Ewing, Magic Johnson, Julius Erving and Georgetown University coach John Thompson. Among other investors are Houston Oilers quarterback Warren Moon and former U.S. Ambassador to U.N. Donald McHenry. Largest stockholder of 32-investor company is J. Bruce Llewellyn, who headed other minority-dominated group that bought WKBW-TV Buffalo in 1985. Buying system along with Garden State are Lenfest Communications and Comcast Corp.

## **W**EST PALM

### **News as pariah**

Focus on expanded news effort at former NBC, and now Fox, affiliate WSVN(TV) Miami has obscured developments in adjacent market experiencing similar affiliate changes at beginning of year. Faced with similar situation, former CBS affiliate WTVX(TV) West Palm Beach-Fort Pierce-Vero Beach, Fla., has instead decided to drop all news programming, replacing it with such shows as *Love Connection* and *Sledgehammer*. Station had carried early and late local news, and *CNN Headline USA Today* and *USA Tonight*. Marketplace sources attribute resignation of general manager, Lynwood Wright, to changes. Current general manager, and former general sales manager, Jay Oliver, said that older-skewing news programming had worked well when station was affiliate of CBS, whose programs also skew older, but that station now sought younger demographics. Competitor that could most

benefit by picking up WTVX news ratings is WPBF(TV), new ABC affiliate in market which provided network with reverse compensation. In May ratings book, early and late newscasts of WPBF obtained 1 and 2 rating, respectively.

## **N**EW YORK

### **Out of gas**

Automobile advertising may have been strong in upfront market, but cable operators selling avails in ESPN's NFL package are finding local automobile market tough sledding. One ad salesman said category "is way off." Another said NFL itself will be fine, but automobile spending in other cable networks is not forthcoming. Instead of buying six-month package that includes NFL, local car dealers are buying month to month, or even worse, week to week, said one. Operators say local dealers aren't moving cars, and some believe Detroit may have run out of incentives. Situation points up that "diversification" is key for cable, so operators won't get caught expecting all their ad dollars from single source.

### **On his own**

Squire Rushnell, former vice president, children's and late night programming, ABC Entertainment, has formed own production company and is

developing children's and talk-show programming for 1990-91 development season. Contacted last week, Rushnell confirmed he has also talked with FBC about possibly supplying it with one or more programs for its planned "Kid's Net" program block, scheduled to debut in fall of 1990. Rushnell, currently based in Sherman, Conn., didn't rule out returning to corporate life as "broad-based program executive" if right opportunity comes along.

### **Equity for debt**

Telemundo, second-ranked Spanish-language television network, will be doing rights offering this fall to pay off its bank debt and reduce subordinated debt. Company had debt of \$286.3 million on March 31. Net loss for first quarter was \$17.2 million, from revenues of \$22.5 million. Telemundo and Univision have signed contract with Nielsen for peplemeter measurement of Hispanic audience (BROADCASTING, July 31).

## **D**ALLAS

### **Law game**

Prospective legal fees can cause party to pause. At end of last week, Raycom and Southwest Conference (SWC) were making efforts to settle disagreement over sports rights

contracts, present and future, out of court. Raycom said it had postponed legal proceedings—halted taking depositions and such—as parties sought to short circuit lawsuit filed by Raycom against SWC Aug. 2 (see special report, page 35).

Charged with contract interference in same suit, SportsChannel America has stake in outcome of suit. It has offered SWC \$29.5 million for seven-year (1990-97), multi-sport package, according to Dallas press. But Raycom says SWC must either stand by original contract with Raycom, which goes through 1991, or stand by amendment allowing Raycom to match original SCA offer of \$24 million. Raycom says it did that last month.

## **N**CAROLINA

### **Lengthening line**

Number of states conducting securities investigations into Sonrise Management Services has topped 20, according to North Carolina state department. In effort to coordinate efforts and assess jurisdictions, North Carolina Secretary of State Rufus Emisten will meet with securities officials from other states, and possibly with SEC officials, in Washington on Aug. 23 and 24.

## **V**A BEACH

### **UnCLeaR reception**

Dr. Billy Melvin, chairman, Christian Leaders for Responsible Television (CLear-TV), has indicated he will solicit free time from religious stations around country to air 30-minute program his group will produce on boycott issue. Not everyone, however, will honor that request. CBN President Tim Robertson said he would not give time to CLear-TV. But, said Robertson, "we'd probably be willing to sell him the time." Otherwise, every other group with cause to push would want free time as well, said Robertson. As to CLear-TV cause per se, Robertson said, it's delicate

### **Holmes out front for State post**

*State Department's search for new U.S. coordinator and head of Bureau of International Communications and Information Policy appeared to be all but over last week. Bradley Holmes, chief of FCC's Policy and Rules Division, Mass Media Bureau, is said to have told friends he had been offered post and would accept it. Holmes was in Buenos Aires last week as member of U.S. delegation to CITEL (InterAmerican Telecommunications Conference) and could not be reached.*

*Sudden emergence of Holmes surprised observers who thought others on State's short list more likely—among them, Ambassador Gerald Helman, veteran foreign service officer backed by Rep. Dante Fascell (D-Fla.), and James Smith, of Reed Smith Shaw & McClay, supported by Dean Burch, director general of Intelsat.*

*But Holmes, whose nomination to FCC in 1987 died when Senate Commerce Committee would not even hold confirmation hearing, is not without support. His backers are said to include Ward Quaal, former top executive with Tribune Co., and Clarence Thomas, chairman of Equal Employment Opportunity Commission who is on his way to seat on U.S. Court of Appeals.*



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issue because "one person's freedom is someone else's indecency."

## HOLLYWOOD

### Fox-Who-PPV

Fox Broadcasting is "trying to seal a deal" to air The Who's Aug. 24th performance of rock opera *Tommy* in Los Angeles. Event will initially be available as pay-per-view telecast, live from Universal Amphitheatre, produced by DIR Broadcasting and distributed by Reiss Media Productions. Concert will feature Who regulars, as well as guest appearances from Phil Collins, Elton John and Billy Idol.

### Viacom's valiants

Joe Zaleski, president, domestic syndication, Viacom Enterprises, says distributor is shopping new 20-film package titled *Guts and Glory* for station airing in 1989-90 or 1990-91 season. He would not divulge specific titles of package, saying only it includes some of "most recently popular" action-adventures out of theater box office. He stated Tribune station group is in front of line to

### St. Louis independent celebrates meter

*Independent television advocates point to recently metered St. Louis market as further evidence that ratings diaries tend to suppress viewing levels of independents. Market was metered by Nielsen in May, and leading independent there, KPLR-TV, jumped two share points (sign-on to sign-off) during that sweep from year ago, to 15 share. In July, station jumped another share point, to 16, placing it in tie with WTTG(TV) Washington as leading independent in top 50 markets. Locally, station is third-ranked throughout broadcast day, and beat ABC affiliate there in July by two share points. Meters, said Bob Fulstone, vice president and general manager, KPLR-TV, "put us on parity with the rest of the major markets. We're now getting credit for some viewing we never got before." In July, KPLR-TV's late night movie received 4 and 5 ratings and up to 60 share. "They were getting zero's in the diaries" for time period, said Jeff Rosenberg, research executive at Petry Television, rep firm. Plethora of viewing choices almost makes it imperative to have access to ratings data daily which meters provide, said Fulstone. "With all today's viewing choices, you almost have to look at it day by day, and make changes if necessary."*

renewed in 120 markets this year, with about half of those clearances in access time periods. Last year, at least 75% of show's clearances were in prime access. Jacobs is not overly concerned with pace of renewals or loss of attractive time slots, and is optimistic about show's future. "The show didn't do as well as a lot of people thought it might, so obviously we're not getting all the time-periods we would like, but a lot of stations are very pleased with the show," he said. Jacobs predicts Paramount's *Hard Copy* may experience some station attrition in November, opening up some access time periods.

## COLORADO

### Greening of Gold

First sponsorship outing in syndication world for Coors Extra Gold beer will be underwriting of *Motormania*, 13 original half-hours due from Litton Television Syndications and international motor sports promoter USA Sports of America in March 1990. Show will also have as yet unannounced corporate co-sponsor.

be pitched package.

Station rep source says Viacom will follow Warner's *Volume 28* and Paramount's *Portfolio 13* feature package example as "all-barter element." Source added: "Many of the stations were saying they couldn't afford to pay A prices for B packages, so the syndicators are spacing release every two years, and they're throwing in more advantageous barter elements."

### After the honeymoon

GTG's *USA Today on TV* is feeling effects of year of competition in way of renewals. Last year, without benefit of pilot, show sold briskly, eventually totalling 156 stations. This year, with different title and only one of original hosts remaining, show has been renewed in 90 markets. Bob Jacobs, president, GTG Marketing, projects show will be

## Patrick's best and brightest prepare to move on

Now that Dennis Patrick has turned FCC chairmanship over to Alfred Sikes, group of young men and women who helped Patrick forge and implement his sometimes controversial mass media agenda is breaking up.

Leaving agency and government service in next several weeks will be Patrick's thirtysomething inner circle of Peter Pitsch, chief of staff; Alex Felker, chief of the Mass Media Bureau; Diane Killory, general counsel, and Lisa Hook, Patrick's legal assistant for mass media issues.

Pitsch, 37, has most definite plans. Indeed, he has already leased office space at 2300 N Street N.W. in Washington with intention of opening one-man law and communications consulting firm when he leaves agency today (Aug. 14). He also has entrepreneurial ambitions and if they pan out law and consulting work would diminish in importance. He would not elaborate on his business plans. But, he said, "I'm going to stick with communications. I love it." Married and father of two, he said now is time to take risks in his career. Having lived on "pittance" of government salary for past eight years, he is confident he can cover mortgage and try to turn some ideas into profitable businesses. "I may fall flat on my face, but, right now, I'm very excited about it." Borrowing line from fellow conservative Pat Buchanan, Pitsch said he looks to future with "mixed emotions: elation and ebullience."

Diane Killory, 35, who joined agency in 1983 and became general counsel three years later ("Fifth Estater," Aug. 24, 1987), said she told Sikes last week she would be leaving. Killory said she hopes to join law firm or law department of major corporation in Washington, New York or Boston. Killory expects to remain at

FCC for month or so as she looks for job and helps Sikes with transition.

Felker, 39, who informed Sikes two weeks ago he would leave agency by end of September, has less definite plans than his colleagues. He may become consultant, allowing him to exploit intimate knowledge of FCC processes. Felker joined FCC as engineer in 1972 and rose through ranks, becoming chief of Mass Media Bureau in September 1987 ("Fifth Estater," March 7, 1988).

Hook, 31, Patrick's legal assistant for mass media issues throughout his chairmanship, confirmed last week that she is talking to two potential employers: Fox Television and Skadden Arps Slate Meagher & Flom. She said she may make announcement as early as this week.

Other key players on Patrick team were John Haring, chief of Office of Plans and Policy; John Kamp, who headed public affairs and congressional relations offices at various times during Patrick's tenure, and Bradley Holmes, chief, policy and rules division, Mass Media Bureau. Holmes, 36, who was nominated, but never confirmed as commissioner, may be headed for State Department (see box, page 6).

Haring, 43, may also leave agency, but he is sitting tight for time being, waiting to see where, if anywhere, he fits into Sikes's plans. If nothing materializes, he is prepared to become consultant or return to academe.

Kamp, 43, became agency's first inspector general after Patrick announced his resignation last April. He is content to remain in newly created post unless Sikes presents him with opportunity to become involved in policymaking.



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# BROT

Stations across the country are discovering BROTHERS. Now available for syndication, this award-winning comedy series has been bought by markets from Los Angeles to Hartford. That's because these group-owned stations realize the show's young adult demos are what advertisers want. In fact,



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these stations know that BROTHERS is the perfect late-fringe complement to such comedy classics as *Cheers*, *Night Court* and *M\*A\*S\*H*. So go with the show that's going places. BROTHERS.



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# Where Things Stand

Solid box denotes items that have changed since last issue.

## AM-FM Allocations

At July 13 open meeting, FCC doubled maximum allowable power of Class A FM stations, but limited number of stations that will be able to take advantage of new maximum power to boost coverage. Some 500 stations will be able to increase power as of Dec. 1, but it is not clear how 1,500 other Class A's can. Some 800 stations, including most of those in Northeast, will have to demonstrate they can meet new mileage separations by relocating antenna or using directional antenna before they will get go-ahead. And many stations along Canadian and Mexican borders may be left out because change in power is not authorized under current international treaties.

At March 30 meeting, FCC created opportunity for as many as 200 new FM stations by 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 stations would cause interference and less powerful Class A stations would be "economically infeasible."

In hopes of curtailing adjacent-channel interference and 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.

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, petitioned FCC to reconsider.

## Cable Regulation

■ Cable television industry remains under fire from allegations it is "unregulated monopoly." Bills have surfaced in Senate and House that would reregulate cable and permit telephone industry to compete in distributing video services.

General Accounting Office released long-awaited survey on cable rate increases over two-year period. According to GAO, there was 29% increase in basic cable rates and 14% increase in overall average subscriber bill. Report was presented at House Telecommunications Subcommittee hearing, and GAO witness asked to interpret result said cable was monopoly in need of reregulation (BROADCASTING, Aug. 7).

Meanwhile, group of mayors and elected

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officials gathered in New York last month issued resolution calling for restoration of city authority to regulate cable. Led by New York Mayor Ed Koch and Tucson Mayor Tom Volgy, group heard from Senator Howard Metzenbaum (D-Ohio), who says legislation reregulating cable could pass if mayors actively lobby. Metzenbaum, who chairs Senate Antitrust Subcommittee, convened hearing in April in which 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 took close look at issue of vertical integration within cable industry during series of hearings it convened on concentration of ownership within media (BROADCASTING, June 19, 26). No immediate Senate action is expected from those hearings, although it was clear there is growing concern among subcommittee members about cable's market power.

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.

National League of Cities and United States Conference of Mayors have adopted resolutions calling on Congress to strengthen cities' regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. League has assigned action on cable legislation low priority, but group of mayors has scheduled July 31 meeting in New York to plan legislative strategy.

## Children's Television

Bill that would limit amount of advertising in 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, companion measure (S.707) was focus of Communications Subcommittee hearing July 13, along with bill offered by Senator Tim Wirth (D-Colo.). Wirth measure was endorsed by Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who says he hopes to move children's TV bill out of committee by Aug. 1.

Wirth's legislation would require broadcasters to provide programming "specifically designed" for children, as condition for license renewal. Measure is more restrictive than S. 707 and will also be focus of hearing.

Bill that would establish \$10 million endowment for children's programming was adopted May 16 by Senate Commerce Committee and is expected to pass Senate sometime this year. It is brainchild of Chairman Ernest Hollings (D-S.C.) and Inouye.

Proponents of children's TV legislation suffered blow in last Congress when President Reagan pocket-vetoed bill on Nov. 5, 1988.

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.

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 incumbent's transmitter site.

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

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

### Compulsory License

FCC has voted to recommend to Congress that it abolish 13-year-old compulsory copyright license for local as well as distant signals, saying move would benefit consumers, broadcasters and cable programming services.

What Congress will do is unknown. Politics are complicated by fact that some broadcasters want to do away with license for local signals and require cable systems to pay broadcasters. National Association of Broadcasters has formed committee to explore possibility of creating new copyright scheme that includes retransmission fee and carriage requirements for local signals (BROADCASTING, June 19 and 26).

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

### Crossownership

**Telco-cable**—FCC has tentative plans to hold en banc hearing on telco-cable 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 cross-ownership ban.

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition; 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."

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

### Direct Broadcast Satellites

■ FCC commissioners on Aug. 2 granted 11 pairs of channels to each of four new direct broadcast satellites (DBS) and approved use of that high-power spectrum for services other than direct-to-home TV. Acting on latest (fifth) round of applications, FCC adopted policy of allocating to each applicant and permittee channels at two orbital slots—one in east, from which services can reach all 50 states, and one in west, from which only western half of continental U.S. (half-conus) can be reached. DBS operators will be allowed to offer full or half-conus services and to use four western slots to offer regional TV or, alternatively, regional data, voice or other services. Action asked for comments on, in words of outgoing FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

Complex compromise package of grants allotted 11 channels at each slot to Continental Satellite Corp., EchoStar Satellite Corp., Directsat Corp. and Direct Broadcast Satellite Corp.; eight channels at each slot to previous permittees United States Satellite Broadcasting Co. and Dominion Video Satellite and 27 channels at each to permittees Hughes Communications Inc. and Advanced Communications Corp., both of

## BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,957	261	5,218
Commercial FM	4,210	753	4,963
Educational FM	1,398	252	1,650
■ Total Radio	10,565	1,266	11,831
FM translators	1,769	318	2,087
Commercial VHF TV	547	23	570
Commercial UHF TV	527	213	740
Educational VHF TV	122	5	127
Educational UHF TV	218	26	244
■ Total TV	1,414	2670	1,681
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	50,897,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	56.4%
Pay cable penetration	29.4%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link.

# Her Grades We're Letting Five Nights





# Are So Good ng Her Play s A Week

**Already Sold To Stations  
In These Groups:**  
Gaylord Broadcasting  
Tribune Broadcasting  
Cox Enterprises  
MCA Broadcasting  
Meredith Corporation

**In Markets Including:**  
New York, Los Angeles,  
San Francisco, Dallas,  
Cleveland, Houston,  
Minneapolis, Milwaukee,  
Rochester & Las Vegas

**REPORT CARD**  
**NEALSON HIGH**

STUDENT: Evie Garland  
REPORT PERIOD: Oct '89 - Feb '90

ABILITY TO WORK WITH

<input checked="" type="checkbox"/> CHILDREN	<input checked="" type="checkbox"/> ADULTS
<input checked="" type="checkbox"/> TEENS	<input checked="" type="checkbox"/> OTHER SITCOMS

SUBJECTS

<input checked="" type="checkbox"/> ASTRONOMY	<input checked="" type="checkbox"/> FINANCE
<input checked="" type="checkbox"/> COMMUNICATIONS	

COMMENTS: Very Competitive!

Out Of This World, starring Donna Pescow, Doug McClure and Maureen Flannigan, continues to be one of the top-rated, first-run comedies. Its young viewers, 86% under the age of 49, makes Out Of This World the ideal program to complement your station's Monday-Friday, 4PM to 8PM, comedy block.

Improve your station's grades without paying a high tuition.

72 Episodes Already Produced  
Available September, '90

**MCA TV**

**OUT  
OF THIS  
WORLD**

which had been previously assigned 32 channels. FCC deferred action, pending further inquiry, on petition to deny on antitrust grounds application of Tele-Communications Inc.-owned Tempo Enterprises is also pending.

Comments on paired slot proposal last January were mixed, with most accepting channel limitation but some arguing that FCC must allow 32-channel service from single slot to make any DBS service competitive with cable and broadcast TV. Others said consumers will be willing to buy steerable antennas to receive as many as 128 channels from multiple slots.

Permittees and applicants to launch "true" high-power (200 watt) DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

### Indecency

■ Representatives of religious right and anti-

indecency groups unhappy at what they see as FCC's failure to adequately address "shock radio" and "trash television," appeared at Senate Commerce Committee hearing July 31 to protest administration's choice for FCC chairman, Alfred Sikes, and commissioners-designate Sherrie Marshall and Andrew Barrett. Commerce Committee, however, approved nominees 15 to 2. Nominations passed Senate prior to its August recess. At Senate Commerce Committee confirmation hearing, lawmakers made it clear that regulation of indecent and violent programming should be FCC priority (BROADCASTING, Aug. 7).

House last week approved TV violence bill 399 to 18. Bill would create antitrust exemption allowing industry to get together to draft programming code. Senate version targets violent, sexually explicit and drug-related programming. House Judiciary Committee Chairman Jack Brooks (D-Tex.) and bill's sponsors are committed to keeping measure free from issues other than violence. It is unknown if Senate will insist that House accept sex- and drug-related provisions. Both measures would waive antitrust restrictions to permit broadcasters, cablecasters and programmers to get together to self-regulate.

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "inde-

cent" 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. Meanwhile, opponents of 24-hour ban were encouraged by Supreme Court decision overturning, on First Amendment grounds, statute imposing same kind of round-clock ban on so-called "dial-a-porn" telephone messages.

### International

New European transfrontier broadcast law has been sidetracked by opposition from six of 12 members of European Community.

## Advertisement

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

### ABC'S MAN IN HAVANA

On August 1, Reuters wire service sent its clients a story from Cuba that began, "President Fidel Castro has clearly signaled that his campaign against corruption in Cuba is far from over by the arrest Monday of four more officials, including a former interior minister. For some older Cubans, Castro's vigorous campaign has also recalled fond memories of him as a young revolutionary whose early battles against corruption endeared him to the nation. 'The campaign against corruption is going to continue. Fidel is going to shake the tree until all the rotten fruit falls to the ground,' one Cuban Communist Party official said. There is also quiet satisfaction among Castro supporters that the latest arrests have proved wrong the forecasts of some foreign observers who felt the earlier scandals would be too embarrassing for Castro to continue his campaign."

If Fidel Castro were to shake all the rotten fruit from the tree, he and his brother Raul, Cuba's defense minister, would be among the first to fall. Their lavish spending and abuse of privilege is well known in

Cuba. A week before the Reuters story appeared, a high level defector testified in Washington that Fidel spends \$5,000 a month on his pet dogs alone. Another said Raul Castro had kicked all the tenants out of a big apartment building. He had taken over the penthouse, and he wanted total privacy.

The reporter who wrote the story for Reuters, Lionel Martin, has lived in Cuba since 1961 and knows the lifestyle of the Castro brothers very well. Martin is an American who went to Cuba to support Castro's revolution. He was formerly employed by the Cuban Ministry of Education, and he has been accused of working closely with the Cuban secret police. He now works as a reporter for ABC Radio as well as for Reuters. He lives and works in Cuba at the sufferance of Castro. If he reported honestly on Castro's corruption, he would be thrown out of the country, if not imprisoned.

We pointed this out to the top officials of ABC. Chairman Tom Murphy and ABC News president Rooney Arledge promised to investigate when told about Martin's background. ABC News later defended Martin, saying it had no "cause to question his contributions on ideological or journalistic grounds."

At the ABC annual shareholders meeting in May, Accuracy in Media questioned the thoroughness of the investigation that resulted in that statement. We suggested that ABC News permit experts on Cuba to examine transcripts of Martin's reports to see if they agreed with that judgment. Tom Murphy rejected that suggestion. He said releasing the transcripts to outsiders would be "against company policy."

Lionel Martin's sycophantic portrayal of Castro as a corruption fighter in his Reuters dispatch shows he is a flack for Castro, not an honest reporter. No wonder ABC doesn't want Cuban experts to examine the transcripts of his radio broadcasts. The employment of a reporter with his background and vulnerability damages the credibility of ABC News and casts doubt on its dedication to honest journalism.

### 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



EC's Council of Ministers must resolve disputes by early fall or new law will die. Regulatory plan, essentially completed earlier this spring, would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers.

In European satellite news, Rupert Murdoch's UK direct broadcast service, Sky TV, settled \$1.5 billion lawsuit against Walt Disney Co. in dispute over plans for British Disney Channel and access to Disney's Touchstone and Hollywood Pictures films. Rival British Satellite Broadcasting, which postponed launch of service by six months until next spring due to delays in availability of home receiver gear, has been granted additional two channels by UK government, bringing program package to five. And French pay TV service Canal Plus has emerged winner in government allocation of channels on France's direct broadcast satellite TDF-1, with interests in three of five transponders.

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

Phone company US West has won 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—were also advising two of four bidding groups.

### Mergers and Acquisitions

■ Time Inc. changed its name to Time Warner Inc. upon acquiring 100 million shares of Warner Communications in its \$70-per-share tender offer. Time Warner owns 59.3% of Warner on way to absorbing whole company. Close of Time's tender came July 24, hours after Delaware Supreme Court upheld lower court ruling refusing request of Paramount Communications to block merger of Time and Warner. Time Warner is now largest media company in world. Structure of Time Warner's deal to acquire balance of Warner it does not own—known as "back-end" transaction—has yet to be announced. In related litigation, Warner shareholder Chris-Craft Industries contends its approval is necessary for back-end deal. Companies are also fighting over nature of distribution of stock of BHC, company owned 57.5% by Chris-Craft and 42.5% by Warner.

Centel Cable Television Co. reached agreements in March to sell its 575,000-subscriber cable systems for a total of more than \$1.4 billion. Systems covering five states were split into six pieces and sold to American Television & Communications, C-TEC Corp., Jones Intercable, Warner Cable, Adelphia Communications and Simmons Communications. Centel Corp., 82.4%

shareholder of Centel Cable, said it expected after-tax gain of \$440 million on sale; minority shareholders in Centel Cable will receive \$45.625 per share. Centel expects to close most sales by end of August.

Jack Kent Cooke reached definitive agreements in mid-July to sell his 660,000-subscriber cable operations to a consortium of six buyers. Buying group is nearly same one that signed letter of intent in January to buy systems from Cooke. Between January agreement and July deals, Cooke broke off negotiations, dropped investment banker Drexel Burnham Lambert in favor of Lazard Freres & Co., and put systems up for sale again in hopes of better offers. Sale price said to be \$1.58 billion, including value of minority tax certificate, less than 10% higher than January price. Buyers, assembled by San Francisco-based InterMedia Partners working with broker Daniels & Associates, comprise partnership formed by InterMedia and Frank Washington; Tele-Communications Inc.; TCA Cable TV; group associated with Adelphia Communications Corp.; Falcon Cable TV, and Chambers Communications. InterMedia announced agreement in principle in early August to sell Tennessee systems it is acquiring to E.W. Scripps Co.

QVC Network will acquire rival cable home shopping service CVN Companies, according to definitive agreement announced July 10. Deal, in which CVN shareholders would receive \$19 cash plus one-eighth of one share of QVC for each of their shares, values CVN at more than \$440 million. Merger requires shareholder approval;

transaction is expected to close in September.

### Public Broadcasting

■ House approved 1992 CPB appropriation of \$242.06 million plus \$72.5 million for public TV and radio satellite replacement, which is half of remainder of \$200 million authorized, following \$56.8 million 1990 appropriation. CPB had asked Congress for full \$265 million authorized for fiscal 1992; administration had recommended capping CPB at 1991 figure of \$242 million and also asked end of satellite replacement funding.

CPB began series of "summit meetings" with PBS and NAPTS July 20 intended to unify plan to streamline national public TV programming processes. CPB so far has taken issue with elements of NAPTS plan that would create chief programming executive at PBS with centralized authority over approximately 25% of national programming funds, including most of current CPB Program Fund. CPB must report to Congress next January on national program funding efficiency. Presidents of three organizations will meet again today (July 24).

CPB Chairman Kenneth Towery also 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. In meantime, however, CPB has appointed IG.

# A TAFFNER TEASER

## NORTH, SOUTH, EAST & WEST—BIG & SMALL THREE'S COMPANY KEEPS ON GROWING!

**HH SHARE INCREASE  
MAY '88 VS. MAY '89**

**NEW YORK  
WNYW  
M-F/6 PM**



**PHOENIX  
KPHO  
M-F/5:30 PM**



**MILWAUKEE  
WVTV  
M-F/10 PM**



**JACKSONVILLE  
WAWS  
M-F/6:30 PM**



SOURCE: NIELSEN, As listed. MSI SNAP.

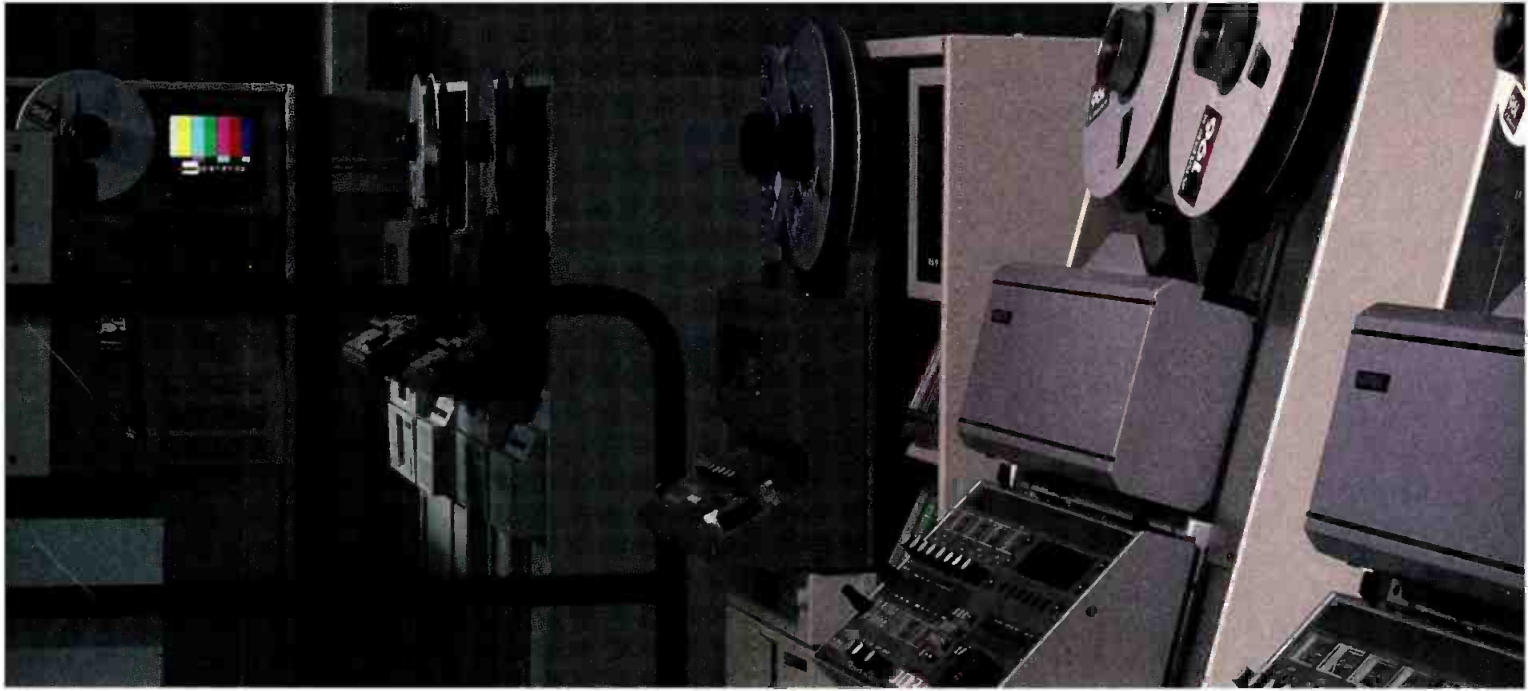
**PLUS MORE!**

**AND NOW the next hit game show—**

**Talk About**

**Hosted by Wayne Cox.**

**TWO WINNERS FROM  
DIT ENTERTAINMENT LTD.**  
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## A convincing argument for Type C from a company that invented D2.

We didn't spend five years pioneering the world's first D2 composite digital recorder just to win technology awards—selling D2 machines is one of our top priorities.

But another and even more important priority for us is to make sure that the video professionals we serve have appropriate equipment for their jobs. And that they continue to look to Ampex



*"... business more than tripled this year using Type C..."*

Bill Stokes,  
*Bill Stokes Associates*



*Ampex Zeus  
Advanced  
Video Processor*

for the straight story about that equipment and its applications.

A case in point is the question we recently asked several of our customers who purchased Type C *after* we introduced D2.

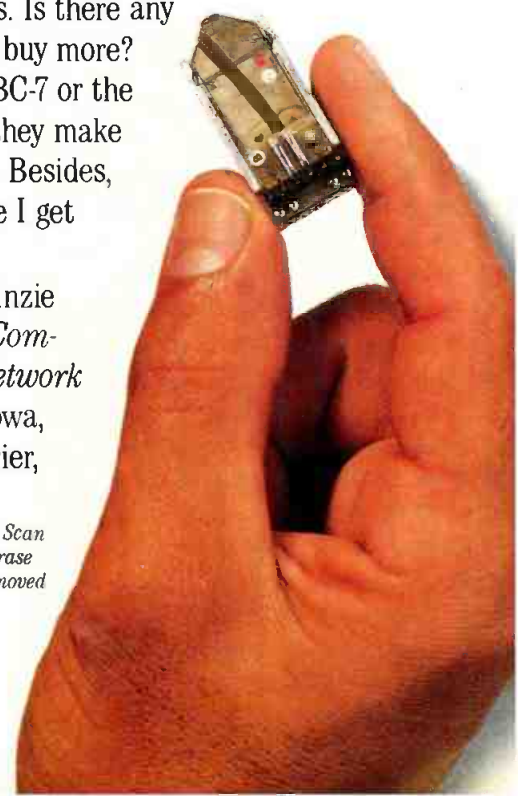
*"With the introduction of D2, why did you purchase Type C?"*

We think the answers we got may interest you if you're considering the purchase of *any* video machine.

Bill Stokes (*Bill Stokes Associates* in Dallas), came right to the point. "My business has more than tripled this year, and I'm using Ampex Type C machines. Is there any better reason to buy more? With the new TBC-7 or the Zeus processor they make perfect pictures. Besides, I like the service I get from Ampex."

Jerry McKinzie with *Cycle-Sat Communications Network* in Forest City, Iowa, (a satellite courier,

*The VPR-80's Automatic Scan Tracking head and its erase head are both easily removed and replaced with only a screwdriver.*







production, and post-production business), thinks it's important to be able to update easily as his business changes. "The hardware and software upgrades Ampex makes in their equipment allow me to keep my facility current, and to always give my customers the newest look. I like that, and my customers demand it."

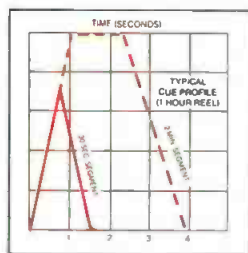
Darrell Anderson, whose company *Anderson Video* in Los Angeles, recently purchased several



*"... Type C business is readily available..."*

Darrell Anderson, *Anderson Video*

VPR-3s, pointed out that the Zeus port allows interface with D2. Darrell believes that, "Type C and D2 will co-exist successfully in a well-managed



*The VPR-3's incomparable acceleration allows a 30 second segment to be re-cued and synchronously played in 2 seconds, using one hour reels.*

facility. Type C business is readily available." We were gratified to hear that he, "bought the best Type C machine he could find."

Consider your purchase decision carefully. When the excitement of a new equipment introduction passes, and you've put the pros and cons down on paper, Type C may be exactly the right machine for your application. After all, it's still the world's broadcast interchange and distribution standard.

*"... hardware and software upgrades keep my facility current..."*

Jerry McKinzie,  
*Cycle-Sat Communications Network*



And it is obviously the perfect choice for facilities that are moving up from 3/4-inch.

We'd like to be involved in your decision-making process, and we're as close as your telephone. Call Ampex for some real help with a difficult decision.

**AMPEX**

■ indicates new listing

## This week

**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. 15**—Deadline for entries in Media Awards for "portrayal of critical care nursing to public or to health care professionals in an accurate, realistic and meaningful way," sponsored by *American Association of Critical Care Nurses*. Information: (714) 644-9310.

**Aug. 16**—*Society of Broadcast Engineers, chapter 15*, lecture on CCD technology and the television camera and new/old approach to measuring FM modulation. WQXR auditorium, 229 West 43rd Street, New York. Information: David Bialik, (212) 752-3322.

**Aug. 16**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Chris Whittle, chairman, Whittle Communications. Topic: Channel One, 12-minute daily newscast with commercials, to be shown in secondary schools. Copacabana, New York. Information: (212) 768-7050.

**Aug. 16-20**—*National Association of Black Journalists* annual convention. New York Hilton and Towers, New York. Information: (703) 648-1270.

**Aug. 17-18**—*Arkansas Broadcasters Association* annual convention. Arlington hotel, Hot Springs, Ark.

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

**Aug. 18-19**—*Utah Broadcasters Association* annual convention and awards banquet. Park City, Utah.

## Also in August

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

**Aug. 22**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Stouffer Tower City, Cleveland. Information: Anna Johnson, (212) 779-4360.

**Aug. 23**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Adrian Bogart, director of advertising sales, Travel Channel. Copacabana, New York. Information: (212) 768-7050.

**Aug. 23**—*Society of Cable Television Engineers, Rocky Mountain chapter*, technical session on "transportation systems." TCI headquarters, Denver. Information: (303) 792-0023.

**Aug. 24**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund and Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Westin Crown Center, Kansas City, Mo. Information: Anna Johnson, (212) 779-4360.

**Aug. 24-26**—Libel/privacy conference, "Building Winning Strategies," sponsored by *Libel Defense Resource Center, American Newspaper Publishers Association and National Association of Broadcasters*. Westin hotel, Seattle. Information: LDRC, (212) 889-2306.

**Aug. 25-26**—*North Dakota Broadcasters Association* annual convention. Sheraton hotel, Bismarck, N.D.

**Aug. 27-29**—*Nebraska Broadcasters Association*

56th annual convention. Interstate Holiday Inn, Grand Island, Neb.

**Aug. 27-29**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

**Aug. 28-30**—*Association of National Advertisers* creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y.

■ **Aug. 29**—*National Academy of Television Arts and Sciences* community service and PSA Emmy Awards. Marriott Marquis, New York. Information: Trudy Wilson, (212) 586-8424.

**Aug. 29-30**—*Cabletelevision Advertising Bureau* sales orientation seminar for new ad sales people. Chicago. Information: (212) 751-7770.

**Aug. 30**—*Ohio Association of Broadcasters* AM radio meeting. Embassy Suites, Columbus, Ohio.

**Aug. 30**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Leavitt Pope, president, WPIX Inc. Copacabana, New York.

**Aug. 31**—Deadline for entries in Jumbo Prawn Awards, for "people...who apply their creative genius to the art form of radio," sponsored by *Northwestern California Broadcasters Association*. Information: NCBA, 151 Union Street, suite 385, San Francisco, 94111.

## September

**Sept. 6**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 768-7050.

**Sept. 7**—*USA Network* local ad sales seminar. Ritz-Carlton hotel, Houston. Information: (213) 277-0199.

**Sept. 7**—*USA Network* local ad sales seminar.

## Major Meetings

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

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

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

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

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

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

**Oct. 5-8**—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: 1-800-225-8183. Future convention: Oct. 4-7, 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* 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

**Feb. 11-16, 1990**—12th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco.

**Feb. 21-23, 1990**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

**Feb. 28-March 3, 1990**—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville.

**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 1-3, 1990**—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

**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.

**May 17-20, 1990**—*American Women in Radio and Television* 39th annual convention. Capital Hilton, Washington.

**May 21-23, 1990**—*National Cable Television Association* annual convention. Convention Center, Atlanta.

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



Sheraton Grand hotel at Dallas/Fort Worth airport, Dallas. Information: (213) 277-0199.

**Sept. 8-11**—*National Association of Telecommunications Officers and Advisers* ninth annual conference. Theme: "New Visions on the Telecommunications Horizon." Scottsdale, Ariz. Information: Catharine Rice, (202) 626-3160.

**Sept. 11-13**—*Wireless Cable Association* convention. Hyatt Crystal City, Arlington, Va. Information: (202) 452-7823.

**Sept. 12**—Presentation of News and Documentary Emmy Awards, sponsored by *National Television Academy*. Waldorf-Astoria, New York. Information: (212) 586-8424.

**Sept. 12**—Deadline for entries in TV promotion spots and ID's category (for work produced or aired between July 1, 1989, and Sept. 12, 1989) of International Film & TV Festival, sponsored by *New York Festivals*. Information: (914) 238-4481.

**Sept. 12**—*MTV Networks'* local advertising sales workshop. Westin Lenox, Atlanta.

**Sept. 12**—*Cabletelevision Advertising Bureau* local sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y. Information: (914) 682-0050.

**Sept. 12-15**—*National Association of Black Owned Broadcasters* 13th annual fall broadcast management conference. Theme: "Broadcasting in the 1990's—Getting Ready." Ramada Renaissance hotel, Washington.

**Sept. 13**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Kay Koplovitz, president and CEO, USA Network, Copacabana, New York. Information: (212) 768-7050.

**Sept. 13**—*USA Network* affiliate marketing seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

**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. Speakers include Ted Turner, Turner Broadcasting System; keynoter Andrea Mitchell, NBC News, and George Will, syndicated columnist. Kansas City Convention Center, Kansas City, Mo. Information: (202) 659-6510.

**Sept. 14**—Seventh annual Everett C. Parker Ethics in Telecommunications lecture, co-sponsored by *Office of Communication of United Church of Christ* and *National Council of Churches, Communication Commission*. Speaker: Tony Schwartz, Interchurch Center, New York. Information: (212) 683-5656.

**Sept. 14**—*USA Network* local ad sales seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

**Sept. 14**—*Cabletelevision Advertising Bureau* local sales workshop. Holiday Inn-Eastgate, Cincinnati. Information: (513) 752-4400.

**Sept. 14**—*MTV Networks'* local advertising sales workshop. Marriott Harbor Beach, Fort Lauderdale, Fla.

**Sept. 15**—Deadline for entries in International Film and Video Festival sponsored by *Women in the Director's Chair*. Information: (312) 281-4988.

**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**—*North Jersey Press Club* meeting. Fairleigh Dickinson University, Teaneck, N.J. Information: (201) 322-8343.

**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. Informa-

tion: (818) 763-2975.

**Sept. 19**—*Cabletelevision Advertising Bureau* local sales workshop. Dallas Parkway Hilton, Dallas. Information: (513) 752-4400.

**Sept. 19-20**—*Washington Journalism Center* conference for journalists, "Politics 1990: New Issues, Shifting Strategies, Changing Coalitions." Watergate hotel, Washington. Information: (202) 337-3603.

**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. 21**—*Cabletelevision Advertising Bureau* local sales workshop. Los Angeles Airport Marriott, Los Angeles. Information: (513) 752-4400.

**Sept. 21-22**—39th annual Broadcast Symposium, sponsored by *Institute of Electronic and Electrical Engineers/Broadcast Technology Society*. Hotel Washington, Washington. Information: (202)

429-5346.

**Sept. 22**—*Society of Broadcast Engineers, chapter 22, central New York*, annual regional convention. Convention Center, Sheraton Inn, Syracuse, N.Y.

**Sept. 22**—"European Information Technology: What Policy Measures for 1992 and Beyond?" seminar organized by *Forum Europe* and *European Institute of Technology*. Societe Generale de Belgique, Brussels. Information: (32-2) 771-98-90.

**Sept. 22-24**—*Maine Association of Broadcasters* annual convention. Marriott hotel, Portland, Maine.

**Sept. 22-24**—*Foundation for American Communications* economics conference for journalists, "American Economic Power in the Bush Era." Scanticon Conference Center, Princeton, N.J. Information: (213) 851-7372.

**Sept. 22-27**—Cinetex '89, international film and television festival, market, exposition and confer-



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## Errata

Sale price of WLK-FM Statesville, N.C., ("Changing Hands," Aug. 7) was incorrectly reported. Actual price was \$8 million. Broker for sale was Blackburn & Co.

Application of assignment of WTVZ-TV Norfolk, Va., from TVX Inc. to WTVZ Inc. was granted, not dismissed, as reported in "For the Record," Aug. 7.

Second feed of *First Business*, second morning business program from Biznet, was incorrectly reported in Aug. 7 issue. Correct time is 6 a.m.

Los Angeles station clearing MTM's off-network *Remington Steele* is KABC-TV, not KTLA-TV, as reported in Aug. 7 issue.

ence, produced 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. 25-29**—*National Association of Broadcasters* training course for satellite uplink operators. Tyson's Corner Marriott, McLean, Va. Information: (202) 429-5350.

**Sept. 26**—"Journalism Ethics: Honoraria and Other Issues," conference for journalists sponsored by *Washington Journalism Center*. Washington. Information: (202) 337-3603.

**Sept. 26**—*National Academy of Cable Programming* fourth annual forum. Waldorf Astoria, New York. Information: (202) 775-3611.

**Sept. 26-30**—10th anniversary conference of *Midwest Radio Theater Workshop*. Columbia, Mo. Information: (314) 874-1139.

**Sept. 27**—*Walter Kaitz Foundation* annual awards dinner, this year honoring J. Richard Munro, chairman and CEO, Time Inc. New York Hilton and Towers, New York.

**Sept. 27**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

**Sept. 27**—*Women in Cable, New York chapter*, cable course, "Beyond the Basic." Viacom Conference Center, New York. Information: (212) 532-6680.

**Sept. 28**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Niles, president, 1125 Productions, on HDTV. Copacabana, New York. Information: (212) 768-7050.

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

**Sept. 29**—Deadline for entries for Ohio State

Awards program competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television, Ohio State University*. Information: Phyllis Madry, (614) 292-0185.

## October

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

**Oct. 1-4**—*Association of National Advertisers* annual convention. Theme: "Critical Issues Facing National Advertisers." Homestead, Hot Springs, Va. Information: (212) 697-5950.

**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. 5-7**—"Hundred Plus Exchange," sponsored by *National Association of Broadcasters*. Knickerbocker hotel, Chicago. Information: (202) 429-5355.

**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**—*Women in Cable, New York chapter*, cable course, "Beyond the Basic." Viacom Conference Center, New York. Information: (212) 532-6680.

**Oct. 11-12**—"Improving Our Schools: Can It Be Done?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

**Oct. 11-14**—*Southern Educational Communications Association* conference. Hyatt Regency Crown Center, Kansas City, Mo. Information: (803) 799-5517.

**Oct. 11-15**—*Women in Communications* national professional conference. Theme: "Creating Your Future." Hilton Plaza del Rio, 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. 14-16**—*Texas Association of Broadcasters* annual convention. San Antonio, Tex.

**Oct. 15-18**—*Women in Cable* national cable management conference. U.S. Grant hotel, San Diego. Information: Reenee Gill, (312) 661-1700.

**Oct. 15-18**—*American Children's Television Festival* for "everyone interested in an optimistic, practical approach to improving children's television." Ollie Awards for "excellence in television programming for America's children" will be presented during festival. Ambassador West, Chicago. Information: (312) 390-8700.

**Oct. 16-18**—*United States Telephone Association* 92nd annual convention. Hilton hotel at Union Square, San Francisco.

**Oct. 17**—*Association of National Advertisers* and *Direct Marketing Association* direct marketing workshop for advertisers. Waldorf Astoria, New York. Information: (212) 697-5950.

**Oct. 17-18**—*Broadcast Credit Association* 22nd credit and collection seminar. Scottsdale Hilton, Scottsdale, Ariz. Information: Mark Matz, (312) 827-9330.

## The Fifth Estate Broadcasting TELEVISION

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A news vs. advertising commentary by Paul Steinle, president, United Press International, Washington

**T**he decision by Linda Ellerbee to participate in a series of Maxwell House coffee commercials that resemble news reports is another kick in the head for TV news.

This is a personal piece, so I must confess to a certain peevisishness about the constant assault I see waged against television news.

Can you recall ever seeing a television news reporter portrayed in a favorable light in a motion picture? They are *always* rude or intrusive and are scripted to ask ludicrous questions like: "Could you please comment on the state of Asia?"

Our colleagues in print never miss an opportunity to report the foibles of TV news: "Is Dan Rather cracking up?... Will Connie Chung be happy on West 57th Street?"

Just once I would like to read an article about excellent producers and reporters and the *positive* influence that local TV news creates by focusing its coverage on vital local issues.

This point of view probably goes with the territory—success breeds envy. But, when we broadcasters start tearing down our own precious institutions, my peevisishness turns into alarm.

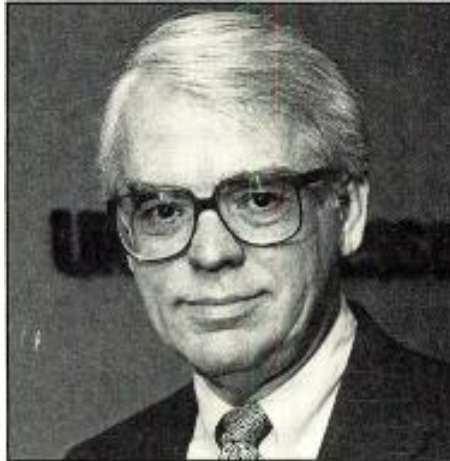
It is saddening to see Linda Ellerbee merchandising her reputation for Maxwell House. Ellerbee's straight-from-the-shoulder style is a breath of fresh air. Her special talent is puncturing pomposity. Deflating the "holier-than-thou" attitude of politicians and journalists is something that Ellerbee does well. She is a strong communicator who deserves her success, so it's disappointing to see Ellerbee involved in such an enterprise. Maxwell House is treading on sacred ground.

What these commercials are assaulting are the conventions and formats we have developed during the 40-odd years that news has been reported seriously on television. These are the pictorial guideposts that enable the viewing public to identify news and public affairs. Anchor desks and "live" stand-up reports are conventions that have been reserved for reporting news and information collected by journalists in a fair and objective manner.

Viewers have been led to expect that stations, networks and the people delivering the news have no financial stake in news content. So, when viewers see Ellerbee looking and acting like a news anchor, throwing a cue to a reporter who looks like he is doing a stand-up report from the field, the audience lowers its guard.

The sole financial goal for broadcasters presenting the news has been to assemble large enough news audiences to attract sponsors. It should stay that way.

In a larger sense, the decision by some stations and networks to run the Ellerbee



**“The trend toward devaluing news formats and the conventions of news presentation by employing them to hawk merchandise is not worthy of debate.”**

commercials without comment or concern is much more disturbing than Ellerbee's defection to commercialism. The diffidence about this issue demonstrates the industry has forgotten that the news conventions we have developed are part of an implicit psychological contract we have forged with our audience: We promise we won't sell you (the audience) anything while the news is being reported. We promise the news is unbiased and unbought.

What happens to those promises when we start allowing commercials to look like the news?

The dilemma created by attempting to assemble large news ratings has always been a subject for spirited open debate within our industry. The trend toward devaluing news formats and the conventions of news presentation by employing them to hawk merchandise is not worthy of debate. It is absolutely self-defeating.

The public needs to be able to differentiate instantly between products being sold and news being reported.

Reserving news formats and conventions for news reporting—only—is a sound, proven means of differentiating between the

two and should be preserved.

The public has a right to be able to differentiate between news and advertising, and broadcasters have an obligation to make the difference crystal clear.

Many stations and networks have policies forbidding the use of news formats for commercials. These policies need to be revived and enforced. These news broadcasting conventions deserve to be protected for the ethical reasons stated earlier and for economic reasons as well.

From a business perspective, the use of news formats in commercials threatens a lucrative selling proposition. Most stations charge premiums for commercial spots within the news. The proven rationale is that viewers pay more attention to news than they might to other programming. Therefore, commercials receive more attention in a "news environment." News programming is also highly credible, which makes advertising which runs within it seem more credible. This is a tradeoff that viewers accept because of the clear delineation between news and commercials.

Allowing advertisers to mimic news formats in commercial spots will blur and devalue these established distinctions. When that happens, the revenues for advertising on the news programs will diminish because the news will no longer be distinct.

Detecting problem commercials is simple: Is the advertiser trying to create the impression that viewers may be confused and believe they are watching a news report or a news feature because of the presentation style of the people selling the products?

If the answer to these questions is yes, then the commercial should not be broadcast in the news or anywhere else.

Given First Amendment rights, it is impossible to restrict the development of tabloid TV. Fortunately, these programs are probably no worse than what we encounter at the supermarket checkout counter. Sadly, they are also no better—a bitter commentary for a medium with such great potential and which started with such a well-articulated mission of public service.

At least tabloid TV operates and exists within its own context. It doesn't masquerade as breaking news. The insidious threat of advertising that mimics breaking news formats is that it pops up unexpectedly, portraying itself as a news look-alike while promoting a commercial enterprise.

Commercials are the fuel that drives the industry. They make a fair tradeoff, asking only a few minutes of attention for hours of news and entertainment.

But, when commercials start mimicking the news, they have become Machiavellian and manipulative. As broadcasters, we should not tolerate that. We have a franchise to protect and an obligation to the public we must fulfill. **■**



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# Broadcasting Aug 14

Vol. 117 No. 7

TOP OF THE WEEK

## TV Station Group Operating Margins

	1986	1987	1988	1989 Est.
	<i>(all figures are percentages)</i>			
<b>Belo Broadcasting</b>	45.9	44.7	41.3	42.4
<b>Gannett</b>	32.9	30.8	29.0	27.8
<b>LIN Broadcasting</b>	55.0	56.2	56.2	54.8
<b>Meredith</b>	33.0	30.5	27.2	22.8
<b>Multimedia</b>	36.8	37.7	40.0	41.0
<b>Post-Newsweek</b>	46.3	45.6	40.2	44.4
<b>Pulitzer</b>	35.7	35.1	34.6	32.8
<b>Times Mirror</b>	59.5	56.8	47.1	43.3
<b>United Television</b>	20.4	18.6	15.5	17.0

Margins are a convenient way to describe the relationship between revenue, operating costs and the derivative of those two, total operating cash flow, which is what many station operators and potential acquirers are concerned with.

**Note:** Most of the margins are estimates from reports by Goldman Sachs, Merrill Lynch, Mabon Nugeff and Morgan Stanley. Methods of calculating margins may vary and would affect comparisons between station groups. Most margins in the chart reflect only television operations; those of Multimedia, Gannett and Pulitzer include a minor portion of radio operations. \* Margin changes may have been affected by changes in the composition of the station group during the measurement period.

## Operators contemplate life on the margins

### Tentative predictions by TV executives and analysts reveal disagreement over outlook for station profitability

Television operators are starting the budgeting process for the beginning of the 1990's, and they hope the next decade will be as profitable as the last one. But in the past few years, there has been reason for concern as margins have slipped for many group owners and probably, on average, for the industry as a whole.

Financial and other station group executives, securities analysts and other observers are, in general, tentative about their predictions for margins for the coming year and beyond. Some think that more reasonably priced programming contracts signed earlier are finally due to show up in station operating results, while others see the development of cable and other competitors keeping pressure on those same costs. There continues to be disagreement about revenue growth: Optimists say it can be improved through local and regional sales efforts; pessimists predict moderate growth. There is also the question of how much more cost-cutting can take place given the prior efforts of operators.

Most people say programming has played the biggest role in the decline of station operating margins over the past few years. Industry observers trace high programming

costs to the early 1980's when excessively prosy predictions about station revenue affected programming purchases far into the future. Product on the air today was bought by stations in 1983-85. Said Janeen Bjork, Seltel's vice president/director of programming: "That's why stations are saying they're still clobbered by programming costs."

Bjork said that when stations bought *Magnum, P.I.* in 1984, they not only had to predict the rate of revenue growth over the life of the show, but also how the market would behave in the two and a half years before the show they were contracting for went on the air. *The Muppet Show*, she said, began airing in 1982, though it was not till this November that "they finally got it off their books....A lot of people lost their jobs on this sucker."

It is well known that the entry of new independent television stations in the early and mid-1980's also contributed to the bidding up of programming prices. Rise of programming costs has particularly hit independents. In its annual survey of stations' financial results, the National Association of Broadcasters found that from 1984 to 1987, program and production expenses rose from 39% to 55% of net revenues. Over the same time period, programming expenses of affiliates, as a percentage of revenues, went from 16% to 17%.

Lately, some have been encouraged by what they see as a glut of product. Dick

Kurlander, vice president and director of programming for Petry Television, said, "The law of supply and demand is working to favorably position the stations in every area." In children's television, Kurlander said that with Warner, Fox and Disney producing product, "you'll have more product in access than I can ever remember and that's driving prices down." He also said the level of program development suggests the programming oversupply is not temporary.

The question for many operators is whether "more favorable" is good enough. For affiliates, the current moderation of programming prices is also due in part to the aging of certain product, such as the King World game shows, which have yet to be replaced by hits of a similar stature.

Pressures remain to spend high for a hit. Beyond the top 50 markets, said Bjork, "there are markets where being number one may be the difference between being bought nationally [by advertisers] and not being bought."

By taking on certain affiliate characteristics, via the Fox network and first-run barter shows, independents have been able to control programming costs to some extent. According to F. Gray Kiger, vice president and treasurer of TVX Broadcast Group, that company's film costs—at one time 60% of net revenues—are now 40% of net revenues and will be around 35% next year, if all goes well. Aside from the hours now pro-

gramed on TVX stations by Fox, the Virginia Beach, Va.-based group owner has sharply reduced its purchases of movies and other product by airing religious programs, court shows and home shopping and using product already on the shelf.

The lag between program contract signings and program airing means that many profit and loss statements do not yet reflect the news about prices coming down. Those who see a noticeable change in programing costs do not expect the change to reach financial statements until over a year from now.

And the declines in the "programing expense" line of financial statements do not necessarily reflect what stations still have to pay. Financial results for Post-Newsweek, Tribune, TVX and many other station groups will look better in coming years because of recent programing write-downs—where programing expenses (which is the amortizing of programing assets) decline more quickly because the station group decides to write down the value of some of those program assets after realizing they would not generate expected advertising revenue.

Looking at programing obligations on a cash basis provides a slightly different perspective, although it, too, can be deceptive due to upfront payments and other special considerations. On the low side, "film contracts payable" (actual payments due syndicators during the 12 months after the most recent fiscal year-end) were up only 4% for SCI Television and were down 1% for Belo; up 5% for United Television, and up 1% for Meredith. But for Multimedia, they were up 15.2%; for Park Communications, up 11%; for Scripps Howard, up 29%, and for LIN, up 16%.

Some think that in programing, local cable operators may be the destabilizing element that independent stations recently were. Fred Walker, president of Broad Street, which has purchased, subject to FCC approval, KWQC-TV Davenport, Iowa, said: "If the trend continues that cable buys up off-network product, we need to worry about buying or creating original product that is more cost efficient."

Regarding news costs, which for affiliates are of relatively the same magnitude as programing, there is some disagreement. At least a decade ago, there was much talk about escalating anchor salaries. And news budgets increased for other reasons, including expensive new technology such as ENG cameras and satellite uplink trucks. The new equipment probably created more jobs than it eliminated since it primarily enabled station news divisions to do more, rather than do the same, with less.

There are some now who think the current technology is beginning to save costs. Sophisticated ENG cameras in smaller markets have led to smaller crews on location while robotic cameras in larger markets are proving cost effective in eliminating camera personnel completely.

Such developments have led some broadcasting executives to predict that news costs in the future will be held to the rate of inflation. One of those not convinced is

Willard Hoyt, vice president and treasurer of Nationwide Communications: "Obviously, if you control news costs you can keep margins up, but I don't think the competitive environment in news will allow you to control news costs." Said Merrill Lynch securities analyst Peter Falco: "I'm just wondering what happens when a 24-hour news service is appended to a local sports operation...I'm not sure how the broadcasters will cope."

Certainly many broadcasters have helped disperse news costs over a greater number of newscasts, but how much more that trend will continue is unclear, now that many affiliates already have news in early morning, at noon, early fringe and late night.

Beyond news and programing, many costs are relatively fixed, say station executives. Many discretionary cuts have already been made, they say, the result of both several years of slowed revenue growth and

**“ Obviously, if you control news costs you can keep margins up, but I don't think the competitive environment in news will allow you to control news costs. ”**

**—Willard Hoyt, vice president and treasurer, Nationwide Communications**

the result of new management—roughly half of commercial television stations have changed hands in the past decade. The controller of a large affiliate group also said, "Programing and labor can equal 60% to 65% of total expenditures, so that doesn't leave too much to cut."

Labor is one of the faster growing expense lines at TVX, Kiger said. In addition to salary increases typically rising 4% to 7% each year, the cost of benefits and taxes, once 15% to 20% of the payroll, is now 35% and growing, he said.

Perhaps the most discretionary expense, according to more than one executive, is advertising and promotion, which accounts for somewhere between 5% and 10% of many stations' budgets. Advertising expenditures are broken out in financial statements only for the company as a whole, which usually include other operations and can reflect special circumstances. But financial statements for media companies as a whole indicate that most have been holding advertising costs down—thereby doing what they urge non-media companies not to do.

Station operators are hoping to moderate the growth of sales costs while priming the

growth of sales themselves. Broad Street's Walker said stations may have to spend money on consultants and others who can bring in vendor dollars. Peter Desnoes, chief executive officer of Burnham Broadcasting, agrees: "The typical TV station has found that it has to do things that it didn't do before in marketing...projects such as going after Yellow Pages dollars and paying for specialized consultants, such as those in the hospital field. Five years ago, a sales manager would say we didn't need that." But most of those who commented expect sales and marketing costs to increase only gradually.

Again, generalizations mask exceptions. For the five affiliate stations of Heritage Media, selling, general and administrative (SG&A) costs over the past four years increased faster than programing costs. At three of the stations, compound annual growth of SG&A was greater than 10%. Heritage indicated recently that at some of its stations, local sales staffs are 50% to 100% larger than at competing stations, even though the size of the total staff is smaller.

The degree to which revenue and costs increase over the next few years may depend on the economy, although station executives do not necessarily agree on the correlation. Margins have, on average, been declining over a period when there has been higher than expected consumer spending and economic growth and relatively low inflation. Whether advertising spending will grow during a "soft landing" of the economy and whether holding costs to inflation will no longer be a blessing is one of the unknowns over which station executives know they have little control. One instance where the correlation, whatever it is, may have an identifiable impact is automobile advertising, on which many stations have developed a heightened dependence.

At least part of a station's margin change in recent years can be attributed to one-time events, such as the writers' strike, which hurt affiliates but probably helped independents, and the introduction of the peplemeter in the fall of 1987, which had a similar contradictory effect. For 1990 and beyond, the uncertainty of the larger picture and the possibility of other one-time events have led broadcast executives and observers to be tentative in their outlook, whether optimistic or pessimistic.

Holding the latter perspective is Merrill Lynch's Falco: "On a secular basis, I think station margins will be lucky to be maintained on a general basis.... Most stations would probably do well to keep their cost levels on a par with modest revenue increases." Agreeing with that outline is Hoyt: "What I see is that there will continue to be more competition for revenue so that a station's share will get smaller while their costs won't be bound by the same constraints."

Cautiously optimistic are both Desnoes and Phil Jones, president of Meredith Broadcasting Group. The latter sees margins improving if one assumes "reasonable" revenue increases, which he pegged at 8% to 12%. —GF, GM





FCC Chairman Sikes in his new office

## FCC gains a deregulatory diplomat

**New chairman Alfred Sikes moves in at 1919 M Street with a preference for market forces over content regulation and a belief in the 'special quality' of broadcasting**

Alfred Calvin Sikes, 49, was in his second day as chairman of the FCC. On Tuesday, he had been taken on a tour of the eighth floor, where commissioners' offices are located, by Commissioner James Quello—who earlier had sworn him in as commissioner—and on Wednesday he was beginning to orient himself to his new surroundings at 1919 M Street, N.W. But the issues and problems now confronting Sikes are not unfamiliar to him; he dealt with many in his former job as head of the Commerce Department's National Telecommunications and Information Administration. And, as he discussed them, it seemed clear that the hard-driving, hard-edged approach taken by the Fowler/Patrick commission as it pursued its policy of deregulation is over. A commission with edges more round than sharp is likely to emerge.

Sikes makes no secret of his endorsement of the concept of deregulation. As he told the Senate Commerce Committee during his confirmation hearing, for instance, he opposes the fairness doctrine: he feels it has a "chilling" effect on broadcasters' treat-

ment of issues. And as pointed out in a report on telecommunications in the year 2000 that NTIA issued last year, he feels that marketplace forces are better able to bring about programing diversity than content regulation. Those are the similarities between the old and new orders; as for the differences:

Before joining the Reagan administration, Sikes was the owner or principal partner in five AM and FM stations in Missouri. And he seems likely to restore to prominence the values he learned as a broadcaster, those embodying public interest obligations. One of those who has known him for several years says Sikes believes there is "a special quality to broadcasting." What's more, Sikes is seen as a good choice to head the commission at a time when its relations with Congress are in need of repair. The anger felt on the Hill toward the commission—largely as a result of what members see as a single-minded determination to deregulate regardless of Congress's will—was evident in the stormy confirmation hearing the Senate Commerce Committee conducted on the nominations of Sikes, Sherrie Marshall and Andrew Barrett. "Sikes will improve relations with the Hill," predicted Richard Zaragoza, president of the Federal Communications Bar Association and Sikes's attorney when he was in broadcasting.

Indeed, the theme running through most of the comments of those contacted on Sikes is that the commission, under him, will be an easier place with which to deal than it was under Mark Fowler and Dennis Patrick. The pressure and tensions those two chairmen seemed to generate are gone. "He is very accessible," says Richard E. Wiley, a former chairman himself and a friend of Sikes. "He will listen to your views." (An official at NTIA says Sikes, in fact, has "a mania for listening to people—it doesn't matter who.") Zaragoza has described him as "a team player." Even citizen group types view his emergence as FCC chairman with some sense of relief. "While he has a clear-cut philosophical difference from ours," said Andrew Schwartzman of the Media Access Project, by way of maintaining a proper distance from the Republican chairman, "we expect he'll approach things with an open mind." In short, "pragmatist" is the word being attached to Sikes, not "ideologue."

The Sikes FCC has barely begun to take shape. Marshall and Barrett, whose nominations to the commission were confirmed by the Senate along with Sikes's, late Friday (Aug. 4), have yet to be sworn in. And Sikes last week was not prepared to discuss his recommendations for key staff posts. He cannot make those assignments without the concurrence of his commission colleagues. The only appointments thus far made were

to his personal staff—Charles Schott, who had been deputy head of NTIA under Sikes, as his chief of staff, and Kenneth Robinson, who had also been on Sikes's staff at NTIA, as senior legal adviser. So for the most part, the commission these August days is a place where things are waiting to happen.

As for Sikes's agenda, it does not yet contain dramatic proposals for sweeping change; it contains items akin—as he puts it—to making “the trains run on time.” His top priority—at least the one he mentions first—is seeing to it that the technical quality of broadcasting is improved. That, he said, involves “the essence of the institutional integrity of the Federal Communications Commission.” But it is not very long, in his discussion of an agenda, before he starts mentioning things likely to attract the close attention of large sections of the communications industry as well as Congress.

For instance, Sikes talks of devoting time “to the next generation of television.” (Promotion of America's role in the development of high-definition television was a major item on his agenda at NTIA.) He also wants to improve the process for comparing competing license applications. (Sikes does not rule out substituting a lottery for the present adversarial system. “But,” he said, “I do not support a valueless lottery.”) The controversial issue of enforcing the law on the broadcast of obscenity and indecency is one that “will get attention.” (He talks of the need to protect children.) Then, too, there is a major cable television item he has inherited: Congress has directed the commission to study the effect of marketplace competition on rate regulation of cable television, and to issue a report—with legislative recommendations—by Oct. 30, 1990. It appears that Sikes will have to do more than make the trains run on time.

But at least as interesting as the issues confronting the commission is the manner in which Sikes seems likely to approach them. Several times during his confirmation hearing, he referred, respectfully, to “the public interest standard.” Over the Fowler-Patrick years, the commission's concern with marketplace-driven regulation suggested that the “public interest standard” could be interpreted, generally, as whatever it was that interested the public. But Sikes, in response to a question during the hearing regarding his attitude toward indecency, called on his experience as the former owner of a rock-formatted radio station. He said, “I directed my manager to remove vulgar lyrics.... [I tried to] exercise the responsibility I felt that I owed because I held a public license as a broadcaster.”

Sikes, in the interview in his office, discussed the public interest in terms of legal obligations. He said that providing political candidates the lowest-unit rate in selling them advertising time and as-

sureing them equal time on their facilities, as well as serving as part of the nationwide emergency broadcasting service, were public interest obligations whose repeal he did not intend to recommend. He said the same of the requirement to serve one's community—and of documenting such service by quarterly reports of programing designed to deal with specific issues—and of offering programing to serve the needs and interests of children. “Both of these are serious commitments,” Sikes said in a written answer to one of the questions the Commerce Committee submitted to him in advance of the confirmation hearing.

But Sikes also suggests that there is more to the public interest obligation than laws or rules. Broadcasters, he says, “have special responsibilities.... When they have control of a piece of spectrum and enjoy the opportunity to broadcast from a turntable or an announcer's microphone throughout their coverage area, that's special.” He notes that parents are responsible for supervising what their children hear or watch. “But broadcasters,” he said, “should think about their own responsibilities.” He does not, then, agree with the quote attributed to former chairman Fowler, that television is nothing but “a toaster with pictures”? “I do not,” Sikes said. “There is something special about the broadcasting business, in the public and legal sense, as well as in the more personal sense.”

Sikes would favor broadcasters institutionalizing that kind of attitude through a code of self-regulation, drafted by broadcasters. NTIA's “Telecom 2000” encouraged that approach. And Sikes had said last year, as the report was being put in final shape, that such a code would convince critics that “licensees can operate fairly and responsibly without the heavy hand or raised eyebrow of government” (BROADCASTING, Sept. 19, 1988). Sikes has endorsed the bill (H.R. 5419) introduced by Representative Tom Tauke (R-Iowa) that would amend the antitrust laws to permit broadcasters to establish a code of self-regulation. Broadcasters once operated under a code of the National Association of Broadcasters. But that was dissolved, in January 1983, after the Justice Department

succeeded in persuading the U.S. district court in Washington that the provisions dealing with commercial time standards violated the antitrust law. The time to reinstitute a code, Sikes believes, has arrived.

□

As the confirmation hearing demonstrated—and as Sikes has long been aware—one of his chief priorities as chairman will be to improve relations with Congress. He starts on that repair operation with a couple of advantages. He had established good relations with members of the House and Senate in his role as head of NTIA. And he has had a long and close association with Senator John Danforth (R-Mo.), ranking minority member of the Senate Commerce Committee. Their ties go back to 1969, when Sikes, a lawyer, served as an assistant attorney general under Danforth, then Missouri's attorney general. And it was Danforth who sponsored Sikes for the NTIA post as well as the commission job. Sikes's wife, Marty, has worked on the senator's staff since coming to Washington; she resigned that position when her husband became chairman.

What's more, Sikes has no question regarding the commission's role vis-a-vis Congress. As he said at the confirmation hearing, the commission's job is “to carry out the law of Congress.” And last week, in discussing the statute directing the commission to ban indecency on a round-the-clock basis, he said, “Congress expressed itself overtly and overwhelmingly on the 24-hour ban on indecency.... That's a law.”

One question some Sikes watchers are raising as he begins grasping whatever levers of control are available to him at the FCC is how well he will function in a collegial setting. At NTIA, he was the person in charge. At the commission—when it is up to strength—he will be first among five equals. Sikes does not seem concerned about the prospect of sharing power. He said he is looking forward to working with the other commissioners. “I think they'll add strength” to the operation.

There are some who say that attitude, too, would represent a change from the one that has been evident on the eighth floor of the commission building.

Sikes, who is said to be a hard worker with a high energy level, plays tennis (Quello and Wiley are frequent partners), and he likes to hunt and fish. And in a couple of weeks, he and his wife will get away for a week's vacation. Typically, they plan to do white-water rafting down the middle fork of the Salmon River, in Idaho. The water can be rough and the rapids hazardous. So it's not that Sikes minds rough waters; it's just that he seems to prefer the real to the metaphorical ones the commission has been navigating of late. —LZ



Broadcasting editors Len Zeidenberg and Harry Jessell interviewing new FCC chairman last Wednesday. Legal aide Lisa Hook is at right.



Fairness doctrine □ kidvid □ TV violence □ cable oversight □ sports on cable □ telco-cable □ must carry □ HDTV □ lowest-unit rate bill □ minority ownership □ FCC oversight □ FCC authorization □ NTIA authorization □ FCC appropriation □ spectrum reallocation bill □ budget reconciliation □ AM improvement □ radio-only license renewal

## **Congress returns to full Fifth Estate plate**

**Fairness, kidvid top Hill's fall agenda; Congress returns to TV violence bill; cable oversight hearings in House and Senate; migration of sports from over-air TV to cable, HDTV, must carry and lowest-unit rate bill in lineup**

An increasingly regulatory-minded Congress will return from its August hiatus hoping to reenact the fairness doctrine and pass children's television legislation.

Back in action on Sept. 5, there is, however, substantially more on the Hill's plate than fairness and kidvid. A House-Senate conference on a television violence bill (BROADCASTING, Aug. 7) will be a main event. The Fifth Estate will be watching from the sidelines to see what emerges.

Cable issues will still be a focal point. "We certainly don't anticipate legislative action, but clearly Congress is keeping a close eye on the industry," said Decker Anstrom, executive vice president of the National Cable Television Association.

At least two cable oversight hearings are planned by the Senate Communications Subcommittee; the first will probably examine the issue of must carry with the second aimed at studying the impact of the 1984 Cable Act, which basically eliminated city authority to regulate rates.

The growing vertical integration within the industry is likely to be another subject broached at the hearings. Nor is congressional scrutiny of cable likely to lessen in the House. Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) convened two cable hearings last year and one earlier this month on cable rates to announce the results of a General Accounting Office study on rate increases from 1986 through 1988.

"We will have some hearings on cable," said a subcommittee spokesman. The nature of that review has not been determined, but he noted that Markey is concerned about the trafficking of cable systems. And he noted that four subcommittee members, Tom Tauke (R-Iowa), Mike Oxley (R-Ohio), Dennis Eckart (D-Ohio) and Edward Madigan (R-Ill.), have asked for a hearing on the movement of sports from over-the-

air TV to cable. They are disturbed by the ESPN deal for Big Ten conference college football.

That issue is also said to be the topic of a proposed Senate Antitrust Subcommittee hearing this fall. Chairman Howard Metzenbaum (D-Ohio) is pushing legislation aimed at reregulating the industry and limiting the concentration of ownership. Some 14 bills affecting cable have been introduced in both chambers, with the majority surfacing in the House.

The Senate Communications Subcommittee also plans a Sept. 15 hearing on minority ownership within the broadcast and cable industries.

The telephone industry's legislative campaign to become a provider of video services is not likely to abate. Still, most Hill observers do not think the telcos' push to become full-fledged cable competitors will make much headway this year. The House Telecommunications Subcommittee's examination of Judge Greene's modified final judgment remains a priority but is not expected to serve as a backdrop for the telco-cable debate.

The television violence bill has already drawn considerable attention. Both the House and Senate versions would establish a three-year antitrust exemption enabling broadcast, cable and program production interests to meet and devise a voluntary code on violent television programming. But the Senate went further by including sexually explicit material and portrayals of illegal drug use.

It seems highly likely the Senate conferees will accept the House version, but there is also an equally strong likelihood that Senator Jesse Helms (R-N.C.) will strike when the conference report hits the Senate floor. Helms is responsible for the provision covering sexual material and he has led the fight in the Senate to ban indecent broadcast material. What is unknown, said CBS Washington Vice President Martin Franks, is just "how hard Helms will insist" on keeping the language.

Even if it becomes law (it appears doubtful President Bush would veto it) the broadcast networks find the proposal technically

unfeasible. If HBO wants to agree to CBS's standards, Franks said, that would be fine. He is referring to the difficulties involved in trying to create a universal code for today's television marketplace, which is highly competitive and fragmented.

By enlarging the scope of the code to include sex and drugs, industry groups are even more skeptical about their chances for reaching a consensus. Nothing in the measure requires them to issue a code or even meet.

But there are those who think that if the industry fails to respond to the growing pressure from Capitol Hill, Helms and others will press on.

The Hill will also be dealing with a different FCC. Alfred Sikes, the newly esconced chairman, is expected to be far more cautious in his dealings with Congress. Sikes has already assured the Senate Commerce Committee, which approved his nomination, that he will defer to Congress on policy (BROADCASTING, Aug. 7). Moreover, it is believed that, under Sikes, the stormy relationship that existed between the agency and Hill has come to an end. "There will be less pressure for congressional action," said one source. Also new at the FCC are Sherrie Marshall and Andrew Barrett, who were confirmed by the Senate with Sikes.

Telecommunications Subcommittee members want to hear from the new commissioners, said a subcommittee spokesman, who also pointed out that the subcommittee has to deal with FCC authorization legislation this year.

An authorization bill for the National Telecommunications and Information Administration is another item on the congressional agenda. One Hill source speculated that a spectrum reallocation bill offered by House Energy and Commerce Committee Chairman John Dingell (D-Mich.) may become part of the NTIA measure.

Indeed, the Dingell proposal (H.R. 2965) could move separately or be folded into the NTIA measure; it would allow the federal government to reallocate 200 mhz of spectrum from government to commercial use (BROADCASTING, July 31). Under the bill, the Secretary of Commerce would identify the 200 mhz that would be turned over to

the FCC for assignment.

The bill has the support of the National Association of Broadcasters and is designed to help foster the development of emerging technologies, including high-definition television.

Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to convene a hearing on a legislative proposal that would encourage the development and manufacture of high-definition television technology by eliminating antitrust barriers, thereby permitting joint ventures. The House Judiciary Committee is conducting its own investigation on the HDTV antitrust front.

The House Telecommunications Subcommittee will probably continue its review of HDTV and hold another hearing. A House defense appropriations bill contains funds for HDTV research, and authorization bills for the Commerce Department's National Institute for Standards and Technology (NIST) in both the House and Senate recommend several million dollars for government funding of HDTV (BROADCASTING, Aug. 7).

There are many on the Hill who are anxious to hear the administration's HDTV game plan before devising a policy on the new technology. The White House's strategy was slated for release July 1, but the Commerce Department has given no indication of when it will be ready (BROADCASTING, July 31), although there has been some speculation that it could be as late as next year. It is anticipated that broadcasters' views on HDTV will be given a higher profile as Congress continues with its examination of the issue.

Just what final form the children's bill will take is hard to predict. "It is an open question," said one broadcast lobbyist. The House bill, which is awaiting a final floor vote, and its companion in the Senate would limit the amount of advertising during children's programming and codify broadcasters' obligation to serve the educational and informational needs of children.

The National Association of Broadcasters says it will accept that measure but is staunchly opposed to another initiative sponsored by Senator Tim Wirth (D-Colo.), considered to be far more stringent in its requirements (BROADCASTING, July 17). "If it goes beyond the House bill, we cannot live with it," said one network source. Furthermore, the chances of a presidential veto would increase if the bill became more regulatory, the source argued.

Wirth would require broadcasters to provide educational and informational programming specifically designed for children as a condition of a station's license renewal. The Senate Commerce Committee will mark up some type of kidvid bill this fall, said committee staff members. Inouye prefers a compromise version of the two proposals.

The Senate, prior to its recess, adopted a children's television bill that would create a \$10 million endowment to fund educational programming on public television (see page 60). NAB said it does not have a position

on the measure.

There is an almost virtual certainty that legislation codifying the fairness doctrine will land on the President's desk. Fairness was attached to a budget reconciliation bill pending in the House and slated to gain Senate approval as well. The reconciliation measure is aimed at reducing the federal deficit, which makes it an unlikely veto target. Also included in the House and Senate reconciliation packages is a 12.9% increase in FCC application and filing fees (BROADCASTING, July 31).

The House Ways and Means Committee proposes to strike a provision in the tax code that may call into question cable operators' ability to continue to amortize intangible assets that are ascribed to the value of a franchise itself. And it would endanger the practice by network affiliates of writing

off the cost associated with a network affiliation agreement or FCC license.

Congress must also approve appropriation bills that fund the FCC, NTIA and other government agencies.

The Senate Commerce Committee could act on a lowest-unit rate bill. This legislation would make political ads nonpreemptible and give candidates fixed spots at lowest unit rates. Broadcasters hope to work something out with lawmakers far more palatable than their proposal.

An AM improvement bill authored by Representative Matthew Rinaldo (R-N.J.), the ranking Republican on the Telecommunications Subcommittee, may advance. The bill has more than 100 sponsors, and Rinaldo wants to pass it. A radio-only license renewal bill has also garnered more than 100 sponsors. —KM

## Chase buys four Outlet stations for \$120 million

**Buyer would become one of largest Fox affiliate groups; future of Outlet's remaining two TV stations unclear**

Outlet Communications last week agreed to sell all but two of its remaining broadcasting properties last week to Chase Communications in a \$120 million transaction that would make the latter group one of the largest Fox affiliate groups in the country.

The letter of intent involves the stock of WATL(TV) Atlanta and the assets of WXIN(TV) Indianapolis and WTOP(AM)-WASH(FM) Washington. Outlet was said to be keeping the working capital of the latter three stations while Chase will assume the programming liabilities.

With the two Outlet TV stations, and completion of its proposed \$12 million acquisition of KDVR(TV) Denver, Chase will have five independents, four of which are Fox affiliates. Its other stations are WTIC-AM-FM-TV Hartford and WSTC(AM)-WJAZ(FM) Stamford, both Conn.; KGLD(AM) St. Louis; WKBQ(FM) Granite City, Ill. (St. Louis), and WPTY-TV Memphis.

Roger Friedman, co-chairman of Chase Communications, said last week the Hartford, Conn.-based company intends to pursue additional expansion in radio and television, making broadcasting a still bigger part of the Chase business empire, which also includes real estate and financial services, notably insurance. Friedman said the privately held company has in recent years sold other businesses, including manufacturing and hotel management.

As for Outlet, last week's divestments left unclear the company's commitment to the business. It will have remaining its two affiliate TV stations: WJAR(TV) Providence and WCMH(TV) Columbus, Ohio. Some observers had expected all the stations to be sold through a sale of Outlet's stock when the company retained First Boston Corp. early

this year, but in recent weeks rumors started to circulate suggesting that an adequate bid for the entire company was not obtained.

Rather than distribute to shareholders the sales proceeds that, before tax, amount to roughly \$18 per share, Outlet, said company Chairman David Henderson, intends to pay down some of its long-term debt, which at the end of the first quarter stood at roughly \$175 million.

Henderson said what Outlet would do with an improved balance sheet was not clear, and might not be decided until the sale to Chase closes, which is expected early in the first quarter. "Among the series of options," he said, "we would have a strong enough balance sheet to provide the basis for acquisitions, we could go out and do a joint venture, or we could go private. I think it is fair to say that one unsatisfactory option would be the sale of those stations for cash. Because of the [difference between the tax] basis [of WJAR and WCMH] and their current value, the tax consequences of a cash sale would not be in the best interest of the shareholders." Roughly 90% of the company's shares are owned by management and several shareholders, principally Mutual Benefit Life Insurance and Wesray Capital Corp.

Outlet last week also released results for its second quarter, indicating that on a comparable basis, revenue of \$26.7 million was up 7% while operating earnings of \$5.6 million were up 3%.

Friedman said the expansion of Chase's broadcasting unit would not result in major administrative changes, with the possible exception of adding a financial officer. Terry Ury is president and chief operating officer of the group; Ed Karlik is president of the TV stations, and Bob Dunn is president of the radio group. Said Friedman, who is a son-in-law of company founder David Chase: "We will run a very decentralized organization." —GF



## Lawsuit hits Metropolitan, Legacy

### Creditor suit puts Westinghouse's 10-station purchase in holding pattern

A group of Metropolitan Broadcasting's creditors have filed suit against Metropolitan, Legacy Broadcasting and, among others, Robert F.X. Sillerman, Morgan Stanley & Co., Carl Hirsch and Carl Brazell, thereby hampering Westinghouse Broadcasting's purchase of 10 radio stations from Metropolitan and Legacy.

The suit, filed on July 27th by Steinhardt Partners; S.P. Investors International, N.V.; Gamcan Ltd.; Institutional Partners LP, and W.R. Hulif Investment Partners, "seeks to rescind certain integrated corporate transactions" that occurred in December 1988. The

suit was filed in the Supreme Court of the State of New York.

Specifically, the suit alleges that the defendants purchased the stock of Metropolitan Broadcasting Holding Co. (MBH). Metropolitan's parent company, from Morgan Stanley Leveraged Equity Fund LP and Morgan Stanley & Co. by securing a \$40 million bridge loan from Security Pacific Bank. The loan was obtained through a corporation set up by Sillerman, Sillerman Acquisition Corp. (SAC), which was then merged "with and into" MBH for no consideration, the suit claims. Sillerman-Magee Communications became 50.1% owner of MBH, and also received a \$1.6 million fee for services as financial adviser in the deal.

According to the suit, Carl Brazell, who had been president of MBH and holder of 100% of that company's class A stock, resigned and sold his stock and options to SAC.

The suit claims that Brazell then used the proceeds to purchase all voting securities of Command Communications, which in turn purchased assets of MBH. The suit goes on to claim that MBH cancelled a \$900,000 note owed by Brazell, and that Brazell "gave substantial monies and valuable securities to Sillerman-Magee Communications." The plaintiffs are seeking that the transactions connected with the 1988 transactions be declared void, and also seek damages, in the absence of "equitable relief." □

## Nationwide invests in Hubbard DBS

Hubbard Broadcasting Chairman and President Stanley S. Hubbard announced that group broadcaster Nationwide Communications Inc. (NCI) has committed "a substantial investment" in United States Satellite Broadcasting Co., Hubbard's proposed high-power direct-to-home television satellite service, set to launch in early 1993.

NCI President Steve Berger described the cash investment as a co-venture between NCI and its parent, Nationwide Mutual Insurance. "Obviously, we believe in it. We're making an investment in [and] protecting our future," he said. NCI believes, he said, that "the return on investment can happen as quickly [as] the advent of the compact disk" or VCR, certainly, he said, before the late 1990's. Wholly owned by privately held Nationwide Mutual, Columbus, Ohio-based NCI owns five AM's, 11

FM's and four TV stations.

Hubbard said USSB will need more investors to come up with at least \$200 million to construct and launch the first of two 260-watt-per-channel GE satellites in December 1992. The NCI move, he said, "may be the catalyst" to draw others, including some "very large broadcasters."

At 260 watts each, a pair of satellites will provide eight channels to 16.5-inch antennas. Such antennas, said Robert Hubbard, now sell in Japan for about \$500.

Berger emphasized the low entry cost for the consumer. "This is a delivery system we're talking about, not programing," he said, adding rhetorically: "What are you going to talk about on the telephone, Mr. Bell? Until you know, you can't have one." However, he said, "DBS lends itself to the kind of niche or specialty pro-

graming that we could capitalize," he said.

The service, said Stanley Hubbard, will provide two free channels and pay channels and will be able to carry MUSE-E or any other HDTV system immediately, but will not include the new Viacom-Hubbard home satellite news channel to be launched in November (BROADCASTING, Aug. 7).

"With DBS, broadcasters become the gatekeepers again," he said, adding, "Smart broadcasters should realize this [high-power DBS] cannot be stopped. We don't want to sit back and watch [Telecommunications Inc. president and chief executive officer] John Malone do this."

Asked whether he believed the broadcast networks might "sit back and watch," Berger said: "Yes, just like they watched cable happen. They have the staying power" to do so. —PDL

## Hill awaits word on Mickey Leland

As of late last week, Washington was anxiously awaiting news of Representative Mickey Leland, the Texas Democrat whose plane vanished in heavy rain last Monday in Ethiopia.

Leland, a senior member of the House Telecommunications Subcommittee, is well known to the Fifth Estate for his long-standing efforts to advance minority ownership and employment within the broadcast and cable industries. It is believed that any major broadcast license reform legislation headed for a House vote would be subject to equal employment opportunity provisions because of Leland's clout and commitment to the issue.

The Houston congressman is responsible for the EEO language in the 1984 Cable Act. Indeed, the 44-year-old Leland was credited for saving the act by agreeing to less stringent EEO provisions than he originally sought in order to keep Senate foes from killing the bill. The legislation requires cable operators to implement affirmative action programs.

An active subcommittee member and a force to be reckoned with, he has been known to take industry executives to task for failing to hire more minorities, and scolded the Hollywood production community for not putting more blacks on television programs and for not accurately portraying minor-

ities.

Elected in 1978, Leland's prominence in Congress and within the Democratic party has grown considerably. In addition, his name has surfaced as a possible Senate contender.

Leland, who chairs the House Select Committee on Hunger (which he helped create), was headed with 13 others for the Fugnido refugee camp near the Sudanese border. His chief of staff, Patrice Johnson, who also handles telecommunications issues for the congressman, was part of the entourage.

His wife, Alison, and three-year-old son, Jarrett, waited last week in Houston for any word from Ethiopia. Leland is especially close to Telecommunications Subcommittee Chairman Ed Markey (D-Mass.).

Search crews including U.S. aircraft spent all last week hunting for the plane and its passengers. Their efforts were hampered by bad weather, and two distress signals that some thought might have come from the missing plane were later dismissed as a false lead.

Several prayer vigils were held last week on Capitol Hill for Leland and his party. He is the former chair of the House Congressional Black Caucus.



Leland

## Viacom denies linking 'Cosby' to fall rollouts

Company says it has no 'five-year plan' to tie contract renewals of 'Cosby' with syndicated introductions of 'A Different World' in 1991 and 'Roseanne' in 1992

Contrary to published reports, Viacom officials say the distributor has no "five-year plan" to tie second-cycle contract renewals of *The Cosby Show* to the syndicated fall rollouts of *A Different World* in 1991 and *Roseanne* in 1992. Joe Zaleski, president, domestic syndication, Viacom Enterprises, rebutted claims suggesting that the timing of *Cosby* contract renewals in October 1993 was intended to ease open station pocket-books by deferring renewal payments for *Cosby* until after *Roseanne* and *A Different World* had been sold.

"I don't have a specific plan in mind regarding any type of linkage," Zaleski said. "It could freeze up the marketplace if I were to pay merit to any of those assumptions."

Published reports have estimated that *A Different World* and *Roseanne* could generate an additional \$700 million-plus in revenue for Viacom. Said Zaleski: "In a time when pricing is deteriorating, those numbers are purely speculative."

The company, she said, has a five-year plan in place, updated annually, that outlines sales and marketing strategies for "all of our shows."

Originally sold to stations for fall 1988, *The Cosby Show* got top dollars from affiliates in its 198 markets, binding stations for a three-and-a-half-year first-cycle run. Automatic contract extensions obligated affiliates for an additional six months when star Bill Cosby continued on the first-run NBC show for the 1989-90 season, as does any *Cosby* decision to stay with the half-hour sitcom for the 1990-91 and 1991-92 seasons. His additional association with the program could mean stations are obligated to carry *Cosby* for a total of five years.

While a number of stations are reporting strong rating numbers airing *Cosby* in early fringe and access dayparts, others suggest the show has not delivered the promised "halo effect" as lead-in programming to local news or other off-network product (BROADCASTING, May 29). In fact, some station executives are saying they would be hard-pressed to consider spending money for *Roseanne* and *A Different World* without first examining *Cosby*'s past performance, and making a decision on the renewal of that show.

"I think if they [Viacom] are packaging it as a block, they have a concern for one of the other programs," said William R. Murdoch, executive vice president and general manager, KSL-TV Salt Lake City.

But Murdoch added that he moved the show from the 5 p.m. slot where *Cosby* was "plateauing at a 20 share" to a 4 p.m. time slot in the hopes of "strengthening it at the



### Muppets moving to Disneyland?

Industry sources said last week that a deal in which Walt Disney Co. would acquire Jim Henson Productions is near completion. Henson executives would neither confirm nor deny reports of the pending acquisition. "The word is all over town," said one Los Angeles-based production executive. "I'm sure it's true." Said another TV distribution executive there: "They're very close to a deal." Most observers see the deal as a logical fit, with Disney buying out a worthy competitor. One analyst last week ventured that Henson's company would be worth "at least a couple hundred million, or more, depending on the value they put on the library." The Henson library includes movies, series and specials tied to the Henson-created Muppet and *Fraggle Rock* characters, and other programs, such as *The Storyteller* and *The Ghost of Faffner Hall*. Several recent efforts have not fared well, however, including a mid-season program on NBC, *The Jim Henson Hour*, which, as one source there put it, "fopped like a dog." Disney executives could not be reached at deadline for comment.

30's." He moved *M\*A\*S\*H* into the 5 p.m. slot because it is "delivering a heavier male audience into the news with a mid-30's share."

"If they were to try to package all three shows, I would wonder where an affiliate like myself would put all three shows," said KIRO-TV vice president and general manager Glenn Wright, whose Seattle station airs *Cosby* in the 6:30 p.m. slot (PT). "Their [Viacom's] positioning may be to take all three because of the synergy and flow; it could make for an effective hour-and-a-half block of comedy."

Wright added: "Every syndicator is there to sell all of their product. Isn't it more than a coincidence that King World sells *Wheel Of Fortune* and *Jeopardy!* back-to-back in most markets? No one is holding guns to our heads when they try to sell blocks of programming. They're just paid to maximize their product and to get the highest amount of dollars possible. They're in the same business as we are—to get the highest ratings possible. We sell the show to get the

highest advertising dollars possible for our station."

Farrell Meisel, vice president of programming for WWOR-TV New York, says *Cosby* has been "a tremendous asset to us as a residual in the off-network arena." But, he said, "we don't look kindly on being pitched three programs. It all appears to be speculation. If one could believe the quote about Joe Zaleski's 'five-year plan,' it's a very expensive way to turn off local stations."

One other sticking point affiliates will be watching for is the insertion of any barter element for future contracts with *Roseanne* and *A Different World*. Under the original *Cosby* contract, Viacom was allowed to insert one minute of national advertising time, and some affiliates felt a pinch in the 60 seconds of lost local advertising revenue. "At this point, I don't have a plan," Zaleski stated. "It is certainly an effective income stream, but my competitors don't have it. We're still contemplating how we're going to market *Roseanne* and *A Different World*." —MF

## Y&R re-enters program production

Young & Rubicam, the leading U.S. ad agency in terms of broadcast billings, and a major network program producer in the 1950's, is getting back into program production. The agency has just formed a new unit to produce programs "for the worldwide television marketplace," and has hired Nina Rosenthal to run the unit. Rosenthal served as executive producer of mini-series and, most recently, East Coast programming for ABC Entertainment. She will report to Paul Isacsson, Y&R executive vice president, broadcast programming and purchasing.

Y&R is not the first advertising agency to develop or move back into program production. D'Arcy Masius Benton & Bowles (Telecom), Grey Advertising (LBS) and Griffin BeCALL (Sunbow Productions) have all been involved in program production in

recent years. "It is obvious to us, because of the changes in the business and the expansion of broadcast opportunities both here and overseas, [that] the importance of software is growing," said Isacsson.

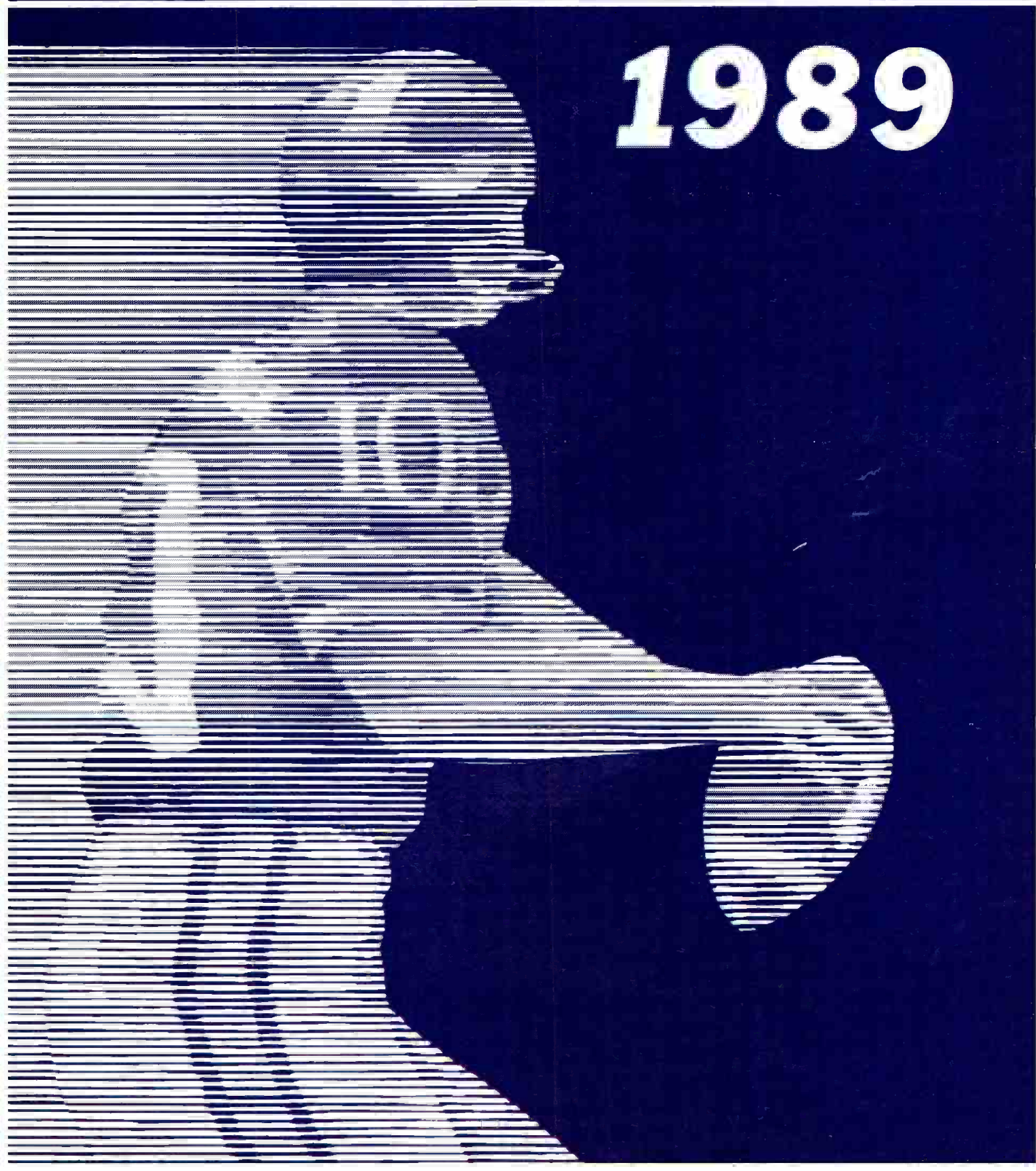
Initially, he said, Y&R will focus on long-form programs, including mini-series and telefilms. Projects will be developed specifically for sponsorship by Y&R clients, as well as for the general network, cable and syndication marketplaces. "Networks and other exhibitors are open to agencies taking a larger role than they have in the past," Isacsson said. "We have multinational clients, and the television around the world has increased the demand for product... We see a role for us to play in the future." The plan is to get "a couple" of projects on the air in the new unit's first year of operation. □



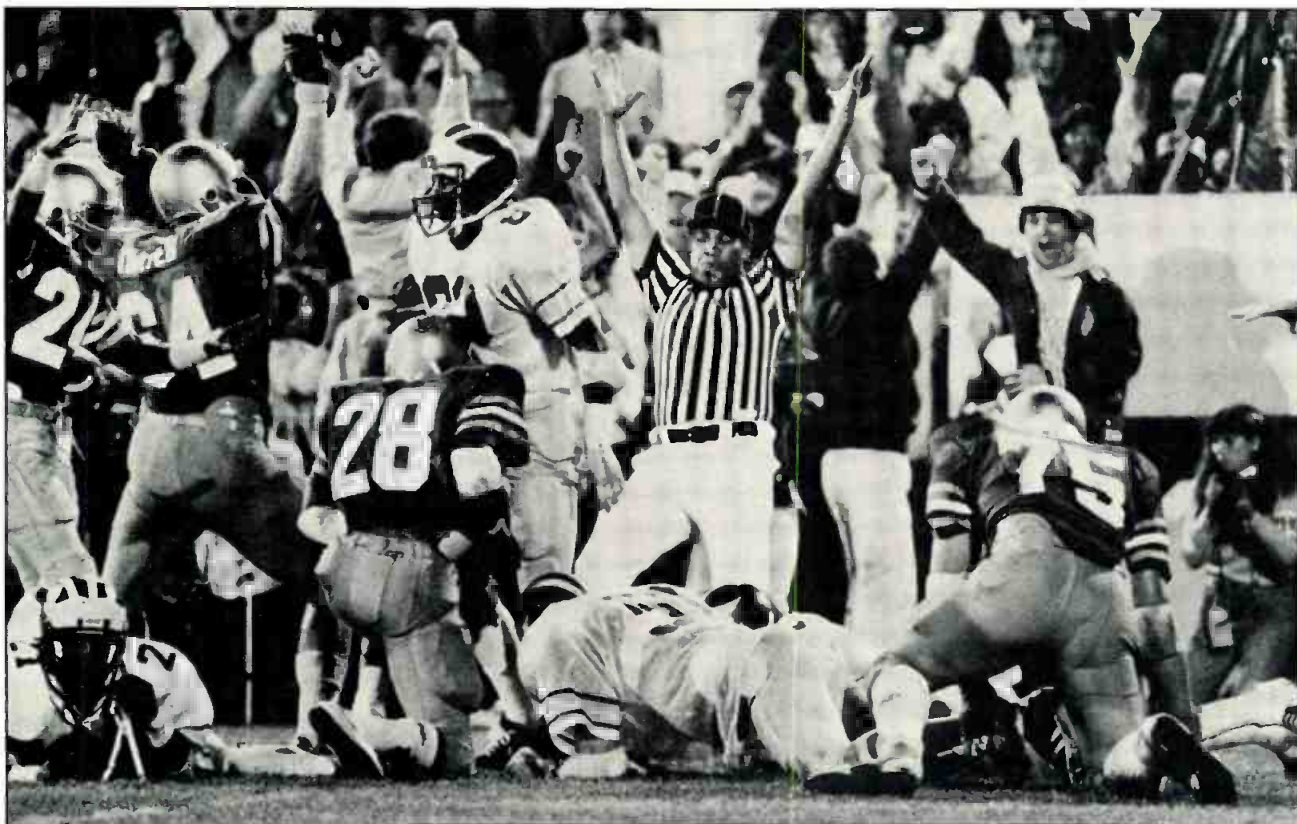
Special  Report

# FOOTBALL

## 1989







## Broadcast, cable battle for the ball

*Although broadcasters still have the pick of the sports rights draft, cable television is fielding a strong team. In the months preceding this college football season, ESPN, SportsChannel America and newly formed Prime Network have all evidenced strength in a handful of significant rights negotiations, demonstrating their abilities to gain the rights to major conference events. Their successes appear to have fueled the claim—among independent broadcasters and among some members of Congress—that cable TV is siphoning both professional and amateur sports programming from “free TV.” The cable programmers believe that is a cry of “wolf” and that their new college football schedules comprise games that had lain fallow and unenjoyed by viewers until cable packaged them.*

*This year’s special report surveys the changing field of college ball, sums up the current NFL season’s rights picture and looks ahead at early 1990, when rights to several of the nation’s major sports, including the NFL, will be up for grabs in an increasingly varied, monied and competitive market.*

### Cable competing, and cooperating, with broadcasting

Only a year ago, regional cable sports channel football schedules were dominated by packages distributed by independent syndicators, which continue to hold the rights to major college conference and interconference games. Almost invariably, packages syndicated by Raycom Sports (Southwest Conference), Jefferson-Pilot Telecommunications (Atlantic Coast Conference and Great American Independents package), Video West Network (Western Athletic Conference) and Mizlou Communications (the Independence and other bowls) were sold to regional cable only after national broadcast, national cable and local broadcast clearances, in that order.

Changes in the formula have accelerated in 1989, at least for affiliates of SportsChannel America, the newest national cable sports channel with regional affiliates in New England, New York, Florida, Ohio, Chicago, Philadelphia and Los Angeles. SCA this year has the rights to 12 Notre Dame football games, although only two will be live telecasts. Last spring it lost a pitched battle for

rights to the Pac-10 conference. But it has also gone head-to-head with Raycom in Dallas—a battle that two weeks ago ended up in court—and could still win rights to the Southwest Conference. By many accounts, SCA entered those markets offering, in the case of the Pac-10, more than double the conference’s expectations.

In several cases, however, SCA has run into another semi-national cable organization, Affiliated Regional Communications, also known as Prime Network, a program sharing partnership made up of other regional channels, including Prime Ticket (Los Angeles), Home Sports Entertainment (Dallas) and Prime Sports Network (Denver), The Sunshine Network (Florida) and Prime Sports Midwest (Indianapolis). It was to Prime Ticket that SportsChannel lost in the Pac-10. Prime plans to distribute programming to four other future regionals—in Pittsburgh, Indiana, San Francisco and Seattle—and has established informal program sharing deals with virtually every other regional cable sports channel in the nation, including Home Team Sports in Washington and Baltimore, Madison Square Garden Network in New York and Pro Am Sports



**"Now it's second and two at the Cincinnati 10-yard line for the 49ers who trail by 3. Rice is flanked off to the right and comes in motion...Montana is back to throw. He looks and throws...end zone! Touchdown to John Taylor with 34 seconds left! The 49ers lead by 3...the extra point will put the nail in the Cincinnati coffin!"**

*Jack Buck, Super Bowl XXIII*

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even closer scrutiny of the latest Pac-10 and Southwest conference rights deals.

While the Pac-10's co-venture with the Big Ten this past spring extended ABC-TV's national rights package through 1996, the newest national cable sports channel, SCA, "got into a strong bidding war" with Prime Ticket and ESPN over the rights to the remaining Pac-10 schedule, said Pac-10 Commissioner Tom Hanson. ABC retains the pick of the litter, and a large pick it is, with a 23- or 24-game schedule, 16 of them aired nationally, the others regionally. The Pac-10 and Big Ten each will earn \$6.5 million from ABC, which also extended its rights to the Rose Bowl, played between the winners of the two conferences, through the 1996-97 season.

But in winning the second-pick conference rights, Prime added a high-profile conference to its schedule, at no small price. The six-year Prime-ESPN contract with Pac-10 will reach a total rights value of \$66 million, if an option extension to 10 years is adopted, said one knowledgeable source. Gaining a total of 12 football games (10 on Prime and two on ESPN) and 35 events other than men's basketball each year, Prime and ESPN will pay \$4.4 million for the 1989 season. They have guaranteed Pac-10 that the games will reach 22 million subscribers through Dallas-based Home Sports Entertainment, the Sunshine Network in Florida and other regionals. As the subscriber base and ad revenue grow, payments will escalate each year. Over 10 years they will average \$6.6 million, or \$100,000 more than ABC is paying the conference this year.

SCA "very definitely" raised the bidding levels, said Hanson, adding that the conference had entered negotiations "expecting not to do a deal for the conference at all." Saturday television windows limited by network schedules have meant that game-time changes to accommodate TV schedules are often required—a step that can cost home teams \$10,000 per game in defections at the gate. "You have to have substantial rights fees" to offset such losses, he said. "We had not gotten high enough bids" to justify changing game times—until SCA entered the scene, he said. "Over the course of five days, we ended up with a very, very lucrative contract, well above expectations."

Hanson took issue with the broadcasters' claim that the deal "siphons" games from over-the-air TV to cable. The Prime-ESPN agreement, he said, puts more games into the national schedule that "have not been on over-the-air television." A bid several years ago by Sacramento, Calif.-based Kelly Broadcasting and Raycom fell short of the conferences' needs. And, he argued, the local broadcasters in, for example, Arizona and Washington have shown a preference for airing only games played by their states' teams. "National cable," said Hanson, "is actually an enhanced opportunity for national exposure," a consideration always near the top of college agendas.

Asked if Prime Network's go-slow, syndicator-friendly approach is motivated by congressional concern, Prime's Frazier said: "There are economic realities. From our viewpoint, there is a balance between over-the-air and cable carriage of sports. INTV is crying wolf a little. You can always find isolated incidents, [such as] the Yankees in New York. There is simply more sports on TV."

#### *Texas showdown: Syndi-cable*

SportsChannel and Prime were apparently destined to meet again—as it turns out, indirectly, in court. Prime's Southwest Conference (SWC) co-bidder, syndicator Raycom Sports, filed a lawsuit Aug. 2 in District Court in Texas against SCA and its owners (including NBC and Cablevision Systems) and against the SWC. The events leading to that showdown may portend not only other battles, but also co-ventures between cable and syndicators. To match what Raycom Executive Vice President Ken Haines called "a very overpriced bid, designed to get into the [SWC] market," Raycom announced July 21 a joint bid with Dallas-based Home Sports Entertainment, a partner in Prime Network, for a new seven-year multi-sport contract, matching SCA's original \$24 million offer.

If the Raycom-Prime bid wins, Raycom would maintain its 20-plus station broadcast TV network in Texas and Arkansas; Prime would distribute the package to its affiliated regional cable channels in other parts of the nation only.

But if SportsChannel wins the conference, fans in Texas and Arkansas would find none of the package on broadcast TV. "The philosophy here," said SCA media relations director Dan Martinsen, "is that if it makes sense from a programming and financial side, [SportsChannel] will go after" a programming product. "We have been wanting to get into the Southwest, particularly Texas, since we launched last year," he said, explaining that the SWC package fits the "makes sense" description. And noting that with rights to the National Hockey League and two live Notre Dame games (vs. Navy and Southern Methodist University), the 24-hour service is filling much of its prime time schedule with live events, Martinsen added, "The focus is on live programming. That is what people want to see, but we're not going to fill the schedule for the sake of filling it."

In any case, the Dallas bidding war has been halted by Raycom's suit, which charges that the SWC enacted an amendment to the current 1987-91 contract that had never been agreed upon. The amendment shortens the deal to 1990 in exchange for Raycom gaining the right at the close of the contract to a competition-free 90-day period during which it could match any offer. SWC, said the suit, negotiated during that grace period with SCA, which "knowingly and willfully induced contract negotiations" with conference officials.

SCA declined to comment on the suit, which charges it with "predatory trade practices, unfair competition and intentional interference" with the current Raycom-SWC contract, which Raycom insists still runs through 1991. In a July 7 letter to Raycom obtained by BROADCASTING, and apparently signed by SWC's Fred Jacoby, the conference affirms Raycom's belief that, if it matched the offer, Raycom would be awarded the contract. Subsequently, however, reported the *Dallas Morning News*, SportsChannel's bid was raised to \$29.5 million.

According to an SWC summary of the initial SCA offer also obtained by BROADCASTING, the \$24 million offer specified that SCA would "not license SWC football games in this package over broadcast TV in the states of Texas and Arkansas," where, in 1989, Raycom said it has cleared 11 live football broadcasts over a 22-station network in 21 markets.

Rights fees would escalate from \$3 million over the first three years (1990-93) to \$3.25 million (1993-95) to \$4 million in the first option year (1995-96) and \$4.5 million in the final year (1996-97). A signing bonus of \$500,000 was offered. Additionally, the bid guaranteed that each year from 1990 to 1995, eight SWC football and basketball games would be "televised in New York, Chicago, Florida, Los Angeles, Cleveland, Philadelphia and New England," markets which are covered by SportsChannel regionals.

Raising the stakes yet higher, the bid also included 10-week basketball and 10-week baseball packages, as well as rights to telecast all women's basketball and other men's and women's sports.

#### *Turner tradeoff: Half the nation or all of the region*

Two other national cable channels have retained exclusive college football rights. The Turner Broadcasting System will this season stop syndicating its 10-to 12-game Southeast Conference (SEC) college football schedule, dropping its network of 45 stations in the region and making the product superstation WTBS(TV) Atlanta exclusive. In one sense, Turner is bucking the ratings figures. In 1988, its SEC package garnered ratings of 4.7 in broadcast syndication and only 1.7 via the superstation.

But, the broadcast numbers were regional and only reached 792,000 homes. The superstation reaches 49,400,000 subscribers. "We are ecstatic that it is cable exclusive," TBS sports programming director John Vandegriff said. "The SEC is such a national package, I think we'll do well outside the Southeast. But with superstation only, we should even do better in the region. There is a lot of talk down here about forming a regional [cable sports channel]," he said, "but with a national property, it just doesn't make sense."

Black Entertainment Television will again carry a mix of select games from several conferences, including four conferences comprising "traditionally black schools," said BET.

#### *Syndicators wary but not out*

The syndicators appear cautiously optimistic about the threat

# Local Radio NFL Coverage

## AFC East

### Buffalo Bills WBEN(AM) Buffalo

Reg. net. of 18 stations; 5 preseason, 16 regular; station holds rights.

### Indianapolis Colts WIBC(AM) Indianapolis

Reg. net. of 32 stations; 4 preseason, 16 regular; station holds rights.

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

Reg. net. of 50 stations; 4 preseason, 16 regular; second year of three-year contract; WQBA has Spanish rights, 4 preseason, 16 regular; first year of three-year pact.

### New York Jets WCBS(AM) New York

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

### New England Patriots WHDH(AM) Boston

Reg. net. of 52 stations; 4 preseason, 16 regular; fourth year of five-year contract; station holds rights.

## AFC Central

### Cincinnati Bengals WKRC(AM) Cincinnati

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

### Cleveland Browns WWWE(AM) Cleveland

Reg. net. of 46 stations; 5 preseason, 16 regular; station holds rights.

### Houston Oilers KODA(AM) Houston KQKQ(FM) Houston

Reg. net. of 40 stations; 4 preseason, 16 regular; fourth year of six-year contract; station holds rights; KQKQ has one-year contract for Spanish broadcasts.

### Pittsburgh Steelers WTAE(AM)-WHTX(FM) Pittsburgh

Reg. net. of 35 stations; 4 preseason, 16 regular; third year of three-year contract; station holds rights.

## AFC West

### Denver Broncos KOA(AM) Denver

Reg. net. of 55 stations; 4 preseason, 16 regular; station holds rights.

### Kansas City Chiefs KCMO(AM) Kansas City

Reg. net. of 50 stations; 4 preseason, 16 regular; fifth year of five-year contract; station holds rights.

### Los Angeles Raiders KFII(AM) Los Angeles

Reg. net. of 43 stations; Spanish rightsholder yet to be determined; 4 preseason, 16 regular; second year of four-year contract; station holds rights.

### San Diego Chargers XETRA(AM) Tijuana

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

### Seattle Seahawks KIRO(AM) Seattle

Reg. net. of 55 stations; 4 preseason, 16 regular; five more years on contract; station holds rights.

## NFC East

### Dallas Cowboys KRLD(AM) Dallas

Reg. net. of 127, plus 13 Spanish stations; 4 preseason, 16 regular; fourth year of five-year contract; Cowboy Radio Network holds rights.

### New York Giants WNEW(AM) New York

Reg. net. of 40 stations; 4 preseason, 16 regular; station holds rights.

### Philadelphia Eagles WIP(AM) Philadelphia

Reg. net. of 30 stations; 5 preseason, 16 regular; first year of three-year contract; station holds rights.

### Phoenix Cardinals KTAR(AM) Phoenix

Reg. net. of 24 stations; 4 preseason, 16 regular; station holds rights.

### Washington Redskins WMAL(AM) Washington

Reg. net. of 87 stations; 5 preseason, 16 regular; first year of three-year contract; station has rights.

## NFC Central

### Chicago Bears WGN(AM) Chicago

Reg. net. of 62 stations; 4 preseason, 16 regular; second year of three-year contract; station holds rights.

### Detroit Lions WWJ(AM) Detroit

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

### Green Bay Packers WTMJ(AM) Milwaukee

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

### Minnesota Vikings WCCO(AM) Minneapolis

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

### Tampa Bay Buccaneers WRBQ-FM Tampa Bay

Reg. net. of 28 stations; 4 preseason, 16 regular; final year of three-year contract; station holds rights.

## NFC West

### Atlanta Falcons WSB(AM) Atlanta

Reg. net. of 45 stations; 4 preseason, 16 regular; first year of three-year contract; station holds rights.

### Los Angeles Rams KMPC(AM) Los Angeles XPRS(AM) Tijuana

Reg. network of 22 stations; Spanish-language via XPRS; 5 preseason, 16 regular; station holds rights.

### New Orleans Saints WWL(AM) New Orleans

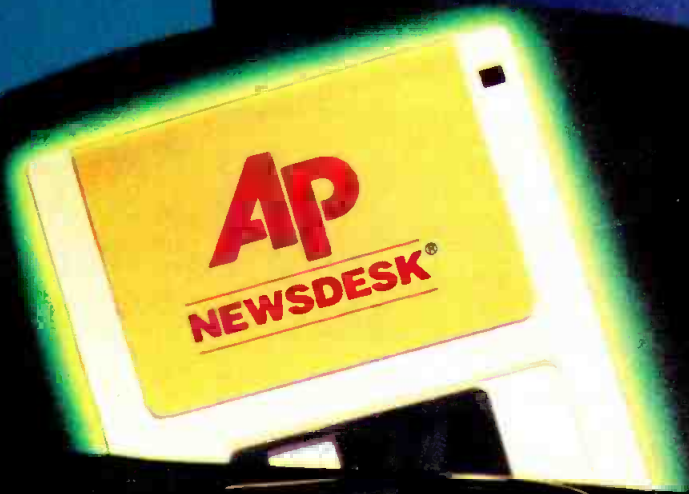
Reg. net. of 32 stations; 4 preseason, 16 regular; first year of three-year contract; station holds rights.

### San Francisco 49ers KGO(AM) San Francisco

Reg. network of 25 stations; 5 preseason, 16 regular; station holds rights.



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Based on SCA's heavy bidding against Raycom for the SWC, Raycom executives do not see SCA as friendly to syndicators or broadcasters. But so far, Prime's activities do not contradict its President Ed Frazier's stated intention "to preserve the syndicators because we don't believe cable is ready to carry all the freight." Pointing to Prime's "history of open architecture," he insisted that Prime has not discounted the possibility that it could syndicate its sports packages to broadcasters. And in Texas, Prime and Raycom last month submitted a joint bid for the SWC and were prepared late last week to announce further co-ventures. But, said Frazier, Prime is "not looking at competing with SCA or ESPN as national programmers. We're just looking at making the process of program sharing smoother."

Nevertheless, although CBS and ABC retain first pick from schedules of 63 schools represented by the College Football Association and of major conference games, both SportsChannel and Prime have entered the scene as players seeking product worth distributing nationally. With both network (NBC) and cable operator (Cablevision Systems) money behind it, SportsChannel appears to be a national power with staying power. And with Tele-Communications Inc. and Daniels Associates equity in four regional affiliates (66% in Prime Sports, 49% in Sunshine, 100% in HSE and an as yet undetermined percentage in Prime Sports Midwest), Affiliated Regional Communications' Prime Network is something more than a regional, if something less than a national, operation.

And following head-on collisions over the Pac-10 (Prime won) and SWC (undetermined), as well as over the University of Florida (SCA won) and Florida State (Prime won), the two services will likely continue to compete. "Some of SportsChannel's bidding has been almost suicidal," said Frazier. "That will take care of itself. We believe it will require sound business practices if we're going to stay in business over the long haul."

#### *Broadcast networks still atop the pecking order*

All entering the third year of multiyear contracts, CBS, ABC and ESPN are again paying approximately \$45 million total for rights to carry College Football Association (CFA) and major conference and interconference games. CBS in June signed a multiyear extension of its current contract and retains first pick from the CFA, which negotiates rights on behalf of 63 National Collegiate Athletic Association teams. This season it will pay \$16 million for a CFA package including 17 regular season games and the John Hancock (formerly Sun) Bowl, Dec. 31, and the Mobil Cotton Bowl Classic, Jan. 1. The schedule includes several Notre Dame games, high-profile intraconference games, such as Alabama at Auburn, Dec. 2, and games with historical appeal—Army vs. Navy, Dec. 9.

In the second year of a nine-year deal with the Pac-10 and Big Ten conferences, ABC will pay \$13 million for a package of 23 to 24 regular season games and approximately \$10 million for rights to the Rose Bowl. Retaining first pick of games in both conferences, ABC last spring extended both the regular season and Rose Bowl contracts through the 1996-97 season.

ESPN will pay \$16 million to air 27 CFA games left over after CBS has culled its own schedule. The ESPN schedule will, however, include a mix of high-profile intraconference (Syracuse at Pittsburgh, Sept. 23) and interconference (Clemson at Florida State, Sept. 9) games. In its 10th year of televising college football, ESPN's 10th college football season schedule will total 50 live games, including six Ivy League, six Big Ten and two Pac-10 games. On New Year's day, the Gator and All-American Bowl games will again be seen on the number one basic cable channel.

#### *Threat to 'free TV'?*

After CBS, ABC and ESPN take their picks from the major conference and independent college schedules and from the College Football Association, which represents a whopping 63 schools, each with season-long schedules, the rights to a host of major college games remain to be sold. CBS will air 17 regular season CFA games. ABC will air 23 or 24 Big Ten or Pac-10 games.

But ESPN will air the most Division I games nationally, a total of 50, including 27 CFA games and games from the Big Ten and Pac-10 conferences. On the West Coast, the Pac-10 conference rights have gone to cable in the form of a Prime Ticket-ESPN co-venture. Prime Sports Network in Denver holds the rights to the Big Eight conference. SportsChannel America has right to 12 Notre Dame games, two of those live. And in the Southwest, the bidders include SCA and a Raycom-Prime Network co-venture. In addition to ESPN, SportsChannel and Prime Network, Turner Broadcasting, which had through last season syndicated Southeastern Conference (SEC) football games to a 44-station regional network of broadcast stations, will this year keep that schedule cable-only, via superstation WTBS(TV) Atlanta.

On the local level, the regionals are also a power. Prime Ticket holds rights to USC and UCLA sports. SportsChannel Florida is rightsholder to season packages from the University of Miami and of Florida. The Sunshine Network has rights to Florida State. When the second-pick games match up high-profile teams from different regions, rightsholders such as SCA and Prime Sports can, or hope eventually to, sell them to advertisers as national product.

In late July, Association of Independent Television Stations Chairman John Serrao warned Congress that "if current trends continue—and we have every reason to believe they will actually accelerate—by the mid-1990's, the majority of the most popular professional and collegiate sporting events will be available only to those who can afford cable" (BROADCASTING, July 31).

Within a week, four members of Congress—Ed Madigan (R-Ill.), Tom Tauke (R-Iowa), Mike Oxley (R-Ohio) and Dennis Eckart (D-Ohio)—asked House Telecommunications Subcommittee Chairman Ed Markey to examine a new six-year rights deal between ESPN and the Big Ten conference and to schedule a hearing "at the earliest possible convenience" on "the movement of sports programming from over-the-air television to cable."

#### *West Coast showdown: Cable vs. cable*

If acted upon, the congressmen's request may lead Capitol Hill to

## **New world of spring football**

Spring football is on its way back to American TV screens for the first time since the mid-decade folding of the United States Football League. The new World League of American Football (WLAFL), backed by a group of National Football League team owners, will bring 12 U.S. and non-U.S. teams together for a 10-week round robin and three post-season games beginning no later than 1991.

The WLAFL board, together with its president and organizer, former Dallas Cowboys general manager Tex Schramm, will meet in Chicago next Monday, Aug. 14, in hopes of fixing the league's start date. Although a 1990 launch is still a possibility, 1991 is considered more realistic, given the wide range of details still to be resolved, such as host city selection, franchise ownership, advertiser sponsorship and domestic and international TV contracts.

In the U.S., over-the-air and cable networks already in discus-

sions with the league include ABC, CBS, NBC, Fox, ESPN, Turner Broadcasting, SportsChannel and USA Network. NBC has already ruled out interest in a 1990 startup, and CBS is considered unlikely to be a strong bidder because of its full plate of spring sports.

According to WLAFL TV consultant Jim Spence, a 25-year ABC veteran and former senior vice president of sports who handled the network's carriage of USFL games, the WLAFL expects domestic carriage to involve a mix of broadcast and cable entities. The league hopes to air all six weekly Saturday, Sunday and Monday games, and a single TV package is less than probable. Spence added that cable and broadcast entities were negotiating separately.

U.S. cities on the list to host teams include New York; a site in California and one in Florida; San Antonio, Tex., and possibly Birmingham, Ala., Nashville, a Midwest city or Washington, D.C.



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of further cable inroads in college sports. Although Raycom's battle with SCA is over the former's only conference football package, the SWC, Raycom holds the rights to college basketball from several of the most prominent conferences, including the Atlantic Coast (ACC), Big Eight, Southwest, Big Ten and Pac-10 conferences. Nevertheless, all those contracts will end next year, and, as Raycom's Haines noted, "we're already seeing that kind of [SportsChannel] maneuver" for other sports outside football. If Raycom and Prime Network intimations of further joint ventures come to fruition, the syndicators may find that, if you can't beat cable, join it.

Fellow syndicator Jefferson-Pilot, however, is holding fast to the broadcasters-first (and virtually only) approach. JPT distributes an 11-game ACC package, as well as its Great American Independent package of eastern college games. According to JPT's executive director of operations and finance, Fred Boucherle, it is the regional appeal of the packages, particularly for the ACC, that is their strength. "From our point of view, a regional package is for regional distribution," he said. "We can still, within the region, deliver more audience [than cable can]. Whether we can match dollars remains to be seen."

Generally syndicating on a 50-50 barter basis with stations in the major East Coast markets, JPT has found a niche with ABC affiliates, including WCVB-TV Boston, WPVI-TV Philadelphia and WABC-TV New York, that matches the ACC's noon to 3 p.m. ET window with ABC-TV's 3-6 p.m. slot for Saturday network football games. The strategy "gives us a lot of local avails." The 1988-89 season, he said, proved "the best year ever for the ACC in ratings." In 1990, the conference rights will again be in play.

Only rarely, he said, does JPT sell its packages to cable in the Atlantic region, and then only where it cannot obtain broadcast clearances. "We have found it best to keep the packages as uncomplicated as possible," a feat difficult to manage "when you start mixing regions." And mixing outlets with different time slots to fill can also threaten the core business. JPT, he said, is "trying

to protect the integrity" of the window that is attractive to ABC affiliates. "We've concentrated more regionally, going the opposite" direction from Raycom's strategy in basketball, where it has sought to offer advertisers a 70% or higher national reach. And JPT's region is already showing signs of expanding, he said, since Turner Broadcasting's decision to go cable-only with the Southeast Conference has independent stations "looking for college football."

Video West Communications syndicates the Western Athletic Conference (WAC) to a healthy mix of broadcast and cable outlets with no apparent in-region, out-of-region bias. Clearances of the package of 11 games, to be played among teams from Colorado, Wyoming, Utah, Washington, California and Hawaii, included 18 broadcast stations in all those states but also as far away as Boston, Tampa, Fla., New York and Lebanon, Tenn. Cable programmers picking up the WAC include Prime Network-affiliated regionals Prime Ticket in Los Angeles, HSE in Texas, Sunshine Network in Florida, HTS in Washington, PASS in Detroit, Prime Sports Cable in Denver and Northwest Cable Sports in Seattle. Single cable systems in Boston, Rochester, N.Y., and St. Louis are also subscribers.

For the bowl games, regional coverage will not suffice, and the best way to get national coverage, said Mizlou Communications President Vincent Piano Jr., is to "strive and strive to be on the alphabet networks." At press time, it had nailed down only one 1989-90 postseason event for syndication—the Independence Bowl, scheduled for Dec. 16 in Shreveport, La. Out of the five bowls it syndicated last year—the Independence, Freedom, Peach, Bluebonnet and Senior—three, including the Independence, are possible Mizlou properties this year. "We have them; they leave; they come back," said Piano.

Mizlou usually retains just over 50% of ad inventory, leaving stations with 12 to 14 minutes in each three-hour event. As of last week, the Independence Bowl had been cleared in 68% of the country, with 78% to 82% the target.

## NFL rights '89: The half-billion-dollar prize

NFL national rights figures and schedules will differ little from 1988. Together, CBS, ABC, NBC and ESPN will pay a combined \$531 million for the rights to carry NFL's 1989-90 season, the last year of multiyear contracts for each network.

Unlike Major League Baseball, with which ABC has lost money and NBC reportedly only broken even last year, revenue from NFL carriage is expected to be healthy. This year, Sunday afternoon games will bring CBS and NBC more than \$100,000 per 30-second spot. CBS has already sold about 90% of its ad inventory for the Super Bowl at about \$1.4 million per minute. So prized are those spots that CBS is not providing ratings guarantees, said the network's vice president, sports marketing, Hal Trencher. If the Super Bowl delivers, say, a 42 rating, rather than 44 or 45, the advertisers will live with it. "We love the NFL," he said, describing it as "clearly one of the most important, vital parts of our programming in the fourth quarter."

It also composes an important part of expenses. For the rights to air packages of regular season NFL games CBS will pay about \$150 million, NBC about \$120 million, ABC about \$135 million and ESPN about \$56 million. NBC will pay additional fees to air four American Football Conference playoff games, and CBS additional fees to carry four National Football Conference playoff games, on consecutive weekends, Dec. 31 through Jan. 14, 1990. Each will spend about \$26 million to acquire rights to those post-season games. CBS will pay approximately \$18 million to air the Super Bowl on Sunday, Jan. 28.

The NFL schedule on ESPN, in the last year of its three-year contract, totals 13 games: four preseason, including the Rams vs. the 49ers, which was played Aug. 5 in Tokyo, eight regular season games, including seven Sunday evening games (beginning Nov. 5), and one Saturday game (Dec. 23) and the Pro Bowl, Feb. 4, previously the purview of co-owned ABC.

Starting Sunday, Sept. 10, NBC and CBS will each air as many as eight regional regular season games every weekend through Dec. 24. Both the NBC and CBS schedules will include Saturday

games, Dec. 16 and 23, and a Thanksgiving Day game, Nov. 23.

ABC, following one Saturday and three Monday night preseason games, will air 16 consecutive editions of *Monday Night Football*, launching the season Sept. 11 with an 8-9 p.m. ET special, *ABC's NFL Monday Night Football: 20th Anniversary Special*, followed by its season opener, New York Giants at Washington Redskins, and will finish the season Dec. 26 with Cincinnati at Minnesota.

Although notable on-air talent changes have been announced for the 1989-90 NFL season on NBC (see box, page 45), CBS, ABC and ESPN will field essentially the same on-air teams viewers saw last season.

On the local level, although TV stations in NFL markets continue to compete for rights to carry several preseason games, rights to a team's entire season—rights some four times as lucrative to the teams—rest with local radio (see chart, page 42). The NFL estimates that, all together, local radio rightsholders will pay teams a total of \$32 million for the rights to all preseason and regular season games; local TV will pay the teams about \$7.6 million. SportsChannel Los Angeles (formerly Z Channel) made a bit of history this year, winning exclusive rights to televise three L.A. Rams preseason games, but only on a tape-delayed basis, as the three home games will almost certainly not sell out. In all other markets, regional cable channels are still left out of the NFL equation.

Competition among local market news teams for the on-air time of hometown players and coaches comprises an ancillary form of broadcast rights stations are willing to pay, knowing that for many NFL fans the decision to tune in can be based on how and by whom the home team is covered.

### NFL 1989: Broadcasters try to get in position to score

NBC, ABC, CBS and ESPN are beginning the final seasons of long-term National Football League deals, just as NBC and ABC fulfill the last year of contracts with Major League Baseball. In 1989, ABC, CBS, NBC and ESPN will together spend approxi-



1989, ABC, CBS, NBC and ESPN will together spend approximately \$531 million on NFL rights. NFL executives are well aware that, in early 1990, the NFL will be up for grabs. In addition, the next six to eight months promise to be intense with negotiations over the rights to the National Basketball Association and NCAA basketball's post-season tournament. Additionally, by the fall of 1990, much of college football's rights will also be in play.

Only seven months ago, CBS won exclusive national broadcast rights to Major League Baseball, leaving NBC and, to a lesser degree, ABC with sports programming voids to fill. It was a sudden end for a 40-year NBC tradition. And, at the same time, the number of MLB games on national cable television was changed in one fell swoop from zero to 177, via ESPN's \$400 million four-year deal with the league.

With national broadcast rights figures for each sport in the tens, or hundreds, of millions, and with literally hundreds of programming hours and thousands of advertising spots at stake, early 1990 promises to become, as sports syndicator Jefferson-Pilot Telecommunications Executive Director Fred Boucherele put it, "the year of positioning" among the broadcast networks and other competitors, including cable.

As for timing, NFL broadcasting director Val Pinchbeck noted: "It is very difficult for [the league] to embark on serious negotiations until a commissioner is appointed." And even if that happens this month, said one source, history suggests that settlement of negotiations is still unlikely before the end of the current season.

CBS and ESPN have provided interesting groundwork for all the deals to come. The combined \$1.5 billion CBS-ESPN 1990-93 contracts with MLB appear to have changed the face of national sports rights deals in several ways (BROADCASTING, March 7). MLB will certainly be richer. ESPN will have professional baseball. And, some observers believe, that by bidding as high as it did for the MLB, CBS took rights negotiating beyond the ad revenue equation, adding considerable emphasis to the "intangibles" a network gains with professional sports exclusivity.

If the MLB deal is any indicator, all the sports in play in 1990 will raise the rent, and each network will have to spend heavily to maintain or gain in the overall balances of power.

"Absolutely," said network sports President Dennis Swanson, "we're concerned over major escalations in rights fees. If you are going to control costs, you have to control rights," which, he said, basically make up 80%, and production 20%, of network sports expenses. ABC may be in the most stable position among the networks come next spring. The loss of baseball accounted for only 7% of the network schedule, and "the entertainment division is happy to get those prime time hours back," he said. On the weekends, ABC's Pac-10-Big Ten football won its Saturday window last fall, and *Wide World of Sports*, he said, was number one in the first and second quarters of 1989. The network spent the past spring quietly locking up Pac-10 and Big Ten football, Big Ten basketball, United States Golf Association U.S. Open and British Open and horse racing's Triple Crown for periods "well into the 1990's," he said, claiming that the combination makes ABC number one on Saturdays and healthy on Sundays year-round.

But it is *Monday Night Football*, the second longest running prime time series behind *60 Minutes*, said Swanson, that will be ABC's top priority. "The ratings track for the series has been excellent, which is why it's coming up on 20 years. Out of all the sports properties, it is our most prized," he said, noting that, "as network shares have dropped, *Monday Night Football* has withstood the tide better than much of its prime time entertainment competition." As for the other properties, he said: "Any network would love to have them. [However.] I don't think that getting out of what was a bad situation," losing money on MLB, "means that we want to get into another. If we can enhance our list of special events, great. Certain properties are extremely valuable to us, but so is our bottom line."

NBC Sports President Dick Ebersol declined comment on the upcoming busy negotiation period, and CBS's Trencher would say only, "I cannot imagine us not pursuing aggressively every major sports product."

The limits on network finances may prove greater than the limits on aggressiveness. In 1989, ABC, CBS, NBC and ESPN will together spend approximately \$531 million on NFL rights alone. And the combined cost of gaining rights to multiple professional



New on-camera teams at NBC

NBC's *NFL Live* will field a new team in 1989: pictured, back row (l-r) Mike Leonard, Ralph Wiley and Bobby Beathard; front row (l-r) O.J. Simpson and Bob Costas. Leading the way in what the network itself described as a "major revamping" of its pre- and in-game coverage are the additions of former *ABC Monday Night Football* analyst Simpson, former Washington Redskins general manager Beathard, senior *Sports Illustrated* writer Wiley and former San Francisco 49ers coach Bill Walsh.

Walsh, who took his team to three Super Bowl championships this decade, will replace Merlin Olsen as the lead game analyst. Walsh will team with play-by-play veteran Dick Enberg to make up the network's A team. The performances of Walsh and Enberg will be in the hands of three-time Emmy winner John Faratzis, producer of each Sunday's lead broadcast. Hall of Fame running back Simpson, who had been with NBC from 1978 until returning to ABC as analyst from 1983 through 1985, will team with *NFL Live* host Bob Costas to provide commentary on each Sunday's game schedule.

Beathard, credited with finding championship talent overlooked by the rest of the league during his 12 years with the Redskins, will be featured with Wiley in a new *NFL Live* segment called "The Insiders."

and amateur sports is anything but negligible for each network. For example, CBS, which will be the king of team sports networks at least for the early part of 1990, is already committed to paying at least \$559 million over the next 11 months to retain major rights: \$168 million for its NFL regular season package and Super Bowl, \$16 million for College Football Association games, about \$70 million for 1989-90 NBA coverage, \$55 million for college basketball (BROADCASTING, Oct. 24, 1988) and, last and certainly not least, \$250 million for its first year of Major League Baseball (MLB) (BROADCASTING, March 6).

The big ticket item in that group obviously remains the NFL. Compared with the new \$250 million-a-year MLB broadcast network contract, described by at least one losing bidder as inflated, NFL rights for all three networks already cost twice that amount per season. For good reason. For all three broadcast networks, the NFL has consistently gained ratings in the teens on Sunday afternoons and ratings in the high teens in prime time during the regular season—compared with ratings usually no higher than an 8 for prime time regular season baseball. The Super Bowl, this season in the hands of CBS, could score a 40 rating.

Those looking for changes in the broadcast-cable balance of power, as radical as the ESPN-MLB deal, one NFL source suggested, will be disappointed. Lessons of overexposure, particularly in college football, mean the league can be expected to make no more than an incremental step, at most the likes of ESPN winning eight regular season games three years ago.

#### Radio gives football radio play by play

Earlier this year, CBS Radio renewed its current, three-year National Football League contract through 1994 (BROADCASTING, April 24). With the exception of the 1985 and 1986 seasons, CBS

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TNT's original Margaret Bourke-White

# Cable Programming: Less Borrowed, More New

There was a time when cable programming was chiefly the province of network reruns and feature-length Hollywood films. True, there were innovations—CNN, MTV and C-SPAN, for example—that brought something different to television homes. But for years, the rap was that there was nothing new on cable.

All that is gradually changing. It's estimated that roughly half of the \$1.6 billion the cable networks will pay for programming this year will be earmarked for original production. The numbers pale in comparison to the broadcast networks, which collectively spend, they estimate, nearly \$8 billion for program development. But cable has other numbers in its favor. It is the cable networks whose ratings are increasing, while those of the broadcast networks have declined. And it is cable whose household penetration keeps climbing—past 55% this year and with observers keenly watching it could well hit 70%—while the reach of the broadcast network grows only as a ratio.

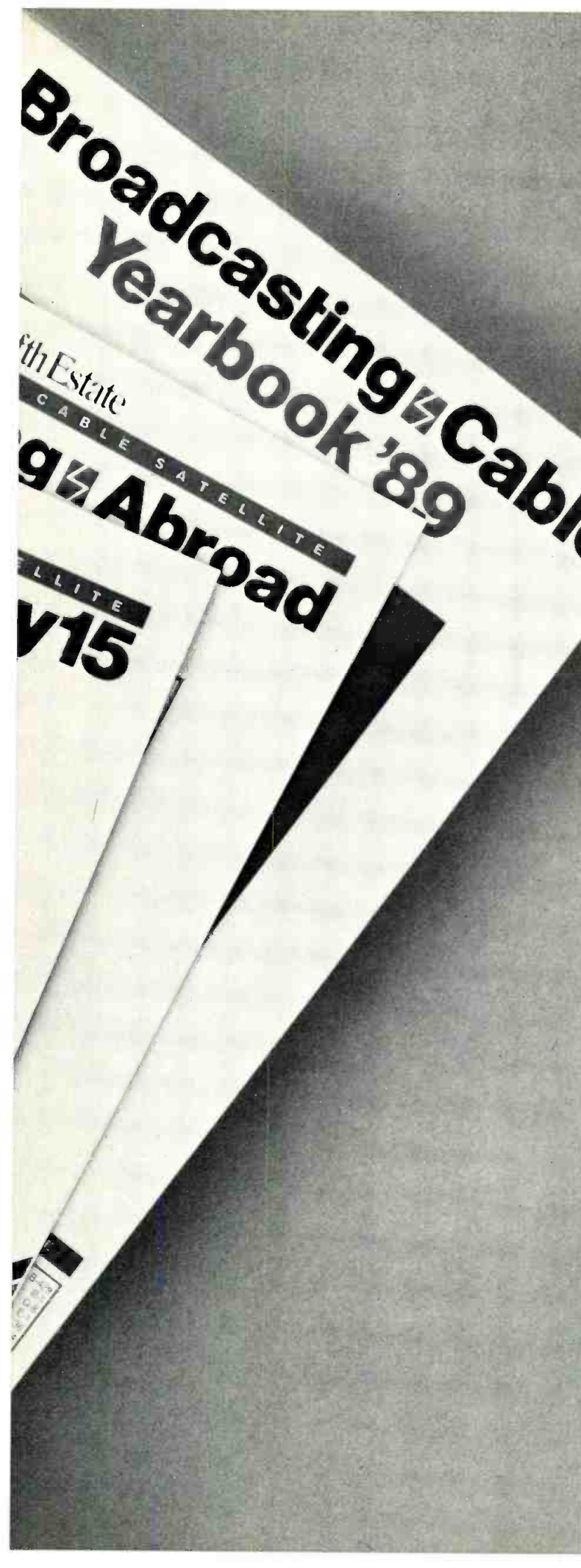
With cable's new-found financial health, networks and operators see differentiated programming as the way to continue driving penetration and ratings. And differentiated programming means original product.

But cable programmers have no intention of discarding past formulas. Off-network series and Hollywood-purchased movies will continue to have a significant place in the cable programming universe. But as cable steers toward differentiation, that course naturally leads to an increasing reliance on programming seen elsewhere.

And just as cable's reach has been a mix of high

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has held the radio broadcast rights to NFL games since 1978.

The broadcast package features 30 regular season games and 10 post-season games, including the Super Bowl and Pro Bowl games. There will be 16 Monday night games, eight Sunday night games (except for 1989, where a Sunday night game will be moved to Saturday to avoid Christmas Eve), two Saturday doubleheaders and a Thanksgiving Day doubleheader. Coverage will begin this year, with the Sept. 11 New York Giants at Washington Redskins game.

Additional programming that will be featured by the network includes *NFL '89 with John Madden*, a 10-part series of preseason reports; *NFL Preview*, a 15-minute series anchored by Brent Musburger and Will McDonough; *NFL Talk*, an hour post-game show broadcast after every Monday night game and the Super Bowl, and an as yet untitled 20-part series anchored by John Rooney during the month of January, leading up to the Super Bowl.

The lineup of sponsors for the package this year includes, to date: ANCO Wiper Blades, Anheuser-Busch, Buick, Isuzu, Campbell Chunky Soup, CBS-TV Entertainment/News, Pepto-Bismol, State Farm Insurance and the U.S. Army Reserve. Stephen J. Youlios, vice president, sales, CBS Radio Networks, says the network has put together a promotion with State Farm that features Brent Musburger profiling a team on the road to the Super Bowl, within every broadcast. Musburger will also be doing the voice for

their commercials, a first for Musburger on either radio or television.

CBS Radio Sports will also broadcast the Cotton Bowl (college football) on Jan. 1, 1990.

Westwood One's Mutual Broadcasting System will kick off its 12 regular season NFL doubleheaders on Sept. 10 with the Cincinnati Bengals at Chicago.

Mutual will also broadcast 11 Notre Dame games (its 22nd consecutive year of coverage) and 11 major college games. The Notre Dame season broadcasts will premiere with a Sept. 16 matchup against Michigan. Continuing this year is *The Lou Holtz Show*, a weekly call-in program co-hosted by the team's head coach, and Mutual's Larry Michael.

Mutual's major college broadcasts will begin with the *Kick-off Classic*, featuring Notre Dame vs. Nebraska. Also scheduled is the Army vs. Navy game on Dec. 2. Like last year, the network will also broadcast four college bowl games: Aloha, All-American, Holiday and Sugar.

The network has also prepared a series of two one-hour specials previewing the upcoming football season: *The Road to the National Championship* and *NFL '89*.

The Westwood One-owned NBC Radio Network will cover the following four college bowl games this year: Liberty, Rose, Fiesta and Orange.

-LC

## Programming

### Critics give thumbs up and down to new season

Sample of television reviewers talk about hits and misses of a new season labeled 'safe'

Each summer, the networks preview their new fall programs for visiting television critics during the annual press tour in Los Angeles. The critics are wined and dined while the networks and other programmers explain the whys and wherefores of their programming strategies, and try to convince the press of each project's bright future. Much of what the critics write can determine how a new show performs, or at least how it is sampled at its debut. The following is a sample of the critics' choices.

Most critics agree the new fall schedule is a "safe" one, free of any risk-taking on the networks' part. Tom Jicha, television critic for the *Fort Lauderdale News/Sun-Sentinel*, said the upcoming season "is the most disappointing in recent memory. Usually there's always something to look forward to," he said, "but not this year."

*The Boston Globe's* Ed Siegel agreed with the characterization, saying it is "the safest season this decade." Siegel said each network has its own reasons for taking the cautious route. At NBC, Siegel thinks Brandon Tartikoff, president, NBC Entertainment, should be taken at his word when he said during the tour that NBC tried some adventurous programming this past season that was met with viewer rejection. Tartikoff pointed to *The Jim Henson Hour* and *Quantum Leap* as examples. Siegel said that while neither show broke new ground, putting a kids' show [the Henson show] on during prime time was "somewhat innovative. This year he went the other way," said Siegel.



'The Famous Teddy Z'

ABC, Siegel said, might be going away from some of the types of shows that former entertainment President Brandon Stoddard put on the schedule, like *China Beach* and *thirtysomething*, in an attempt to "develop more commercial hits. The trend," he said, "is definitely toward more mass-market shows and away from the specialized, demo-specific shows."

At CBS, "I don't have the feeling that there is any sense of direction in their development of one-hour shows," said Siegel. Although he said some of the half-hour comedies looked good, "the hours are just not very good."

Tom Shales, Pulitzer Prize-winning critic for *The Washington Post*, "absolutely"



'Nutt House'

agrees with the safe-season assessment, although he says he sees some interesting signs for midseason. "I can't see anyone getting very interested, but it's also not the worst [new season] ever. It falls right in the middle, but that could be the worst place to be right now," he said. Shales said that although the critics agree the upcoming season lacks risk-taking, most agree that CBS is offering the most promising of the new shows.

"It seems to be the cycle that the last-place network is always the most innovative and this year it's CBS," said Jicha. He pointed to CBS's *The Famous Teddy Z*. He also cited *The People Next Door*, about a

*Continued on page 50.*



# NBC wins week 46; ABC wins news with 9.4/20

NBC won week 46 with a 10.5 rating and a 20.1 share. CBS came in second with a 9.4/17.8, narrowly ahead of ABC's 9.2/17.4. For evening news, ABC came in first (9.4/20), CBS came in second with a 9.1/20 and NBC was third with an 8.6/19. NBC won Monday, Wednesday, Thursday and Saturday. ABC won Tuesday and Friday. CBS won Sunday night.

Nielsen	Net	Show	Nielsen	Net	Show	Nielsen	Net	Show			
1.	18.8/32	A	Roseanne	37.	10.0/18	A	Primetime Live	73.	5.1/11	F	21 Jump Street
2.	16.7/31	A	Wonder Years	38.	9.6/17	F	Married... With Children	74.	5.0/11	C	Beauty and the Beast
3.	15.5/30	A	Who's the Boss?	39.	9.5/17	A	MacGyver	75.	4.5/10	A	Chain Letter
4.	15.4/26	A	Coach	40.	9.5/19	C	CBS Friday Movie	76.	4.5/10	F	Cops
5.	15.4/28	N	Cheers	41.	9.2/17	C	Kate and Allie	77.	4.3/9	F	Reporters
6.	14.9/31	N	Golden Girls	42.	9.2/18	C	48 Hours	78.	4.2/7	F	Garry Shandling's Show
7.	14.6/28	C	Murder, She Wrote	43.	9.0/16	A	ABC Sunday Movie	79.	3.5/6	F	Duet
8.	14.6/26	N	NBC Sunday Movie	44.	9.0/16	C	G. Harrison Show	80.	2.4/5	F	Beyond Tomorrow
9.	14.5/25	C	Designing Women	45.	8.9/20	N	Amen				
10.	14.5/30	N	Empty Nest	46.	8.6/15	C	CBS Tuesday Movie				
11.	14.4/25	N	Dear John	47.	8.6/16	F	Totally Hidden Video				
12.	13.9/28	N	Cosby Show	48.	8.5/15	A	Hooperman				
13.	13.8/24	C	Murphy Brown	49.	8.4/16	N	My Two Dads				
14.	13.6/29	N	Hunter	50.	8.3/15	A	Robert Guillaume Show				
15.	13.5/26	N	Different World	51.	8.3/17	F	America's Most Wanted				
16.	13.4/23	C	Newhart	52.	8.3/15	N	Knight and Daye				
17.	13.0/28	C	60 Minutes	53.	8.3/16	N	NBC Friday Movie				
18.	12.2/23	N	Unsolved Mysteries	54.	8.2/16	A	China Beach				
19.	12.0/27	A	Full House	55.	7.6/13	A	ABC Monday Movie				
20.	12.0/23	N	Yesterday, Today and Tomorrow	56.	7.4/13	A	Mission: Impossible				
21.	11.9/22	A	Head of the Class	57.	7.3/16	A	ABC Saturday Movie				
22.	11.8/23	A	Growing Pains	58.	7.2/14	N	Family Ties				
23.	11.6/21	N	Hogan Family	59.	7.1/14	C	Wiseguy				
24.	11.5/25	A	Mr. Belvedere	60.	7.1/16	N	Highway to Heaven				
25.	11.5/20	C	CBS Sunday Movie	61.	6.9/15	C	West 57th				
26.	11.5/21	N	L.A. Law	62.	6.7/14	N	Magical World of Disney				
27.	11.3/20	A	Thirtysomething	63.	6.7/12	N	NBC Major League Baseball				
28.	11.3/21	C	Hot Prospects	64.	6.6/13	C	Smother's Brothers-Fun and Games				
29.	11.2/21	N	ALF	65.	6.5/13	A	Man Called Hawk				
30.	10.9/20	C	CBS Thursday Movie	66.	6.0/10	F	Tracey Ullman Show				
31.	10.8/21	A	20/20	67.	5.9/13	C	Paradise				
32.	10.6/22	A	Perfect Strangers	68.	5.7/12	N	NBC M.L. Baseball, pregame Tues.				
33.	10.4/18	C	Jake and the Fatman	69.	5.5/10	C	CBS Summer Playhouse				
34.	10.3/20	A	Just the Ten of Us	70.	5.5/11	C	Tour of Duty				
35.	10.2/22	N	13 East	71.	5.4/11	A	Incredible Sunday				
36.	10.1/18	N	NBC Monday Movie	72.	5.1/10	A	Protect and Surf				

## Syndication\* Scorecard

(Week ending July 30)

1.	11.7	Wheel of Fortune, synd.	229	99
2.	11.1	Jeopardy!	214	99
3.	9.8	Star Trek	231	97
4.	9.2	Cosby Show	198	97
5.	8.6	Oprah Winfrey Show	214	99
6.	7.2	Wheel of Fortune, wknd.0	208	92
7.	6.7	Current Affair	149	91
8.	6.7	Entertainment Tonight	170	94
9.	6.1	Friday the 13th, part 6	145	89
10.	5.7	Donahue	228	99
11.	5.6	Geraldo	202	99
12.	5.3	People's Court	187	93
13.	5.2	Star Search	149	96
14.	4.8	Friday the 13th	212	96
15.	4.8	Mama's Family, synd.	192	93
	6.1	Wrestling Network	151	91
	9.2	World Wrestling Fed.	254	97

\* Nielsen syndicated weekly pocketpiece

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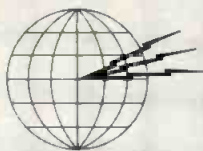
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One of a series listing Bonneville's mission and core values.

Continued from page 48.

cartoonist whose imaginings come to life. "At least it's different," he said.

Jim McFarlin, critic for *The Detroit News*, said "in terms of quality, CBS is ahead of NBC in terms of new shows. The trouble is, who's going to watch CBS? NBC," he said. "has the luxury of scheduling a mediocre show between two good shows and still maintaining their audience," a luxury that CBS does not have. McFarlin also liked *Teddy Z*, and said both *The People Next Door* and *Major Dad* should still be on the schedule come January. "Given CBS's position, I'd be surprised to see any of the new comedies gone by January," he said.

As for CBS's Monday night comedy block strategy, from 8-11 p.m., critics response was mixed. "CBS is hoping Monday night turns out to be like Thursday night for NBC, or Tuesday night for ABC," said Siegel. "It's a good strategy, but I don't know if these shows have that kind of potential." Siegel said even if the comedy block performs well, their success will be moderate going up against *Monday Night Football* and the NBC Monday Night Movie.

Other new shows that drew positive responses from the critics were ABC's *Chicken Soup* and *Life Goes On* and NBC's *Sister Kate* and *Nutt House*. *Chicken Soup*, starring Jackie Mason, will do well, according to Jicha. "It's one of those shows where the overnight numbers will be three to four points higher than the national numbers," he said.

*Life Goes On*, which focuses on the life of a young man with Down's Syndrome, played by an actor with Down's Syndrome, is one of the few dramas to receive critical praise.

Phil Rosenthal, critic for the *Los Angeles Daily News*, agrees with the safe-season label given to the new fall series. "Obviously, the networks aren't taking a lot of chances. There doesn't seem to be a break-out show in the bunch," he said. "However," he said, "at a time when the network audience is eroding, there is no such thing as a safe season."

As for CBS, Rosenthal likes *The Famous Teddy Z* and *Major Dad* on Monday night, but said *The People Next Door* was "lousy." Although CBS's Monday night comedy block looks solid, he said, "I wonder how it will do against *Monday Night Football* and the major promotional push it's getting from ABC."

While optimistic for some of the CBS comedies, Rosenthal was not impressed with the network's new drama series. He called *Peaceable Kingdom* "one of the worst shows" of the season. "*Rescue 911* is very lightweight, and *Top of the Hill* is harmless, and typical of the season—nothing jumps out at you and makes you want to watch it," he said.

On ABC, Rosenthal says *Life Goes On*, "may be the best show that ABC has." He calls *Chicken Soup* ABC's "big hope," but he says "the promos for the show are funnier than the show itself." Rosenthal blasted most of ABC's new comedies, calling *Living Dolls* "Nightingales for the younger crowd," and said "*Free Spirit* is *Bewitched*

meets *Hazel*." As for *Family Matters*, he said, "on a network that renews *Just the Ten of Us*, *Family Matters* has a chance."

At NBC, Rosenthal liked Robert Loggia in *Mancuso, FBI*, and says the show has "a lot of potential." *Baywatch* is "mediocre," he said, calling the show "Chips without the motorcycles or the uniforms." As for the lone new comedy on NBC, *Sister Kate*, Rosenthal calls it "the lamest show this or any other season. Brandon Tartikoff says it's going to be great, but I don't see it," he said.

While the critics did see some bright spots on the new schedule, they had no trouble forecasting next season's losers. Although CBS was given high marks for its comedy projects, they were roundly slammed for their drama development.

"*Wolf* (Tues. 9-10) will die an early death," said Siegel. "It's not a very good show and it's against two very good shows [*Roseanne* and *In the Heat of the Night*]."

"CBS will definitely be off the air on Tuesday night," said Jicha, who predicts the network will be unable to garner a 40 share total for its three, one-hour dramas that night [*Rescue: 911*, *Wolf* and *Island Son*]. "Jack Scalia [star of *Wolf*] has the distinction of being canceled on two networks in one season," he said. "Now he's going to get the hat trick. They'll have a Tuesday night movie on by Thanksgiving."

Jicha has similar feelings about CBS's prospects for Saturday night. "Explain Saturday night to me," he said. "They've got two shows [*Paradise* and *Tour of Duty*] roundly rejected going into a news show." He predicts that CBS will not total a 40 share for the three hours.

As for other CBS shows, *Top of the Hill* is "bottom of the barrel," said Shales, who called the show "ludicrous."

*Peaceable Kingdom* (Wed. 8-9) "will be a goner," said Siegel. "Ditto for *Top of the Hill*."

Jicha called NBC's *Baywatch* (Fri. 8-9) "the most offensive new program. That's disappointing because it's Grant Tinker's and Brandon Tartikoff's first collaboration."

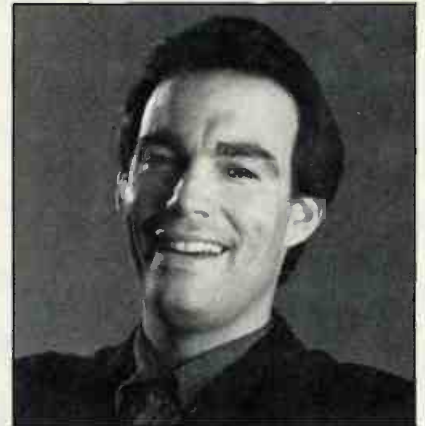
While Shales called NBC's action lineup on Friday "not bad," Detroit's McFarlin doesn't see a future for any of the three hour-longs. "*Hardball* looks like they brought back *Manimal* with a badge. I don't think *Hardball* will get much of a lead-in from *Baywatch* and I don't think there will be many viewers left to view *Mancuso, FBI*," he said. As to which of the networks will win Friday night, he said, "It will probably turn out that everyone will get a slice of a rather small pie."

Jicha, who blasted NBC's *Baywatch*, was equally down on ABC's *Living Dolls* (Sat. 8:30-9), which he called the successor to *Nightingales*. Jicha described the new show as a "T & A jamboree" and a "quick flop."

Fox, which launches its third night of programing on Mondays this fall, got mixed reaction to its new shows. *Alien Nation* "was good as a movie," said Shales, "and the TV show could be the same. There's not another show on like it." However, he predicted *Totally Hidden Video* "will fade away when it goes against original series programing." *Booker*, the *21 Jump Street* spinoff, "seems to have a deadlock on the *Jump Street* audience," he said. —sc

## Fox gets back into late night programing

Fox Broadcasting Co. is getting back into the late night programing business, with the national rollout of *Comic Strip Live*, a stand-up comedy show fed live from Los Angeles at 11 p.m. (ET). The program is produced by Fox Television Stations Inc. (Joe Novello, producer), and debuted on the company's owned stations last year, delivering the strongest ratings (5's and 6's) in New York and Washington. As of last week, the show was cleared by over 70% of the FBC affiliates. The national rollout follows the pattern set by *America's Most Wanted* and *Cops*, also produced by Fox-owned stations, which found large audiences locally before being put on the network. *Comic Strip Live* will originate from the Los Angeles comedy club The Laugh Factory. The one-hour show, hosted by comic and former *Late Show* host John Mulrooney, had its national premiere last Saturday (Aug. 12).



Mulrooney

In other FBC news, the network has recast the on-air reporting team for the returning *Beyond Tomorrow*, which has its second season debut Aug. 26 at 9:30 p.m. Joining the program is veteran television reporter Dave Marash, former co-anchor at WRC-TV Washington and Emmy-winning correspondent for *20/20*. Also joining the program are Barry Nolan, former WBZ-TV *Evening Magazine* host; and Renee Chenault, former anchor at WTEN-TV Albany, N.Y. The only remaining on-air reporter from last season is Randy Meier. Gone from the show are Gary Cubberly, Susan Hunt, Richard Wiese and Jean Hill. The *Beyond Tomorrow* production operation has moved from Sydney, Australia, to Los Angeles, to keep better abreast of breaking stories, FBC said. Overseeing the production will be Ron Vandor, former program development executive for FBC. He replaces Ian Cross. Peter Abbott remains as executive producer. The second-season premiere for *Beyond Tomorrow* is Aug. 26.



# Made for cable: Reaching for stars and viewers

Original movies aimed at specific audience niches are growing part of cable programming mix

Original production is becoming an increasingly important element in cable television's programming mix (BROADCASTING **CABLE**, June 5). As penetration increases, and services continue to grow, seeking new and differentiated ways to strengthen ratings and viewership, the made-for-cable movie is being increasingly utilized as an effective tool for providing specialized entertainment, attracting stars to cable and solidifying overall programming philosophy.

Cable movies, like their broadcast network counterparts, comprise original scripts, adaptations, remakes and subjects reflecting current headlines. They differ, however, not only in size of budget and viewing audience, but also in how each cable network positions its films relative to a perceived niche.

The value and uniqueness of the projects themselves are key determinants, according to Scott Sassa, executive vice president, TNT. "When you're producing movies for cable, you've got to go for the niche," he told BROADCASTING. "If you go strictly for numbers, you're going to be in a losing situation because everybody knows what gets a number, and you're not making yourself different than what's already out there."

TNT premiered its first original movie, *A Man For All Seasons*, in December 1989, two months after launch. The network will run 15 original movies this year, 30 in 1990, and in 1991 intends to program one a week. Sassa said TNT's current budget range is \$3 million-\$6 million for a two-hour film.

TNT is interested in making movies that cannot be done on a theatrical basis, said Sassa. "Theatrical pictures are really stratified," he said. "They have less expensive movies aimed at teens or major blockbusters. What they don't have is those nice, adult-oriented relationship movies done in the low-to-medium range: there's no one to distribute them anymore. I'm not denigrating what's happening in other places. I'm simply saying that's the philosophy we want to go—and are going—with."

The first airing for TNT films will always be in prime time, Sassa said, followed by same-day encore airings and additional showings during the weekend. TNT also considers important the evergreen value of its films, said Sassa.

The network has production deals with entities including HBO (BROADCASTING, Aug. 7), Avnet Kerner, Steve Tisch and Sheen-Greenblatt, and is working with Blake Edwards on a previously unannounced project. Upcoming TNT movies include *Breaking Point*, starring Corbin Bernsen, a remake of the 1964 film *36 Hours* (Aug. 18); an adaptation of the novel *Cold Sassy Tree*, starring Faye Dunaway (October 16); an updated version of *Dinner*

at *Eight*, starring Lauren Bacall, Charles Durning, John Mahoney and Marsha Mason, produced by Shelley Duvall's Think Entertainment (December), and *Max and Helen: A Remarkable Love Story*, based on the book by Simon Wiesenthal, starring Treat Williams, Alice Krige and Martin Landau, produced by Citadel Entertainment (January 1990).

The Family Channel, which aired its first original program in May, *Mother's Day*, with Malcolm Jamal-Warner, is involved in a number of partnerships, primarily international co-ventures, that would enable this

year's four projects to increase to one a month by 1991, according to Paul Krimmier, vice president, programming and promotion.

In addition to generating excitement, "the positive values that we want to express are often very well expressed in a movie format," Krimmier said. "It does help identify the nature of the network to have original projects that say family. We need to continue developing programming that does that, and features are very effective."

Family Channel programs, with budgets

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**Fries Family Theater's *The Mark Twain Collection***, series of half-dozen, two-hour syndicated television specials based on stories by legendary author, has been cleared in 103 markets, representing 81% of country. Fries Distribution says show has clearances in all of top 40 markets (and 86 of top 100), and program is offered on barter basis for first Saturday through third Sunday, from October 1989 through March 1990. Company added that presentations will be supported with "extensive" national educational outreach program to senior and junior high school students.

Opening series in October will be *Mysterious Stranger* (starring Chris Makepeace, Fred Gwynn and Lance Kerwin); November will have *The Adventures of Huckleberry Finn* (featuring Patrick Day as Huck, Richard Kiley, Lillian Gish, Frederick Forrest, Jim Dale and the late Geraldine Page); December will offer *Life on the Mississippi* (starring Robert Lansing, David Knell, James Keane and Donald Madden); January will have *The Pri-*

*vate History of a Campaign that Failed* (starring Pat Hingle and Edward Herrmann); February, *Pudd'nhead Wilson* (featuring Ken Howard and Lise Hilbold), and March wraps with *The Innocents Abroad* (starring Craig Wasson, Brooke Adams, David Ogden Stiers and Barry Morse).

The first-run version of MTV's *Remote Control*, featuring its "Wheel of Jeopardy," premieres nationwide week of Sept. 11, and has been cleared in over 140 markets (covering 92% of U.S.), according to syndicator Viacom Enterprises. Top clearances for barter product include all six Tribune Co. stations—WPXI-TV New York, KTLA-TV Los Angeles, WGN-TV Chicago, KWGN-TV Denver, WGNX-TV Atlanta and WGNQ-TV New Orleans. With host and quizmaster Ken Ober, *Remote Control* features three contestants comparing their knowledge of TV trivia, with highest scorer being strapped into "Wheel of Jeopardy" for his or her shot at grand prize. MTV is producing and handling national advertising sales.

that range from \$1½ million to \$2 million, are a mixture of comedy and drama, contemporary and period, Krimsier said. "We're interested in the right mix of stars and story and look, and a movie that can effectively promote to the audience we have as well as to the audience we want to attract." The channel will shoot its first Christmas film in the first quarter of 1990, and hopes to develop a new one each year.

The USA Network plans to air 24 original movies this year and at least as many in 1990, according to David Kenin, senior vice president, programming. "Movies are watchable by everybody," he said, "and we are trying to produce films of a different cut. We're trying to give a little more theatrical quality to the pictures."

USA's films will cost an average of \$2.5 million, said Kenin, and will "deal with subjects that are very commercial and very contemporary—no costume dramas." Like TNT, USA is concerned with the evergreen value of its telefilms. "We're not doing any disease of the week pictures," Kenin said.

USA seeks stars to help attract an audience, but story dominates the films in every case, Kenin said. "Most of them have an edge, a hook. They are almost all movies that somewhere in them have a mystery." The network's first two original films received higher ratings than USA's normal 2.7 on Wednesdays, 9-11 p.m. In April, *The Forgotten* posted a 3.8,

and May's *The Haunting of Sarah Hardy* scored a 4.9.

USA's telefilms will be produced by parents Universal and Paramount, as well as other production companies. Starting in October, the network will air two new films a month through the end of the fourth quarter.

—RG

## NBC pulls 'Win, Lose or Draw' to give Buena Vista stronger card in show's syndication sales

Move opens new dayparts, removing prohibition on carriers of syndicated version from airing show before 3 p.m.

Buena Vista Television has asked for and received permission from NBC to remove *Win, Lose or Draw* from the network schedule in an effort to strengthen the show's performance in syndication. The show's move off the network becomes effective Sept. 1.

According to Bob Jacquemin, president, Buena Vista Television, the reason for the

move, which he called "unusual," is twofold. First, "the ratings for the show will have a chance to improve now that the show will only be seen once a day," and second, "the move opens up new dayparts for us to sell." Stations that carried the syndicated version were prohibited from airing the show prior to 3 p.m. because of the network run. Jacquemin is hopeful that with the network version out of the way, some stations that have been running the show during late night will move it to morning time slots, and other stations that have not cleared the show will do so now that it can be added to their morning lineup.

Jacquemin feels that the positive effects on the syndicated version from the removal of the network run will make up for the loss of the license fee from NBC. "With higher ratings [for the syndicated version] we can more than offset the revenue stream from the network," he said.

*Win, Lose or Draw*, set to begin its third season, has currently been renewed in 100 markets representing 75% of the country. According to Jacquemin, last year the show was cleared in "140 to 150 markets, representing upwards of 85% of the country."

According to an NBC spokesman, the loss of the game show is not a great one because the network recently decided to add 227 to its daytime lineup, following *Golden Girls* from 11:30 to noon. *Win, Lose or Draw* is now the second game show to come off NBC's daytime lineup in a month's time. In July, NBC pulled *Wheel of Fortune* from its daytime schedule, replacing it with *Golden Girls*. NBC is hoping the hour sitcom block of *Golden Girls* and 227 will provide a better lead-in to their afternoon soap lineup and boost their sagging daytime ratings.

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**New FM.** NBC premieres short-flight series, *FM*, on Aug. 17. Pilot for series was rejected by network for fall slot, but network gave MTM Productions five-episode commitment to air during summer. According to NBC, if show performs well during its summer run on Wednesday at 9:30 p.m., show will be given mid-season backup status.



# Stock Index

	Closing Wed Aug 9	Closing Wed Aug 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC.....	529	1/4 521	8	1/4	01.58	23 8,590
N (CBS) CBS.....	215	3/4 217 5/8	- 1	7/8	-00.86	18 5,089
A (CCU) Clear Channel.....	12	1/4 12		1/4	02.08	20 47
A (HTG) Heritage Media.....	4	4			00.00	-3 89
O (JCOR) Jacor Commun.....	6	7/8 7	-	1/8	-01.78	-7 68
O (LINB) LIN.....	109	1/8 108 1/8	1		00.92	65 5,572
O (OBCCC) Olympia Broad....	2	1/2 2 1/2			00.00	6
O (OSBN) Osborn Commun... ..	14	13 3/4	1/4		01.81	-12 71
O (OCOMA) Outlet Commun... ..	29	28 5/8	3/8		01.31	43 190
A (PR) Price Commun.....	6	7/8 6 7/8			00.00	-3 50
O (SAGB) Sage Broadcasting ..	3	3/4 3 1/2	1/4		07.14	-5 14
O (SCRIP) Scripps Howard.....	80	76	4		05.26	47 826
O (SUNNC) SunGroup Inc.....	1	1/2 1 1/2			00.00	-2 3
O (TLMDO) Telemundo.....	5	5			00.00	84
O (TVXGC) TVX Broadcast.....	2	5/8 2 7/8	- 1/4		-08.69	19
O (UTVI) United Television.....	37	38 1/4	- 1	1/4	-03.26	46 404

	Closing Wed Aug 9	Closing Wed Aug 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo.....	39	3/4 39 1/8	5/8		01.59	67 788
O (ASTVC) Amer. Comm. & TV ..	1/16	1/16			00.00	4
N (AFL) American Family.....	15	3/4 15 7/8	- 1/8		-00.78	11 1,276
O (ACCOMA) Assoc. Commun... ..	34	3/4 34 1/4	1/2		01.45	497
O (BMAC) BMA Corp.....	35	1/4 35 1/4			00.00	18 341
N (CCN) Chris-Craft.....	40	39 3/4	1/4		00.62	47 899
O (DUCO) Durham Corp.....	32	3/4 33	- 1/4		-00.75	19 276
N (GCI) Gannett Co.....	47	5/8 48 1/4	- 5/8		-01.29	20 7,670
O (GMXC) GMX Commun.....	132	132			00.00	20 7,670
O (GACC) Great Amer. Comm. ..	11	1/8 11	1/8		01.13	-4 349
N (JP) Jefferson-Pilot.....	38	1/2 38 1/2			00.00	14 1,484
N (KRI) Knight-Ridder.....	56	1/2 57	- 1/2		-00.87	22 3,000
N (LEE) Lee Enterprises.....	34	1/4 33 3/4	1/2		01.48	20 845
N (LC) Liberty.....	36	7/8 37 5/8	- 3/4		-01.99	13 319
N (MHP) McGraw-Hill.....	76	1/4 77	- 3/4		-00.97	20 3,700
A (MEGA) Media General.....	37	5/8 38 3/4	- 1	1/8	-02.90	101 968
N (MPP) Meredith Corp.....	37	3/8 37 1/2	- 1/8		-00.33	21 710
O (MMEDC) Multimedia.....	106	12 103 1/2	3		02.89	42 1,178
A (NYTA) New York Times.....	32	1/4 32 1/4			00.00	16 2,555
N (NWS) News Corp. Ltd.....	26	7/8 26 5/8	1/4		00.93	10 7,165
O (PARC) Park Commun.....	35	35 1/2	- 1/2		-01.40	25 483
O (PLTZ) Pulitzer Publishing... ..	29	3/4 30 1/4	- 1/2		-01.65	15 311
N (REL) Reliance Group Hold. ..	8	1/4 6 7/8	1	3/8	20.00	25 615
O (RTRSY) Reuters Ltd.....	47	3/8 44 3/4	2	5/8	05.86	27 19,608
O (STAUF) Stauffer Commun. ..	138	138			00.00	46 138
N (TMC) Times Mirror.....	43	1/4 44	- 3/4		-01.70	17 5,561
O (TMC) TM Communications ..	5	16 7/16	- 1/8		-28.57	-1 1
N (TRB) Tribune.....	58	5/8 58 7/8	- 1/4		-00.42	20 4,386
A (TBSA) Turner Bcstg. A.....	61	7/8 57	4	7/8	08.55	-19 2,845
A (TBSB) Turner Bcstg. B.....	55	3/4 52 7/8	2	7/8	05.43	-17 1,349
A (WPOB) Washington Post... ..	290	3/4 292	- 1	1/4	-00.42	22 3,740

	Closing Wed Aug 9	Closing Wed Aug 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (ALLT) All American TV.....	3	3			00.00	3
O (BRRS) Barris Indus.....	9	3/8 9 3/4	- 3/8		-03.84	-4 101
A (CLR) Color Systems.....	2	1/8 1 1/4	7/8		70.00	-1 11
N (KPE) Columbia Pic. Ent....	23	1/8 22	1	1/8	05.11	1156 2,560
O (CAVN) CVN Cos.....	20	1/8 20	1/8		00.62	31 354
O (DCPI) dick clark prod.....	5	3/8 5	3/8		07.50	-537 44
N (DIS) Disney.....	116	7/8 114 5/8	2	1/4	01.96	28 15,709
O (FNNI) Financial News.....	6	7/8 6 3/4	1/8		01.85	83
A (FE) Fries Entertain.....	2	1/8 2 1/8			00.00	-3 10
N (PCI) Gulf + Western.....	62	1/8 57 3/4	4	3/8	07.57	19 7,218
A (HHH) Heritage Entertain... ..	2	3/8 1 7/8	1/2		26.66	-7 12
A (HSN) Home Shopping Net... ..	3	3/4 3 3/8	3/8		11.11	15 335
N (KWP) King World.....	30	7/8 31 1/4	- 3/8		-01.20	11 773
O (KREN) Kings Road Ent.....	2132	2132			00.00	3
N (MCA) MCA.....	69	3/4 67 5/8	2	1/8	03.14	30 5,093
N (MGM) MGM UA Commun... ..	19	1/8 18 3/4	1/4		01.33	-9 956
A (NHI) Nelson Holdings.....	3/4	13/16	- 1/16		-07.69	20
O (NNET) Nostalgia Network... ..	2	1/4 2 1/8	1/8		05.88	-3 12
N (OPC) Orion Pictures.....	22	20 3/4	1	1/4	06.02	40 382
N (PCC) Pathe Commun.....	3	3/8 3 5/8	- 1/4		-06.89	38
N (PLA) Playboy Ent.....	14	1/8 14 1/4	- 1/8		-00.87	132
O (QNTX) Quintex.....	8	5/8 8	5/8		07.81	-20 60
O (QVCN) QVC Network.....	19	7/8 20 1/4	- 3/8		-01.85	33 200
O (RVCC) Reeves Commun... ..	6	6			00.00	54 76

	Closing Wed Aug 9	Closing Wed Aug 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (RPICA) Republic Pic. A.....	11	1/4 11 1/2	- 1/4		-02.17	160 48
O (SMNI) Sat. Music Net.....	5	1/2 5 1/2			00.00	32 49
O (SP) Spelling Ent.....	7	7/8 8 1/2	- 5/8		-07.35	11 254
O (JUKE) Video Jukebox.....	3	5/8 3 11/16	- 1/16		-01.69	-30 29
N (WCI) Warner.....	67	1/4 66 7/8	3/8		00.56	23 10,907
O (WONE) Westwood One.....	12	10 3/4	1	1/4	11.62	-57 174

	Closing Wed Aug 9	Closing Wed Aug 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O (AMEA) A.M.E. Inc.....	11	1/8 11 1/8			00.00	27 54
O (AGRP) Andrews Group.....	5	5/8 6	- 3/8		-06.25	-2 51
O (BSIM) Burnup & Sims.....	22	21 7/8	1	8	00.57	25 351
N (CQ) Comsat.....	38	1/4 38 1/8	1/8		00.32	11 705
N (CDA) Control Data Corp....	19	7/8 20 3/8	- 1/2		-02.45	-283 839
N (DNB) Dun & Bradstreet... ..	59	1/4 59 3/8	- 1/8		-00.21	21 11,090
N (FCB) Foote Cone & B.....	26	5/8 25 1/8	1	1/2	05.97	16 223
O (GREY) Grey Advertising....	151	149	2		01.34	12 179
O (IDBX) IDB Communications ..	9	1/4 9	1/4		02.77	185 45
N (IPG) Interpublic Group.....	34	1/2 35 3/8	- 7/8		-02.47	18 1,205
O (OGIL) Ogilvy Group.....	53	5/8 53 5/8			00.00	23 768
O (OMCM) Omnicom Group... ..	23	3/4 23 3/8	3/8		01.60	15 586
N (SAA) Saatchi & Saatchi....	15	5/8 15 3/4	- 1/8		-00.79	6 2,446
O (TLMT) Telemation.....	2	2			00.00	-33 9
A (UNV) Unitel Video.....	13	3/4 13 5/8	1/8		00.91	22 30

	Closing Wed Aug 9	Closing Wed Aug 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A (ATN) Acton Corp.....	20	5/8 21	- 3/8		-01.78	-19 32
O (ATCA) Amer. TV & Comm. ..	49	3/4 49 3/4			00.00	74 5,420
O (CTEX) C-Tec Corp.....	22	3/4 23 1/2	- 3/4		-03.19	24 378
A (CVC) Cablevision Sys. A... ..	46	44 7/8	1	1/8	02.50	-6 1,011
O (CNCA) Centel Cable.....	45	1/4 45 3/8	1/8		-00.27	125 1,131
N (CNT) Centel Corp.....	53	1/4 53 3/4	- 1/2		-00.93	31 3,371
A (CTY) Century Commun.....	22	1/2 22 1/2			00.00	-66 977
O (CMCSA) Comcast.....	26	25 1/4	3/4		02.97	-36 1,742
A (FAL) Falcon Cable Systems ..	20	5/8 20 1/2	1/8		00.60	-114 131
O (JOIN) Jones Intercable.....	19	1/2 19 1/4	1/4		01.29	-15 241
T (MHPQ) Maclean Hunter X ..	13	1/2 13 5/8	- 1/8		-00.91	37 994
T (RCIA) Rogers Commun. A.....	148	146	2		01.36	-250 1,996
T (RCIB) Rogers Commun. B ..	126	121	5		04.13	-213 1,700
O (TCAT) TCA Cable TV.....	19	1/4 19 3/4	- 1/2		-02.53	44 464
O (TCOMA) Tele-Commun.....	37	7/8 35 5/8	2	1/4	06.31	122 6,685
N (TL) Time Inc.....	143	1/8 145	- 1	7/8	-01.29	30 8,114
O (UAECA) United Art. Ent. A ..	21	3/8 19 1/2	1	7/8	09.61	-31 1,412
O (UAECB) United Art. Ent. B ..	21	1/4 19 3/4	1	1/2	07.59	-31 1,403
N (VIA) Viacom.....	57	7/8 58 1/8	- 1/4		-00.43	-16 3,088
N (WU) Western Union.....	1	3/8 1 3/8			00.00	53
O (WSMCA) WestMarc.....	29	1/4 29	1/4		00.86	-34 476

	Closing Wed Aug 9	Closing Wed Aug 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS MANUFACTURING</b>						
N (MMM) 3M.....	78	3/8 75 1/2	2	7/8	03.80	14 17,582
N (ARV) Arvin Industries.....	20	20 3/8	- 3/8		-01.84	20 372
O (CCBL) C-Cor Electronics... ..	14	3/4 12 3/4	2		15.68	14 60
N (CHY) Chyron.....	3	5/8 3 3/4	- 1/8		-03.33	-36 40
A (COH) Cohu.....	11	1/2 11 5/8	- 1/8		-01.07	7 21
N (EK) Eastman Kodak.....	50	5/8 47 5/8	3		06.29	11 16,423
N (GRL) Gen. Instrument.....	33	5/8 34 1/4	- 5/8		-01.82	13 1,137
N (GE) General Electric.....	58	3/8 57	1	3/8	02.41	15 52,709
N (HRS) Harris Corp.....	34	1/8 34 1/2	- 3/8		-01.08	17 1,321
N (MAI) M/A Com. Inc.....	7	3/8 7 1/2	- 1/8		-01.66	12 174
N (IV) Mark IV Indus.....	15	1/4 15 5/8	3/8		02.56	7 162
O (MCDY) Microdyne.....	4	3/8 4 7/8	1/8		03.22	-26 16
O (MCOM) Midwest Commun. ..	9	1/4 9 1/4			00.00	37 27
N (MOT) Motorola.....	59	3/4 55 5/8	4	1/8	07.41	17 7,749
N (OAK) Oak Industries.....	1	1/4 1 3/8	- 1/8		-09.09	7 103
A (PPI) Pico Products.....	1	1/8 1 1/4	- 1/8		-10.00	-1 3
N (SFA) Sci-Atlanta.....	19	7/8 19	7/8		04.60	14 474
N (SNE) Sony Corp.....	59	3/8 57 5/8	1	3/4	03.03	33 15,364
N (TEK) Tektronix.....	22	5/8 22 1/8	1/2		02.25	125 637
O (TVTK) Television Tech.....	11/16	3/4	- 1/16		-08.33	68 4
N (VAR) Varian Assoc.....	27	3/4 26 5/8	1	1/8	04.22	10 575
O (WGNR) Wegener.....	3	5/8 3 3/4	- 1/8		-03.33	10 26
N (WX) Westinghouse.....	69	68 1/2	1/2		00.72	12 9,933
N (ZE) Zenith.....	17	1/8 16 5/8	3/8		02.25	425 454
Standard & Poor's 400.....	396.86	393.02	3.84		00.98	

T-Toronto, A-American, N-NYSE, O-OTC

# AM radio: survival of the fittest

*BROADCASTING's second installment in an ongoing series on AM radio looks at audience statistics, revenue shares and AM station market values, and finds that, in spite of continued erosion in all three areas, dominant top-market AM's continue to hold their ground.*

*In the weeks to follow, other facets of AM—its fidelity, programing and marketing strategies, standalones and small market stations, and prospects for the extended AM band—will be examined. Stay tuned.*

The Fifth Estate's pioneer medium—AM radio—continues to struggle through hard times. The industry has watched as listenership, revenues, profits and station values have continued to slip over the last 25 years. The growing concern about this slippage has prompted many suggestions at the FCC, consumer electronics groups, the National Association of Broadcasters and Congress on how to improve the AM band (BROADCASTING, July 3), but a cursory look at the ratings, revenue shares and sales figures in the industry suggests that for all but the full-service dominant AM powerhouses, survival will require an all-out effort.

In the early 1980's, there was growing evidence that people who grew up listening to music on FM did not tune to AM stations as they got older, even though AM was trying to compete by offering news, talk and information programing that could not readily be found on the FM band. That trend has grown steadily worse.

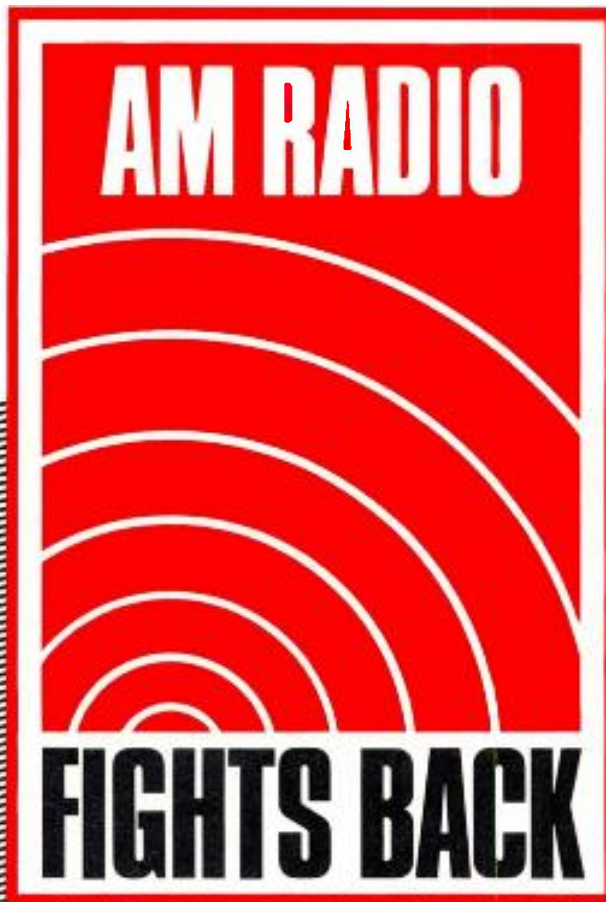
According to the RADAR 39 spring 1989 weekly comes for Monday-Sunday, midnight to midnight, listeners' shares for all radio are broken down as follows: FM cumulative percentage for teenagers is 97.2% versus 23.7% for AM cumulative; for adults ages 18-34, 95.7% for FM versus 31.3% for AM; for adults ages 25-54, 91.2% for FM versus 45.1% for AM; for adults aged 55 and older, 65.7% for FM versus 62.7% for AM, and for persons aged 12-plus, 86.1% for FM versus 44.7% for AM. Overall, the report says, FM's cumulative ratings for persons aged 12 and older are 93% greater than AM's. In 1985, FM's overall cumulative ratings for persons aged 12 and over were 48% greater than AM's (BROADCASTING, Nov. 11, 1985).

Radio, be it AM or FM, is a habit medium, according to Bob Bruno, vice president and general manager of WOR(AM) New York. WOR(AM) has been on the air since 1922, and ranks in the top 10 in its market. "You set your habits early on in your life. A lot of the standalone full-service radio stations became very much a part of people's lives many years ago, and that was passed on from generation to generation," he said. "But we [AM] operated for many years with a fortress mentality. We thought we were almost invincible."

Bruno remembers the 1970's in New York when FM really started to break through. He thinks the full impact FM would have on AM was not completely realized until several years later, and even after the realization, reaction did not come quickly enough from the AM operators. "It came as a rude awakening to a lot of people," he said, "and I suppose part of AM's problem today is that they took much too long and in some cases didn't react quite quickly enough to short-circuit the impact that AM actually felt."

And the erosion of listenership has taken its toll on revenue shares.

George Nadel Rivin, of Miller, Kaplan, Arase, a Los Angeles-based certified public accounting firm that produces economic reports for broadcasters, keeps statistics that mark the erosion of AM's revenues. Out of the top 40 markets, Rivin reviewed figures for 11 markets (San Francisco, Denver, Miami, Cleveland, Los Angeles, New York, Atlanta, Seattle, Salt Lake City, Charlotte, N.C., and San Antonio) that account for one-sixth of total U.S. population. For the six months that ended June 30, 1989, 34.1% of revenue went to AM's. In 1988, 34.9%; in 1987, 36.2%; in 1986, 37.1%; in 1985, 38.4%.

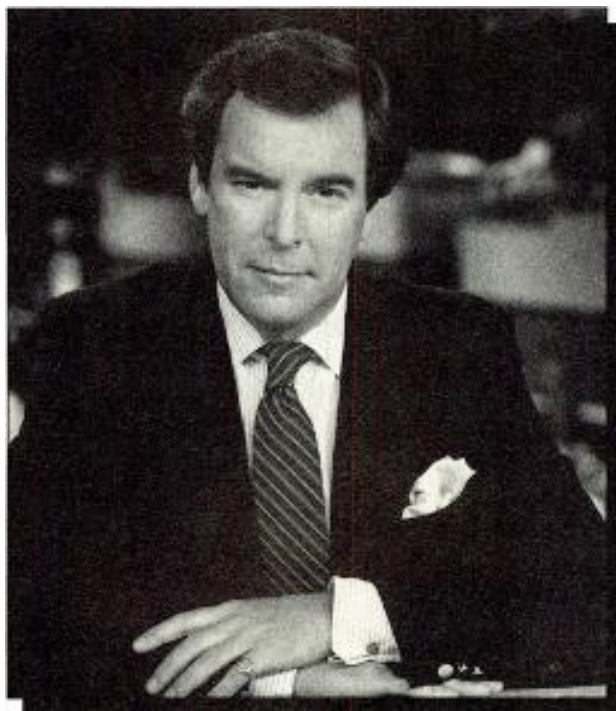




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**Chicago**  
WNVR-AM  
**San Francisco**  
KSJN-AM  
**Washington, D.C.**  
WPGC-AM  
**Houston**  
KSEV-AM  
**Cleveland**  
WFK-AM  
**Denver**  
KDEN-AM  
**Mobile**  
**(Ft. Walton Beach)**  
WBZR-AM  
**Knoxville**  
WUTK-AM  
**Huntsville**  
WVNN-AM  
**Colorado Springs**  
KKRE-AM  
**Augusta**  
WNTA-AM

**New Orleans**  
WTIX-AM  
**Greenville**  
WPCI-AM  
**Buffalo**  
WWKB-AM  
**Albany**  
WPTR-AM  
**Albuquerque**  
KMBA-AM  
**Honolulu**  
KGU-AM  
**Jacksonville**  
WELX-AM  
**Denver/Leadville**  
KRMH-AM  
**Phoenix**  
KFNN-AM  
**Sacramento**  
KXOA-AM  
**Orlando**  
WBZS-AM  
**Portland**  
KBNP-AM  
**Kansas City**  
KBEA-AM

**Greenville**  
WBRE-FM  
**Topeka**  
KEWT-AM  
**Mexico City**  
VIP-FM  
**Seattle**  
KEZX-AM  
**Springfield**  
WSPR-AM  
**Traverse City**  
WMKT-AM  
**Richmond**  
WJDK-AM  
**Wilkes Barre**  
WWAX-AM  
**Albuquerque/Grants**  
KMHN-AM  
**Charlotte, NC**  
WSTP-AM  
**Hartford/New Haven**  
WXCT-AM  
  
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and in 1984, 40.7%. The number of AM outlets has not increased substantially since then: In 1985 there were 4,805 AM's on the air and 170 construction permits; today there are 4,957 AM's on the air and 261 construction permits.

And what has all this meant for the market value of a standalone AM station? A look back at 1980 reveals that at that time, the average price for an AM outlet was \$765,000 (BROADCASTING, Jan. 11, 1981). In 1988, the average price was \$894,294 (BROADCASTING, Feb. 13). But the 1988 figure is heavily skewed by two record sales: KRLD(AM) Dallas and WFAN(AM) New York for \$50 million and \$23 million, respectively. If you remove these two sales, the average price for an AM in 1988 was \$596,338. So far in 1989, the top two AM sales have been KNBR(AM) San Francisco (\$21 million) and WMCA(AM) New York (\$15 million), both strong AM's in top markets.

Said Bill Steding, first vice president of Washington-based Americom Radio Brokers: "The financial community believes that a turnaround AM radio station is an oxymoron. As a result, they will not lend dollar one for that purchase." Steding said buyers of smaller market standalone AM's must come up with all the money to finance the station. "For security," he said, "banks are going to look at other properties in a buyer's group to make a loan."

Elliot Evers, of the San Francisco office of Media Venture Partners, sees medium to smaller market AM standalones becoming almost unsellable. "It is impossible to get financing for these stations," he said, "unless the buyer is getting a personal signature loan or seller paper. That is the only kind of financing available for a standalone AM."

Buyers are increasingly having to come up with packages to finance their deals as institutional money dries up. Be it matching AM's with FM's in their group, or using borrowing capacity from stations they own that have solid cash flow, they are finding that lenders are not aggressively involved in looking for deals with the AM band. Many would-be buyers will end up having to find seller paper or personal bank loans.

Banks have traditionally shied away from financing standalone stations, be they AM or FM. Lenders like to have multiple sources of cash flow in case there is a glitch in the marketplace or the economy. However, people still do finance standalone FM's.

For the established dominant AM in a market, financing can probably be arranged, but it will sell for a much lower multiple of cash flow than its FM counterpart. Steding said that a rough example of an AM with a cash flow of \$1.2 million could probably be worth \$10 million (or a multiple of roughly eight). But even shares of well-developed AM's are dropping.

Evers can still find the occasional "contrarian out there who is a believer in AM, but they are few and far between," he said, adding that he believes that every major market AM has "an opportunity value" that may take a little digging to discover.

But what all these industry players believe is that ultimately it is the product that stations are putting on the air that will de-



cide the future of AM. Steding does not believe it will be technology. "A better product—a distinctly better product—will be the determinant," he said. "But the consumer does not perceive there to be a better product coming from AM."

Bruno is certain that ultimately the band is irrelevant. "What is relevant is the product. If you are putting out a product that is important to the consumer, you will hold, maintain and, God willing, even improve," he said. He worries that radio operators, as an industry, get "hung up and start to react to artificial stimulants and forget that we are talking to ourselves," he said. "And the consumer doesn't really make that kind of distinction. They are going to go to the place that supplies their needs. I think it is incumbent, not only upon the major market stations but on the smaller stations as well, to identify those needs and be sure that you are giving your customers what they want. That is what it all comes down to—customer satisfaction," he said. —LC

## Harvey is tops in Spring RADAR

ABC Radio's Paul Harvey continues to be the most popular radio network personality in Statistical Research Inc.'s (SRI) just-issued spring 1989 RADAR 39 report.

Harvey, whose programs are all distributed over the ABC Entertainment network, retained the top five network radio program slots for persons 12 and older. ABC also drew the 11th through the 13th, and 17th, 18th and 20th spots, giving the network 11 of the top 20 programs in network radio. CBS drew the sixth through the 10th, the 14th through the 16th, and the 19th shows.

Harvey tops the list with *Paul Harvey News* at 8:30 a.m., Monday through Friday, averaging 5,958,000 listeners (audience to commercials within program); his 12:06 p.m. 15-minute weekday news program, 4,559,000 listeners; his 8:30 a.m. Saturday show, 3,700,000 listeners; his *Rest of the Story*, airing Monday through Friday at 3:06 p.m., 3,284,000 listeners, and his 11:10 a.m. Saturday show, 3,043,000 listeners. All based on ET.

Rounding out the top 10 network radio programs were CBS Radio's *News on the Hour*, airing at 7 a.m., Monday through Friday, averaging 2,458,000 listeners; the *Osgood File*, airing Monday through Friday at 7:25 a.m., 2,276,000 listeners; *News on the Hour*, airing Monday through Friday at 6 a.m., 2,083,000 listeners; the *Osgood File*, airing Monday through Friday at 6:25 a.m., 2,082,000 listeners, and the *Osgood File*, airing Monday through Friday at 8:25 a.m., 1,977,000 listeners.

In the RADAR 39 largest common daypart category for all full-service networks (Monday through Saturday, 6 a.m.-7 p.m.) for listeners aged 12 and over, Transtar Radio Network made a 13.4% gain from third in RADAR 38 (with average 2,004,000 listeners per commercial) to number one (with average 2,273,000 listeners). ABC Entertainment, which topped the list in RADAR 38 with an average

2,017,000 listeners, gained 0.9% (average 2,036,000 listeners), but was nudged out of second place to third by ABC Information, which posted a 6.8% gain from average 1,978,000 listeners to average 2,113,000 listeners). Westwood One's NBC Radio Network recorded an 11% gain to average 1,642,000 listeners and move from sixth to fourth; dropping from fourth to fifth was Westwood's Mutual Broadcasting, recording a 1.2% loss of average listeners to 1,621,000. (Mutual PM and Satellite Music 2 were not included in the largest common daypart category because they offer no programming during that period.)

Filling out the top 10 networks in the common daypart category were ABC's Contemporary Network, showing a 6.6% loss and dropping from RADAR 38's fifth

to sixth, average 1,449,000 listeners; United Stations 1 recorded the largest gain with a 27.7% increase in this category, rising from 13th to seventh with an average 1,387,000 listeners; CBS Radio Network gained 0.5% (average 1,371,000 listeners), but dropped from seventh to eighth; Westwood's *The Source* on NBC showed an 9.5% gain (average 1,322,000 listeners) but stayed in ninth place, and ABC's *Rock* showed a 10% increase (average 1,268 listeners), but also kept its 10th-place position from RADAR 38. In its target audience of adults 18-34, *The Source* recorded 13.7% growth, placing it at the number one position among young adult networks.

RADAR results are delivered twice annually by New Jersey-based Statistical Research Inc. —LC

## Law & Regulation

### Sonrise, Sikes may drive reform of comparative license

**Company's use of FM license process for investment vehicles and FCC chairman's desire for reform are putting new emphasis on possible alternatives**

The many critics of the comparative hearing process the FCC uses to choose among multiple applicants for new broadcast stations have good reason to hope the process will soon undergo major reform.

The now notorious Sonrise-Root affair has focused attention on the process and the need for reform; the FCC has already established a regulatory vehicle for reform, and, most important, reform is high among the priorities of Alfred Sikes, who succeeded Dennis Patrick as chairman of the agency last week (see "Top of the Week.")

Communications attorneys who grapple daily with the process blame a series of deregulatory moves stretching back to the Carter Administration and the FCC chairmanship of Charles Ferris, but coming mostly during the Reagan Administration and the FCC stewardship of chairmen Mark Fowler and Patrick.

According to the critics, the deregulatory initiatives have encouraged hundreds, if not thousands, of speculative and "sham" applications by individuals and groups as interested in cashing in on settlements as in operating a broadcast station, and have turned the hearing process into an extraordinarily costly and time-consuming ordeal for legitimate applicants.

The critics say the problems are an outgrowth of the FCC's otherwise laudable goal of putting new stations in the hands of financially qualified individuals—minorities and women, whenever possible—who have no other broadcast properties and who promise to live in the community of license and manage the station.

In fixing the specific source of the problems, the critics cite the adoption of the Anax Broadcasting policy, which permitted the filing of applications with two-tier ownership structures; the adoption of a simplified new station application form (Form 301), which did not require upfront financial and ownership disclosures; the elimination of any settlement caps, and the cutting back of the license holding period for new licensees from three years to one.

Taken together, said FCC Review Board Member Norman Blumenthal, the moves "made for a very odd alchemy which produced an aphrodisiac for would-be applicants."

Many of the critics point to the applicants organized by Sonrise Management Services Inc. as typical of those that have brought the comparative process to the brink of collapse. They feature a two-tiered structure with 1) a controlling managing general partner or sole voting stockholder with all the right comparative attributes and 2) one or more limited partners or nonvoting stockholders with all the money.

Sonrise, whose activities were brought to light by the mysterious flight of Thomas Root—a Washington communications attorney who worked with Sonrise—recruited thousands of investors for general partnerships whose sole purpose was to file for the hundreds of new FM stations the FCC began making available in 1984 in its Docket 80-90 proceeding.

For each partnership, Sonrise recruited a managing general partner possessing most, if not all, the attributes the FCC administrative law judges look for in comparing applicants and selecting one to receive a construction permit. Those attributes include a promise to manage the station—a quality known as integration—and a lack of other broadcast properties. The integration attri-

bute is strengthened if the partner is a local resident, involved in civic affairs, female or a minority.

After Sonrise passed along the partnerships to Root for prosecution at the FCC, Root restructured them as limited partnerships so that, in accordance with the Anax policy, only the attributes of the hand-picked managing general partner would be given comparative weight.

Some two-tier applications are legitimate; others are not. The illegitimate ones are those where the competing applicants can show through litigation that the supposedly passive limited partners or nonvoting stockholders or some other party (a consulting firm like Sonrise or a law firm) are actually managing the applicant and are, in FCC parlance, the real party in interest. If an ALJ finds that a "passive" investor is, in fact, active, the ALJ can disqualify the applicant or not give the applicant full integration credit—an almost always fatal comparative flaw.

The Sonrise-Root applicants have run into trouble at the FCC because of Root's performance (or nonperformance) as their lawyer and Sonrise's role in organizing the applicants. The FCC is investigating charges first raised by competing applicants that Sonrise is the real party in interest.

Acknowledging that the comparative process is badly flawed, the FCC established last January a vehicle for reform with its proposal to replace the comparative process with a lottery (BROADCASTING, Feb. 6). The lottery proposal has met with near-universal condemnation, but the rulemaking has provided a forum for broadcasters, would-be broadcasters and lawyers to urge reforms that the FCC is now considering.

The FCC, in attempting to stem abuses of its comparative renewal process earlier this year, has already instituted one reform. It revamped the Form 301 new-stations application to require once again the upfront financial and ownership information. The FCC said last week the new forms are available, but that it will continue accepting applications on the old form until Aug. 31.

The new forms should help, said Richard Zaragoza, president of the Federal Communications Bar Association, which is leading reform efforts. Information that had to be pulled out of applicants through costly and involved litigation will "now be known well in advance of hearing designation, which at a minimum encourages meaningful discussions much earlier," he said. "Hearings might be avoided altogether."

In comments on the FCC's lottery proposals, the FCBA and others called on the FCC to cap settlements and lengthen the new-license holding period to discourage the filing of speculative applications by groups more interested in payoffs than in running a broadcast station. The opportunity for an unlimited settlement gives people a "second reason" for filing—the hope for a payoff, Zaragoza said. The short holding period also encourages speculative applications, Zaragoza said. It allows for "quick and easy flips" of licenses and, thereby, feeds "the filing and litigation frenzy."

All agree, however, that it is the Anax policy, and its sanctioning of the two-tier applications, that has had the most to do

with muddling the comparative hearing process.

"The Anax doctrine has led, more than any other single factor, to the present problems with the comparative hearing process," said attorney Frank Mullin. A two-tiered application with a fully integrated controlling party "immediately raises the question as to whether the arrangement is legitimate or not," he said. "This means that the bulk of the energies in that hearing are devoted to that question. People attack the good faith of limited partnerships and corporations and, in many cases, they should. The simple solution is to scrap the Anax policy and apply the integration criteria based on the actual equity that people have. That's all. I find it hard to believe in any situation that real equity doesn't talk."

Others agree that Anax must go. "The guy who is putting up the money is going to control it," said David Tillotson, an attorney and active reformer of the process. "Forget the voting rights," he said. "To suggest otherwise is just living on another planet. You can't build a station, you can't hire staff, you can't obtain programing, you can't stay on the air unless somebody writes the check.

"The people who control the purse strings are likely to control the enterprise," said attorney Susan Wing. "And to the extent the commission is ignoring the true financial people in an application, it is inviting abuse."

Some attorneys, however, believe Anax should be preserved in some form so that cash-poor applicants, particularly women and minorities, continue to have an opportunity to obtain necessary capital.

Attorney Erwin Krasnow said it would be unfortunate if the Sonrise case put an end to the Anax policy. "It would unfairly tarnish legitimate business entities that have used the limited partnership as a way of raising money. You can get carried away in the hysteria of this thing."

It was the ambivalence within the communications bar toward Anax that caused the FCBA to stop short of recommending repeal of Anax in its comments, although it did suggest that it be reviewed.

Outgoing Mass Media Bureau Chief Lex Felker believes there might be room to reform the Anax policy, but that any restrictions on settlements on the lengthening of the holding period would be counterproductive.

"One of the advantages of the settlements is to speed the process, to get new service to the public," he said. "If you eliminate settlements, you are really going to start slowing this thing down."

As for the holding period, he said, the FCC has found repeatedly that long holding periods "increase the risk and cost of capital" and thereby discourage those "we are trying to assist—those new to broadcasting, minorities, and others."

If nothing else, Zaragoza believes the Sonrise-Root affair should end any talk of a lottery. "Logically, as a matter of policy, this circumstance ought to move the commission away from its lottery proposal—which is the ultimate extension of speculative undertaking where people file and engage in a matter of chance," he said. "The commission's direction now should be to move promptly toward the reforms we have advanced to improve in a meaningful way the existing process." —HAJ

## Sonrise investigated for abuse of process

### Root is not target of investigation by FCC into investment company

Three weeks after Thomas Root's ill-fated and still mysterious flight turned the spotlight on the activities of Sonrise Management Services Inc., of Columbus, Ga., the FCC announced last Monday it is investigating Sonrise to determine whether its lucrative business of organizing partnerships to apply for new FM stations constituted abuse of the FCC process and violated criminal prohibitions against falsifying information on federal applications.

Root, who represented the Sonrise applicants before the FCC, is not a target of the probe, but could be drawn into it, according to FCC General Counsel Diane Killory, whose office initiated the investigation.

Sonrise was little known outside the FCC and communications bar in Washington until Root took off in a single-engine Cessna from Washington's National Airport July 13 and, after radioing for help, crashed into the Atlantic near the Bahamas. He was pulled from the water and taken to a hospital where doctors found that he had been shot in the stomach. He has recovered from the crash and the bullet wound, but the why and how of the day's events remain unanswered.

In looking for answers about Root, questions were also raised about Sonrise, which,

according to FCC filings, recruited hundreds of investors to join partnerships that applied for some 170 new FM stations. The investors put up between \$75,000 and \$95,000 per application—\$13 million or more for all the applications. Sonrise and its sales agents kept the bulk of the money as their fees for organizing the applications. The rest of the proceeds were to go to the FCC for filing fees, an engineering firm and Root. In an interview with the *Washington Post*, Root said he received \$1.6 million from Sonrise.

In voting to launch the investigation Aug. 4, the FCC said it has information indicating that Sonrise may have abused the FCC processes. "The issue is real-party-in-interest," said Mary Catherine Kilday, assistant chief, enforcement division, of the FCC's Mass Media Bureau. "If Sonrise was the real-party-in-interest and filing applications that said somebody else was, that's an abuse of process."

Two attorneys in the hearing branch of the enforcement division are spearheading the investigation: Robert Zauner and James Shook. According to Kilday, the investigators have the power to subpoena witnesses to appear for depositions and documents.

The FCC will investigate Sonrise by focusing only on Sonrise applications that have been dismissed and are no longer



pending before the commission. According to FCC officials, some 55 Sonrise applications have been dismissed by administrative law judges either because of Root's failure to prosecute or on Root's own motion.

The decision by a unanimous vote of the commissioners to launch an investigation comes just three months after the FCC hearing branch rejected a request by Root's office to conduct such an investigation. Jacob Mayer, of counsel to Root, asked for the investigation April 24 to settle the real-

party-in-interest question about Sonrise in one comprehensive proceeding. Mayer said the investigation was warranted because administrative law judges were "publicly prejudging" Sonrise applicants and lawyers representing competing applicants were "ganging up" on the Sonrise clients. "As a result, as a practical matter [Sonrise] clients are not able to have the merits of their applications fairly considered on an evidentiary record."

In rejecting the request, Charles Dzied-

zic, chief of the FCC's hearing branch, said the issues pending against [Sonrise]-organized applicants should be resolved in "the ordinary course" of comparative hearings. And, he said, "we believe" the Communications Act and the FCC procedures "protect the due process rights of all applicants, including SMS-organized applicants."

Sonrise is also under investigation by North Carolina and reportedly by the Securities and Exchange Commission for violation of state securities laws. —HAJ

## Great American gets permanent FCC waiver

### Commission waives one-to-market rule allowing company to keep its Kansas City, Cincinnati TV-radio combinations

On FCC Chairman Dennis Patrick's last day at the agency (Aug. 4), he and FCC Commissioner James Quello forged a majority of two to grant Great American Broadcasting a permanent waiver of the FCC's one-to-a-market rule, which will allow Great American to hang on to TV-radio combinations in Cincinnati and Kansas City, Mo.

Commissioner Patricia Diaz Dennis, who believes that the six-month-old waiver policy under which the grant was made is too liberal, voted against the grant. The waiver is the fourth granted by the FCC under the new waiver policy, and the second involving combinations subject to "more rigorous" FCC review.

Anita Wallgren, vice president, corporate relations and administration, Great American Broadcasting, said the company was pleased but not surprised by the ruling. Great American, she said, felt it had made "a very good showing" for the waiver.

The waiver will bring some stability to the stations involved. WDAF-AM-TV-KYYS(FM) Kansas City and WKRC-AM-TV-WKRQ(FM) Cincinnati, Wallgren said. "They will be able to provide certainty to employees and go ahead with hiring decisions," she said. "Any company wants to have prompt resolution of matters at the FCC."

Explaining Dennis's dissenting vote, Noel Gunther, an aide to the commissioner, said she believed Great American failed to demonstrate that the public interest benefits resulting from the preservation of the combinations outweighed the harm to diversity. Because all the stations involved are technically powerful, he said, the grant of the waiver constitutes a "maximum reduction of diversity."

Her vote also reflects her continued concern that the waiver policy has gutted the one-to-a-market rule. The FCC has historically lacked the "institutional backbone" to deny waivers to its rules, he said. "Although we didn't repeal the rule, we are not going to enforce it in very many cases."

Dennis believes the FCC should consider waivers only for markets that have 65 broadcast stations, including 10 television stations and 45 separately owned broadcast licensees or "voices." "She thinks it is bad policy to grant waivers [for markets] that

don't meet that standard," Gunther said.

The one-to-a-market rules generally prohibit common ownership of television and radio stations in the same market. Under the FCC's new policy, which was adopted late last year (BROADCASTING, Dec. 12, 1988), the agency is considering all requests for waivers on a case-by-case basis and looking "favorably" upon those involving combinations in the top 25 markets with at least 30 separately owned broadcast licensees or "voices." In essence, combinations in markets meeting the 25/30 test are virtually assured waivers.

The agency is considering requests for combinations in other markets, but they are to be subjected to a "more rigorous" review in which the FCC considers "the types of facilities involved, the potential benefits of the applicant, the financial difficulties of the station[s] and the nature of the market."

The FCC has granted waivers to Capital Cities/ABC and New England Television Co. based on the 25/30 standard. The combinations in question were in Boston, New York, San Francisco, Chicago and Los Angeles. Using the "more rigorous" standard, the FCC has also granted a waiver to Duane Polich, of Othello, Wash., allowing him to receive a construction permit for a new UHF station in Pullman, Wash., to go along with his permit for a new FM in the market.

Like Polich, Great American had to meet the "more rigorous" standard because neither Cincinnati nor Kansas City is in the top-25 market. Cincinnati is the 29th largest market; Kansas City, the 30th.

In granting the Great American waiver, the FCC said the company "documented with great specificity the substantial economic efficiencies derived from joint operation of...stations in both Cincinnati and Kansas City." The agency also said Great American "clearly demonstrated a robust level of voice diversity and economic competition among media outlets" in both markets.

Great American's combinations are longstanding, preceding the FCC's adoption of the one-to-a-market rule in 1970. However, they lost their "grandfathered" status when ownership of the stations shifted from Taft Broadcasting to Great American in 1986.

After the ownership change, the FCC granted the group broadcaster an 18-month waiver to come into compliance with the rule by selling some of the stations. After the FCC launched a rulemaking to eliminate

or relax the one-to-a-market rule, it extended the temporary waiver until six months after resolution of the rulemaking.

The FCC grant of the waiver followed by just two days a setback for Great American in its effort to keep the stations. The FCC, at its Aug. 2 open meeting, unanimously rejected Great American's request to modify the waiver policy so that "favorable" consideration would be accorded to any combination with at least 30 broadcast voices. —HAJ

## FCC drops fine for indecency in KZKC case

### Commission says court decision reversing its safe harbor policy left it no choice

Four days after the Senate Commerce Committee hammered three FCC nominees on the commission's alleged indifference to broadcast indecency, the commission on Friday (Aug. 4) announced it had vacated its order imposing a \$2,000 fine on KZKC(TV) Kansas City, Kan., for showing an allegedly indecent motion picture—"Private Lessons"—in prime time (BROADCASTING, Aug. 7). The commission said it was forced to vacate the order, issued June 23, 1988, because of the decision of the U.S. Court of Appeals in Washington in July 1988 overturning in part the policy on indecency the commission issued in April 1987.

The court had affirmed the commission's adoption of expanded indecency enforcement standards—the repetitive use of the so-called "seven dirty words" from George Carlin's monologue at issue in the 1978 Supreme Court decision in *Pacific Foundation v. FCC* would no longer be the only material that could cause a station problems; it could also face a sanction if it aired language or material "patently offensive as measured by contemporary community standards for the broadcast medium" that described sexual or excretory organs. But the court also held that the commission may not bring enforcement actions against evening broadcasts until it had conducted an inquiry on children's viewing and listening habits.

The commission order would have reduced the "safe harbor" for indecent pro-

graming from 10 p.m. to 6 a.m. to 12 midnight to 6 a.m. The court said the commission had failed to provide an adequate explanation for the more restrictive channeling approach. The court said a key to the channeling rule is determining what "will most effectively promote parental—as distinguished from government—control" (BROADCASTING, Aug. 1, 1988). Accordingly, the commission said on Aug. 4 it had no choice but to dismiss its enforcement action against KZKC. "Private Lessons" went on the air at 8 p.m.

The commission tried to send a signal it was not easing up on enforcement of the statute banning indecency and obscenity. It said it takes seriously its obligation in that regard and will do so "to the full extent permitted by law." Its announcement noted that the appeals court in January stayed the effectiveness of the rule the commission adopted last year to implement a congressional mandate to ban indecent broadcasts on a 'round-the-clock basis. With that stay in effect, the commission said, its authority against broadcast indecency is limited to daytime programming. And, it said, it will continue to act against daytime indecent broadcasts. It noted that obscene broadcasts are prohibited at all times.

Still, the action is not likely to increase the commission's credibility with members of the Senate Commerce Committee. In the confirmation hearing on Monday (Aug. 7) on the nominations of Alfred Sikes, Sherrie Marshall and Andrew Barrett to serve on the FCC, Sikes as chairman, several of the members had denounced the commission for what they suggested was an indifferent—even marketplace-driven—approach to the regulation of indecency.

With outgoing Chairman Dennis Patrick having departed the commission late Friday, only two commissioners remained of those who had participated in the vote in the KZKC proceeding—James Quello and Patricia Diaz Dennis. And Quello rejected the suggestion that the KZKC issue had been held over until after the confirmation hearing to protect the three nominees from punishment at the hearing. "In no way was that issue held up to help the people on confirmation," he said. He added that the matter had simply reached the commission—as an item on circulation—in the normal course.

Quello concurred in the commission action, but issued a statement expressing his reluctance to support the decision to vacate the notice of apparent liability. He said he continues to believe KZKC's airing of the movie constituted "actionable indecency" and that he is not certain the court's decision "precludes all evening enforcement" of the commission's indecency rules. But he also said he cannot ignore the legal risks involved in proceeding with the fine—there is a "significant possibility" the commission would be reversed in court and that, even if a new safe harbor were established, as the court suggested, "there is a significant problem with retroactive application" in the KZKC case. Accordingly, he said, "the legal difficulties with this proceeding make it an inappropriate vehicle to serve as the first case enforcing indecency on television.

Quello said the commission is obligated to

enforce the indecency and obscenity policies that, he noted, are required by statute. And he expressed the hope the commission will move quickly to conduct a rulemaking in order to determine the hours during which

"there is a reasonable risk that children may be in the audience." He added, "Clear unambiguous rules are essential if we are to give parents and broadcasters guidance regarding this important policy." —LZ

## Gore seeks more review of cable rates

**Senator says he wants audit of cable systems failing to respond to earlier GAO report requested by House Telcomsubcom**

Senator Al Gore (D-Tenn.), one of the cable industry's most vocal critics, plans to ask the General Accounting Office for a more "complete" report on cable rates. Gore is dissatisfied with the study GAO released earlier this month on rates (BROADCASTING, Aug. 7). He is the author of cable regulation legislation.

The study, which showed a 29% increase in basic rates over two years and a 14% increase in the overall subscriber bill, was requested by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). Markey, who convened a hearing on the results, asked GAO for a second study to examine certain issues. For example, Markey wants to know what impact increased capital costs and increased programming costs may have had on rates. And he feels it is unclear that there is a connection between rate hikes and the increasing number of systems that have changed hands.

But Gore found the report inadequate overall. He called it "badly flawed and virtually useless to Congress." In a press release, Gore said he will ask GAO to audit those cable companies that did not respond to its survey and to update the study period. The senator said the GAO study was flawed because the agency "sampled only about one-quarter of the country's 9,000 cable systems, and more than one-quarter of those questioned did not respond."

(GAO sent questionnaires to 1,950 randomly selected cable systems, with 1,450 responding)

Moreover, Gore charged that the study was "badly out of date, with a cut-off date almost one year ago." (The GAO monitored rates from Dec. 1, 1986, to Oct. 31, 1988.)

There was other reaction to the study in the Senate. Howard Metzenbaum (D-Ohio) said the GAO report confirms what consumers knew all along: "They are being ripped off by the cable monopoly and that deregulation was a monumental mistake." Metzenbaum has introduced bills aimed at restoring city authority to regulate rates and at curtailing the concentration of ownership within the industry.

Cable's competitors, independent television, for example, also considered the study results significant. "If the cable industry would stop bidding popular sporting events away from free TV, they could keep their rates down," said INTV President Preston Padden.

The Wireless Cable Association "applauded" the GAO. "Wireless cable agrees with the GAO that cable's power needs to

be checked," said association President Robert Schmidt. He is referring to a statement made by GAO witness John Ols at the Markey hearing, who was asked to sum up the report. Ols said cable is a monopoly in need of regulation.

Prior to the hearing, WCA issued a statement decrying the report's results. Ols's statement, however, obviously led to a second WCA statement.

The telephone industry, hoping to remove legislative and regulatory impediments that prevent them from getting into the cable business, also hailed the GAO study. United States Telephone Association President John Sodolski said cable had used its "nonregulated monopoly status to its own advantage at the expense of the American consumer." —KM

## Children's TV endowment passed by Senate

**Bill allocates \$10 million to create educational programs for children, airing first on public TV and later on commercial TV, without advertisements**

The Senate, in wrapping up unfinished business prior to its August recess, unanimously approved a children's television measure. The bill (S.797) would create a \$10 million endowment to fund educational programming for children. "More people have televisions in their homes than indoor plumbing," said the bill's author, Daniel Inouye (D-Hawaii), chairman of the Senate Communications Subcommittee. "Television is a powerful and effective medium which we are underutilizing," said Inouye, who sees this endeavor as a means of fighting the current "crisis" in education.

The endowment would be administered by the National Telecommunications and Information Administration with funding appropriated for fiscal 1990 and distributed directly to producers in the form of grants. For the first two years, the programs will air only on public television; later, when distributed on commercial television, the programs must run without commercial interruption. A 10-member advisory council would be created to oversee the endowment.

This legislation does not require broadcasters or cable operators to carry educational programs, said Senator Ernest Hollings (D-S.C.), chairman of the Commerce Committee and a co-sponsor: "Instead, it will make the programming available at low cost, substantially lower than the normal cost of production."

"We all know why commercial broad-



casters do not air children's educational programming. It does not pay. While we could and should place certain obligations on them to meet the needs of the children's audience, this, too, has limits. What we need to do is change their incentives and encourage them to air quality programming to educate our children," said Hollings. There is no companion measure in the House. □

## Electronic publishers oppose AT&T challenge to BOC entry ban

To the electronic publishing companies involved in the Modified Final Judgment providing for the breakup of AT&T, the Bell Operating Companies were late and, in any event, off the mark in the appeal challenging U.S. District Judge Harold Greene's refusal to lift the ban on BOC entry into information services (BROADCASTING, April 24). The electronic publishers, in a brief filed with the U.S. Court of Appeals in Washington, said the BOCs should not be allowed to re-litigate matters—including those involving the First Amendment—that the electronic publishers said had been settled by the Supreme Court.

The publishers—they include the National Association of Broadcasters, National Cable Television Association and American Newspaper Publishers Association—noted that the Supreme Court had affirmed the consent decree that ended the Justice Department's antitrust suit against AT&T and that included the restriction on BOC entry into information services. The brief asserted that the BOCs had voluntarily consented to the restriction, and quoted Greene as having observed that the BOCs had received "billions of dollars in assets" and further benefits as a result of the decree.

The brief argues that established legal principles dealing with matters previously resolved in a case bar consideration of "previously decided First Amendment issues." It also contends that the decree's single provision for dealing with line-of-business restrictions provides for their removal only on a showing that the petitioning BOC could not use its monopoly power to impede competition in the market. "The record," the brief said, "provided a sound basis for concluding that electronic publishers are both dependent on the BOC network and susceptible to anticompetitive action."

The brief also disputes the argument that Greene's rejection of motions to remove the restriction on information services abridges First Amendment rights. Quoting the Supreme Court in a case involving the Associated Press, the brief says: "The First Amendment affords not the slightest support for arguments that anticompetitive behavior in communications or information markets is immunized from the effects of remedial orders under the antitrust laws." □

## 'ET' finds new home in Miami

Paramount Pictures Corp.'s *Entertainment Tonight* will, as scheduled, move from WSVN(TV) Miami to WTVJ(TV) there Sept. 4. Uncertainty over the move was eliminated when a U.S. district judge for the southern district of Florida denied Sunbeam Television Corp.'s request for a preliminary injunction to block it. Judge Lenore Nesbitt said it was not likely Sunbeam, owner of WSVN, would prevail on the merits at trial.

The suit is one aspect of the legal battle touched off by what the judge, in her order, called the "unprecedented switch" in affiliations in the Miami market. NBC in 1987 had purchased WTVJ, then a CBS affiliate, from Wometco Broadcasting Co., and, on Jan. 1, 1989, dropped its affiliation with WSVN. CBS affiliated with WCIX(TV), leaving WSVN an independent. It later joined the Fox network. Sunbeam sued NBC for alleged breach of fiduciary duty, fraud and antitrust violations.

The order involves a second suit that Sunbeam filed against Paramount and NBC—Paramount for breach of contract and NBC for interference with the business relationship between Sunbeam and Paramount. Sunbeam, under a series of one-year agreements, had been airing *ET* since 1982. And it alleges that, before the sale to WTVJ, it had reached an agreement with Paramount in November 1988 for a two-year renewal of the agreement beginning this September.

Paramount's response was to move to dismiss the breach of contract suit. It contended that the agreement—if one was reached—violated the Florida statute of frauds, since it was oral. Nesbitt denied the motion on the ground that the contract does not state whether it was oral or written. She also denied Paramount's alternative motion for summary judgment.

As for Sunbeam's motion for a preliminary injunction, Nesbitt said Sunbeam failed to shoulder the burden of three of the four prerequisites the law requires—and that the fourth, involving the public interest, was not implicated. As for the three that were, Nesbitt said: Because of conflicting testimony on the issue "on the key aspects" of breach of contract claim, "the court finds that Sunbeam cannot show a substantial likelihood of success on the merits of that claim." She said that because of the conflicting testimony, Sunbeam's case "will probably turn on the credibility of witnesses." She said Sunbeam had not demonstrated it would "suffer irreparable harm" if the injunction were not issued. "Loss of the program," she said, "does not threaten the station's existence." And she said that, in balancing the threatened harm to the opposing parties, she found that the potential harm to NBC outweighs that to Sunbeam. She noted that Sunbeam has known since November 1988 that Paramount had sold the program to WTVJ for the 1989-90 season, while WTVJ "has been operating under the assumption that it will begin broadcasting" the program in September. —LZ



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# Changing Hands

**WTOP(AM)-WASH-FM Washington, WATL(TV) Atlanta and WXIN(TV) Indianapolis** □ Sold by Outlet Communications to Chase Communications for \$120 million (see story, "Top of the Week"). **Seller** is headed by David Henderson and owns WCMH-TV Columbus, Ohio, and WJAR(TV) Providence, R.I. **Buyer** is headed by Arnold Chase and Roger Freedman and also owns WTIC-AM-FM-TV Hartford and WSTC(AM)-WJAZ(FM) Stamford, both Connecticut; WKQB(FM) Granite City, Ill. (St. Louis); KGLD(AM) St. Louis; and WPTY-TV Memphis. WTOP is on 1500 khz with 50 kw-U; WASH-FM is on 97.1 mhz with 26 kw and an antenna 690 feet above average terrain. WATL(TV) is Fox affiliate on channel 36 with 2,030 kw-visual, 304 kw-aural and antenna 1,170 feet above average terrain. WXIN(TV) is Fox affiliate on channel 59 with 2090 kw-visual and 209 kw-aural and antenna 990 feet above average terrain. **Broker: First Boston represented seller.**

**WQBA-AM-FM Miami** □ Sold by Susquehanna Broadcasting Co. to Radio WADO Inc. and Tichenor Media Systems for \$32,750,000. Purchase price includes building housing station. **Seller** is York, Pa.-based group owner of KFOG(FM) San Francisco; WTKN(AM) Pinellas Park and WHVE(FM) Sarasota, both Florida; WAPW(FM) Atlanta; WFMS(FM) Indianapolis; WRRM(FM) Cincinnati; WARM(AM) Scranton, WMGS(FM) Wilkes-Barre and WSBA(AM)-WARM-FM York, all Pennsylvania; KLIF(AM) Dallas, KPLX(FM) Fort Worth and KKZR(AM)-

**Squaring the record.** Sales totals for First Boston, Media Venture Partners, R.C. Crisler & Co., and Broadcast Asset Management were incorrectly attributed in Aug. 7 special report on brokers. Totals should have read as follows: MVP, \$198,952,000; First Boston, \$159,000,000; R.C. Crisler, \$81,410,000; Sandler, \$80,000,000; and BAM, \$75,000,000.

Listing for Johnson Crowley & Associates Inc. was omitted from Aug. 7 alphabetical list of brokers. Johnson, Crowley & Assoc. Inc. is headed by Gene Johnson and John Crowley and is located at 2940 First Union Center, Charlotte, N.C. 28202, (704) 342-9610.

KRBE-FM Houston, and WGH-AM-FM Newport News, Va. It is headed by Louis J. Appell Jr. and Arthur W. Carlson. **Buyers:** Radio WADO Inc. owns WADO(AM) New York and is headed by Herbert Levine. Tichenor Media Systems is headed by McHenry Tichenor, and owns WIND(AM) Chicago and WOJO(FM) Evanston, both Illinois, and KUNO(AM) Corpus Christi (part owners), KBNA-AM-FM El Paso, KGBT(AM)-KFWW(FM) Harlingen, KLAT(AM) Houston and KCOR(AM) San Antonio, all Texas. WQBA is on 1140 khz with 50

kw day and 10 kw night. WQBA-FM is on 107.5 mhz with 95 kw and antenna 980 feet above average terrain. **Brokers: Ted Hepburn Co. and R.C. Crisler & Co.**

**WRaw(AM)-WRFY(FM) Reading, Pa.** □ Sold by City Broadcasting Co. to Eight Chiefs Inc. for \$18.5 million. **Seller** is headed by Frank Franco and also owns WMMB(AM)-WMMY(FM) Melbourne, Fla. **Buyer** is headed by Ragan Henry, who is sole general partner of Ragan Henry Communications Group (RHCG), Ragan Henry National Radio LP (National Radio) and Communications Management National (CMN). RHCG is licensee of WMXB(FM) Richmond, Va., and WDIA(AM)-WRHK(FM) Memphis. National Radio is licensee of WKSG(FM) Mt. Clemens, Mich. CMN is licensee of WXTF(FM) Waldorf and WWIN-AM-FM Baltimore. Henry also has interest in KDIA(AM) Oakland, Calif.; WMC(AM)-WZXL(FM) Wildwood, N.J.; WXL(FM) Columbus, Ohio, and WQOK(FM) Raleigh, N.C. Henry is also purchasing WCOS-AM-FM Columbia, S.C., and KCCV(AM) Independence, Mo. ("Changing Hands," July 31). Henry also has applications pending for three AM's and two FM's. WRAW is on 1340 khz with 1 kw-U. WRFY is on 102.5 mhz with 19.05 kw and antenna 810 feet above average terrain. **Broker: Blackburn & Co.**

**KFOR(AM)-KFRX(FM) Lincoln, Neb.** □ Sold by Summit Communications Group Inc. to Arrow Communications Inc. for \$6.6 million in cash. **Seller** is headed by James Wesley Jr. and owns eight AM's and eight FM's. **Buyer** is headed by Paul Rothfuss and also owns two AM's and seven FM's. KFOR is fulltimer on 1240 khz with 1 kw; KFRX is on 102.7 mhz with 100 kw and antenna 430 feet above average terrain. **Brokers: R.C. Crisler Co. and The Mahlman Co.**

**WRHD(AM)-WRCN-FM Riverhead, N.Y.** □ Sold by Richard I. Adrian to East Shore Acquisition Corp. Price was not given but industry sources estimate value at \$5.2 million. **Seller** has no other broadcast interests. **Buyer** is owned by Gary Starr, former station manager, who has no other broadcast interests. WRHD is on 1570 khz with 1 kw-D. WRCN-FM is on 103.9 mhz with 3 kw and antenna 466 feet above average terrain. **Broker: The Mahlman Co.**

**WACT-AM-FM Tuscaloosa, Ala.** □ Sold by New South Radio Inc. to Taylor Broadcasting for \$2.55 million for stock. **Seller** is headed by Clyde Price and has no other broadcast interests. **Buyer** is headed by Stephen Taylor and also owns WIKS(FM) New Bern, N.C., and WTLZ(FM) Saginaw, Mich. It has applications pending to purchase WWGS(AM)-WSGY(FM) Tifton, Ga. WACT is on 1420 khz with 5 kw day. WACT-FM is on 105.5 mhz with 3 kw and antenna 400 feet above average terrain. **Broker: Chapman Associates.**

**Wmcf(TV) Montgomery, Ala.** □ Sold by Word of God Fellowship Inc. to League of Prayer Inc. for \$2,395,000. **Seller** is headed by Marcus Lamb, who has no other broadcast interests. **Buyer** is headed by Mary Stewart Reife and Bernard Stewart, who have no other broadcast interests. Wmcf is independent on ch. 45 with 250 kw visual and 60 kw aural and antenna 303 feet above average terrain.

**WCWC(AM)-WYUR(FM) Ripon, Wis.** □ Sold by Den-

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ovocom Inc. to Wisconsin Radio for \$1,410,000. **Seller** is owned by Paula and Walter Richey (wife and husband). Walter Richey has interest in WKHY-FM Lafayette, Ind.; KTHT(FM) Fresno, Calif.; KLBB(AM) St. Paul, Minn.; KQUE(AM) Olympia, Wash., and KOSO(FM) Modesto, Calif. **Buyer** is headed by Martin Cowie, who has no other broadcast interests. WCWC is on 1600 khz with 5 kw-U. WYUR is on 96.1 mhz with 2 kw and antenna 401 feet above average terrain. **Broker:** Cecil L. Richards Inc.

**WNVL(AM)-WCKU-FM Nicholasville, Ky.** □ Sold by Jessamine County Communications to High Communications Partnership for \$1,050,000. **Seller** is headed by William Laney and has no other broadcast interests. **Buyer** is subsidiary of High Industries and is headed by Terry Kile. High Industries is Lancaster, Pa.-based cable television company. It has two systems in Kentucky and North Carolina serving 50,000 subscribers. WNVL is on 1250 khz with 500 w day. WCKU-FM is on 102.5 mhz with 2 kw and antenna 122 feet above average terrain. **Broker:** Thoben-Van Huss & Associates Inc.

**KEWB-FM Anderson, Calif.** □ Sold by Prather Breck Broadcasting Inc. to Radio Associates Inc. for \$850,000 ("In Brief," July 3). **Seller** is headed by Jeffrey Prather and Robert Breck, who also own KRDG(AM) Redding, Calif. **Buyer** is headed by Ken Miller and Robert Salmon. Radio Associates Inc. is licensee of KMIX-AM-FM Turlock, Calif. KEWB-FM is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker:** Media Venture Partners.

**KTKR(AM)-KTLM-FM Taft (Bakersfield), Calif.** □ Sold by Louise Mann to Overland California Radio for \$700,000. **Seller** has owned stations since 1959 and has no other broadcast interests. **Buyer** is headed by Edward G. Hoyt Jr., Scott Bender and Al Jordan, and also owns KYOS(AM)-KABX(FM) Merced, Calif. KTKR is on 1310 khz with 1 kw day. KTLM is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain. **Broker:** American Radio Brokers Inc./SFO.

**KCIB(FM) Central Valley, Calif.** □ Sold by Bott Broadcasting Inc. to Quality Broadcasters of California for \$475,000. **Seller** is headed by Richard Bott and also owns WFCV(AM) Fort Wayne, Ind.; KKCI(FM) Goodland and KNCI(AM) Overland Park, both Kansas; KSIV(AM) Clayton and KCCV(AM) Independence, both Missouri; KOCV(AM) Oklahoma City, and WCRV(AM) Collierville, Tenn. **Buyer** is headed by Paul Barth, who is president of Hunter-Barth Inc., Irvine, Calif.-based advertising agency. KCIB is on 99.3 mhz with 3 kw and antenna 328 feet above average terrain. **Broker:** William A. Exline Inc.

**CABLE**

**System serving Kauai, Hawaii** □ Sold by Seven Twenty LP to InterMedia Partners. **Seller** is headed by Bill Daale and has no other cable interests. **Buyer** is headed by Leo Hindery Jr., and is involved in transactions with Jack Kent Cooke (BROADCASTING, July 17). It is also selling Tennessee systems to E.W. Scripps ("In Brief," Aug. 7). When transactions are complete, InterMedia will have systems in four states serving approximately 300,000 subscribers. System serves about 9,000 homes.

**Systems serving Stanwood and LaConner, Wash.** □ Sold by Valley Cable TV Inc. to Northland Cable Properties. **Seller** is headed by Gene Twiner, who has no other cable interests. **Buyer** is Seattle-based MSO headed by John Whetzell, serving about 100,000 subscribers in nine states. System passes 5,688 homes and serves 4,230 basic subscribers. **Broker:** Daniels & Associates.

**Systems serving Unadilla, Hawkinsville and Cochran, all Georgia** □ Sold by RGW Communications Inc. to James Cable Partners. **Seller** is headed by Robert Watson, and has one system in Georgia. **Buyer** is headed by Bill James and has systems in four states serving about 80,000 subscribers. Systems pass 120 houses and serve 95 subscribers. **Broker:** Communications Equity Associates.

**Systems serving Quartzsite, Bource, Wen-**

**den, Congress, Yarnell, Aquila, Seligman, Laughlin and Golden Shores, Ariz.** □ Sold by Thompson Communications to Watchus Communications of Southwest Harbor, Me. **Seller** is headed by Bill Thompson, who has no other cable interests. **Buyer** is headed by Neil Schnog. Systems are primarily unbuilt. **Broker:** Communications Equity Associates.

For other proposed and approved sales see "For the Record," page 69.



**Ragan does it again.** Gathered for the announcement of Ragan Henry's \$18.5 million purchase of WRAW(AM)-WRFY(FM) Reading, Pa. (see "Changing Hands," page 62), were (l to r): Tony Rizzo and Joe Sitrick of Blackburn & Co., brokers for the transaction; Ragan Henry; Dr. Frank Franco, president, City Broadcasting, and Tony Franco, Frank's brother and vice president and general manager of City Broadcasting. Frank Franco put WRFY(AM) on the air in 1962. In 1983, he bought WRAW(AM) for \$650,000 ("Changing Hands," June 6, 1983).

## West-Land Communicators, Inc.

has completed the acquisition of the assets of

**WZFM-FM**  
**White Plains, NY**  
 from  
**Sage Broadcasting**

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

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## Syndex hits home satellite front

**Study for NAB, INTV and MPAA contends Videocipher II scrambler is de facto standard; suggests syndex rules can be implemented via VCII**

The FCC received sharply divided opinion last week on the technical and economic feasibility of imposing syndicated exclusivity rules in the home satellite market.

Broadcasters and Hollywood argued that syndex rules are feasible and backed it up with a 19-page study, but home satellite proponents and manufacturers of scrambling equipment contended that such rules are not.

The question of feasibility is critical. If the FCC finds that syndex rules are feasible, it is bound by the Home Satellite Viewers Act of 1988 to implement them.

The rules would be somewhat akin to those adopted by the FCC for cable and set to go into effect Jan. 1, 1990, unless the federal courts intervene. The cable rules would require cable systems to delete programs on imported distant broadcast signals (superstations) that duplicate programs for which local stations have exclusive local rights.

Presumably, home satellite syndex would require the satellite carriers that scramble and distribute broadcast signals directly to homes for pay to black out programs wherever local stations had the rights to the programs.

The National Association of Broadcasters, the Association of Independent Television Stations and the Motion Picture Association of America—the chief proponents of home satellite syndex—commissioned a study by consultants Richard Cooperman and Richard G. Gould. It concluded that the scrambling system that has become the de facto standard in the home satellite industry—General Instrument's Videocipher II—can be used today to implement syndex

rules in areas covering about half the television homes in the country and that the planned Videocipher II-plus system can be upgraded so that it could be used to implement syndex nationwide.

"Accordingly," the INTV said in its comments, "the commission should act with dispatch to adopt HSD [home satellite dish] syndex rules including mandatory inclusion of full syndex capability in VCII+ decoders, and an interim rule to provide limited (32-market) syndex protection until those new decoders are in place."

Other broadcasting groups commented, but they were primarily interested in making sure that any syndex rules applied equally to all types of broadcast stations— independent or network-affiliated, commercial or noncommercial. Among those filing were the affiliate associations of ABC, CBS and NBC; the Corporation for Public Broadcasting, the Public Broadcasting Service (in conjunction with the National Association of Public Television Stations), and CBS.

General Instrument, the maker of the Videocipher system, disputed the findings of the Cooperman-Gould study. "The VC II cannot be used to implement syndicated exclusivity for the HSD market without a major system change that would involve the recall and modification of all descramblers," it said. "This would not merely be incrementally more costly, it would be very, very costly. It would not be feasible.

"Even a scrambling system designed specifically to provide for syndex capabilities would not be foolproof without a periodic physical canvass to assure that the subscribers' reported location is correct," GI said. "Finally, HSD subscribers would be able to circumvent syndex blackouts because syndicated programming is delivered unscrambled by satellite to TV stations."

One of General Instrument's potential competitors—NEC Home Entertainment (USA) Inc.—concurred. "If the commission were to adopt syndicated exclusivity rules for satellite carriers, those carriers each would be required simultaneously to 'black out' many popular programs being transmitted on different circuits (or channels) in hundreds of geographic areas," it said. "No equipment exists with that capability."

The Satellite Broadcasting and Communications Association underscored the hardware manufacturers' claims and added some additional arguments for not imposing syndex for home satellite. It would exacerbate the piracy problem by giving consumers one more reason—avoidance of blackouts—to buy pirate decoders, it said.

The burden of syndex would be "unreasonably greater" on satellite carriers than on cable systems, SBCA also said. "There are no reasonable means pursuant to which satellite carriers could conduct the required blackouts or provide substitute programming...nor are there means pursuant to which such carriers could obtain national or local rights to programming."

Moreover, SBCA said, there is no compelling reason to impose syndex. The home satellite market is "limited in size and is

**Advanced screen.** Thomson Consumer Electronics has unveiled a new 34-inch diagonal widescreen consumer picture tubes as part of a demonstration of the Advanced Compatible Television (ACTV) systems. Thomson said it will manufacture the RCA-brand sets in the U.S. "when the market demands it" and will start selling sets at about double the price of comparable sets with the current 4:3 aspect ratio.

At the press conference, held at NBC headquarters in New York, members of the ACTV consortium (Thomson, NBC and the David Sarnoff Research Center) said they had conducted successful transmission tests of the one-channel, NTSC-compatible ACTV-I over a UHF channel and on a cable system. Those tests followed the first terrestrial and satellite transmissions of ACTV-I in April and May. Microwave tests are scheduled for this month. Transportable hardware for ACTV-I is expected to be developed and ready for testing by the Advanced Television Test Center in April 1990.

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primarily in rural areas," it said. "The impact of HSD owners' viewing of distant signals... is de minimus."

Also arguing that syndex was infeasible were the satellite carriers and packagers of distant signals and other programming services for the home satellite market.

"The minimal benefits that may be derived from implementing syndex rules are far outweighed by the excessive costs of effectuating such a system," said Netlink USA, which distributes several broadcast signals to dish owners.

Deleting programs would "be unfair to HSD owners located outside of TV markets and would increase the rash of signal piracy," said Southern Satellite Systems Inc., the satellite carrier of WTBS(TV) Atlanta. "In addition, the costs of providing substitute programming or acquiring programming rights from local stations... would be too great given the size of the current HSD market."

Even if technically feasible, said Superstar Connections, the purveyor of WGN-TV Chicago and other programming, "it would be virtually impossible for the satellite carriers to effectively process thousands of requests from television stations and program syndicators, involving hundreds or thousands of hours of programming and apply those exclusivity requests throughout the country."

The costs of syndex, said Primetime 24, the distributor of three network-affiliated broadcast signals to the home market, "would undermine the ability of satellite carriers to provide the very communication services Congress sought to encourage when it adopted the Home Satellite Viewers Act." —HAJ

## Arbitron's new focus on TV advertising

Company will compete with Nielsen in computerized monitoring of TV commercials.

Arbitron will replace its manually gathered television commercial monitoring service with a new computerized system beginning in the second quarter of 1990, the company said last week. Although the newer system, MediaWatch, will cover the same 75 markets as the current Broadcast Advertisers Reports, markets 18-75 will be monitored on a continuous basis, not just one week a month as is currently the case. The top 75 markets include more than three-quarters of U.S. television households.

In concept, MediaWatch is similar to A.C. Nielsen's commercial monitoring ser-

vice, Monitor Plus. A commercial's description and other characteristics, stored on a mainframe, are linked to a local computer monitoring a given market.

MediaWatch will provide better service for the advertisers and agencies who currently make up most of BAR's current customers, said Ana Fountas, vice president of advertiser agency television services. She said that computerization would allow for more detailed descriptions of the commercials beyond identifying the advertiser, brand, length and time of day when a spot runs: "More information will be available, such as what does the commercial say, which specific execution was it and did it use an actor." Fountas said that BAR's current staff cannot write down such information in the course of work.

Arbitron said last week it had been working on the MediaWatch technology "for close to three years." Computerization will displace some, but not all, of BAR's roughly 200 people, said McFarland. Despite the fact that most markets will have their monitoring increased by a factor of four, costs to BAR subscribers will be something "substantially less" than twice as much, he said: "Customers in the 58 one-week markets have overwhelmingly asked us to do this."

McFarland said it was still being decided whether BAR's name would be associated with the new system. □

## Satellite Footprints

**Good show.** The launch of civil litigation against suspected signal pirates, the debate over the role of the FCC in the satellite home dish market, and the coming introduction of the Videocipher II Plus signal encryption system highlighted the largest trade show ever hosted by Satellite Broadcasting and Communications Association Aug. 3-5 at the Opryland hotel in Nashville.

"Exhibitors were thrilled and were selling like crazy," said SBCA general counsel Mark Ellison, who noted that more civil suits against suspected satellite signal thieves will follow the four filed in Denver Aug. 4. U.S. marshals in Denver executed a civil writ of seizure Aug. 2, obtaining customer records from Ultimate Satellite of Colorado Springs, said Ellison. Three other Colorado defendants, Discount Satellite, Montrose, Colo., Vega Telecommunications, Grand Junction, Colo., and Wagner of Fruita, Colo., were raided by the FBI July 21.

Attendees demonstrated particular interest in a seminar about the SBCA's new international committee—representatives from Pan Am Sat, the first commercial international satellite operator, and Scientific Atlanta, international encryption and ground segment equipment manufacturer, were in attendance. On the programming side, ESPN announced that it had appointed The Disney Channel its agent for a la carte home dish sales (at \$24.96).

The good showing was encouraging, said several sources, occurring at a time when many have feared that effective anti-piracy activity could have a negative effect on home dish equipment and programming sales. □

**Going national from Florida.** The Sheen Radio Network, based in Boca Raton, Fla., has leased a full-time analog audio channel aboard Hughes Communications' Galaxy II satellite, preparing itself as a production and uplink facility for national radio programming. The two-year lease with an option on two more years should take Sheen through the expected end of Galaxy II's life in late 1993. The facility serves now as the production and uplink facility for Brian Sheen's regional weekday, one-hour *Sheen's Investment Hour*, distributed to a dozen Florida radio stations. Although network General Manager Stephen Haas expects most

of the facility's business to come from networks and larger stations which have sent news and on-air personalities to broadcast remote from Florida, Sheen Radio is also "looking for people who want to take a crack at Larry King" and other national talk and call-in programs. □

**Double hop from Neptune.** When NASA next month transmits television pictures of Neptune gathered by Voyager 2, it will use GE Americom satellite Satcom FIIR (transponder 13) and Alascom's Aurora 1 (transponder 6) to feed the video and audio free of charge to broadcast and cable TV. From Aug. 21 through Aug. 29, NASA's Jet Propulsion Laboratory in Pasadena, Calif., will uplink programming, noon-8:30 p.m. ET. Coverage will be expanded Aug. 24 when Voyager passes closest to Neptune. NASA will also, at noon ET on Aug. 7 and 14, present a summary of Voyager 1 and 2 findings and a 30-minute video of the best images of Jupiter, Saturn, Uranus and those planets' moons. According to NASA, the latest Voyager pictures have revealed a previously unknown moon and "extremely dynamic" weather changes on Neptune. □

**Mobilesat bids welcomed.** Just over one month after the FCC assigned orbital spectrum for a three-satellite pan-North American version of cellular voice-data services (BROADCASTING, June 5), the American Mobile Satellite Corp. (AMSC) and Telesat Mobile Inc. (TMI) of Ottawa, Canada, have jointly issued a request for proposals to build two satellites, both to be launched in 1993. Thanks to an agreement between the U.S. and Canada-based companies to have each bird act as backup for the other, the two companies expect to award a contract valued at \$200 million before the end of the year while saving \$200 million in startup costs through the joint buy. The RFP calls for the two birds, options for more satellites, ground equipment and other optional features. Proposals are due by early October. Within the next 12 months, said AMSC, the two companies expect to issue an RFP for the ground segment, including a network operations center, gateway access to the satellites and mobile radio equipment for multiple voice and data uses. —PDL

## US West and international cable

**BOC's cable head, Gary Bryson, talks about the company's overseas CATV strategy**

*One of the biggest players in the international cable TV business is not a cable company, but a telephone company, US West.*

*The Englewood, Colo.-based Bell operating company, whose phone subsidiaries serve 14 Midwest, Southwest and Mountain states, has moved aggressively into the cable TV world in Europe and Asia and in less than a year has gained partnerships in franchises covering more than 2.5 million households.*

*The company now plans to expand to another million homes by the end of 1990, doubling the number of its UK franchises and bringing its overall cable commitment into the \$200 million-plus range.*

*The latest and biggest addition to US West's holdings is a 25% stake in the 1.5-million home Hong Kong cable system (BROADCASTING, Aug. 7). The remainder of the telco's holdings, with the exception of a small stake in Lyonnaise Communications' Paris Cable operation, are in the United Kingdom, topped off by the 460,000 home-franchise in Birmingham, but including another 600,000 homes in and around London.*

*BROADCASTING spoke with a key executive in US West's expansion into cable, Gary Bryson, president of the company's cable division. A former American Television & Communications executive, the 45-year-old Bryson joined US West a year ago with the task of developing the company's cable TV strategies, domestically and abroad, and implementing overseas cable opportunities scouted out by the company's international division.*

*Below, Bryson outlines the company's strategic plan in overseas cable and describes how that experience might serve future cable involvement in the U.S.*

□

**Although a newcomer to cable, US West has committed its resources to two immense systems—Hong Kong and Birmingham. Bryson explains the rationale behind these size-**

**able investments:**

■ Basically, although we look like a cable investor, and we are to the extent that these opportunities don't prosper without a proper cable underpinning, our strategic interest is in the voice and data area.

The company determined a year and a half ago that opportunities that are telecommunications-based around cable franchises ought to be something the company should look into.

There's only one place in the world that we're aware of where you can legally do voice, data and video today. That's the United Kingdom. That led to a very serious look at opportunities in the UK and a major commitment by US West to be a player in cable there.

At this point we're the largest telephone player in the UK, and with United Cable, we're the second largest player, period. [But] our role in the United Kingdom is not to manage the cable business, it is to manage the telecommunications business within cable system companies.

In Hong Kong, the situation is not like the UK because there is no present opportunity to provide voice service. There is opportunity, however, to provide data and facsimile high-speed services. And there are two specific dates for the expiration of current licenses, when the telephone situation is up for review [1995 for local telephone services, 2006 for long distance services]. It's not clear we would be in Hong Kong if cable were the only opportunity there forever.

Our strategy relates to telecommunications services, not solely to cable development. I think it's unlikely you would see us do, like in France, an investment that is purely a cable investment that doesn't have any investments in telecommunications. That was more an initial toe in the water and may be our last such investment.

**The challenge of balancing the twin interests of telephone and TV in the company's new cable systems, particularly in the tech-**

**nological realm of fiber optics, is matched by the challenge of market pressures pushing for rapid implementation. Bryson addresses that complex consideration.**

■ The technology is exciting. You get the opportunity to do something from scratch that will follow the likely evolution of the technology in the marketplace—that it's possible to do voice, video and data over a largely common network.

[But] our point of view, and it's shared by our cable partners in the UK, is that the marketplace is there, the demand for choice in television services is clear and you should proceed with due speed in constructing your network.

What we're trying to do is figure out how far at any point in time you can press the state of the art and still deliver a cost-effective system. We're trying in the architecture and the specific design in the system to do as much as we can, utilizing a future technology that makes sense cost-wise, but more important, realize going into it that the situation is constantly changing and to have an ability to make changes at a relatively low cost.

**US West's cable investment and subsequent revenues will be driven by cable TV, Bryson explains, but business and phone services are a critical economic factor.**

■ The dominant portion of the capital costs is the cable network, and therefore even though our interest as a company is in the other services, clearly we've got to make investment choices that are correct in terms of cable.

[Regarding the balance of revenues], it depends on how the franchises are exploited. In the vast majority of the UK cable franchises, cable is clearly the driving portion of the business. For example, Birmingham, which has nearly 100,000 business telephone lines, has 500,000 homes. There presumably won't be another wireline cable provider, whereas there is another wireline telephone provider. Five hundred thousand homes against 100,000 business lines is no contest. Video is your business under anybody's analysis.

But take a place like Camden, which is a borough in the north center of London. My latest projection has the business telephone business bigger than the cable business. But it's a much different ratio. You're talking 90,000 homes and 60,000 business telephone lines in the market today and a much more concentrated business market which has good economies.

In Hong Kong, the whole model is driven primarily off of cable and just a smidgen of data transmission business. By the time you get the right to compete in telephone, the cable business will be substantial.

Business networks are a totally separate

**Pan American Satellite** has called on the Bush administration to pressure France in effort to persuade it to change policy PAS says is barring its entry into French satellite-services market. PAS counsel Henry Goldberg last week wrote to State and Commerce Departments and FCC complaining that France Telecom—French office of Post, Telegraph and Telephone which runs French telecommunications industry—"has been actively discouraging potential users of the PAS system and otherwise doing all that it can, both officially and unofficially, to keep PAS out of France." Accordingly, Goldberg said, U.S. should deliver clear message to France Telecom: "We will not allow you to take advantage of the openness of U.S. markets, while denying reciprocal privileges to U.S. companies seeking to do business in France." In that connection, Goldberg cited France's Minitel, videotex service "that is ubiquitous in France." Goldberg noted that France Telecom has created Minitel USA as part of effort to penetrate U.S. market. France Telecom has announced information service jointly with U.S. West and has established gateway relationships with several other Bell operating companies.



thing. The major market for business telephony is going to be in multiple line business operations, and those are not likely to be places that are going to consume a lot of TV, although maybe some. We're looking at the business telephone network as a separate standalone investment. It doesn't ride much on cable, as does the residential phone. Basically, we think there's a good return on competitive business telephony at pretty moderate market shares, market shares well short of 20%.

#### **Stateside cable efforts by US West and the extent to which they will be informed by its overseas cable experience are reviewed by Bryson.**

■ You wouldn't be involved in projects to this extent either in Hong Kong or the UK unless it was warranted on a return-on-investment basis. You don't put this kind of money on the table just to learn something. We're well past that. These are viewed as valid standalone growth opportunities for the company even if there were no feedback whatsoever into the U.S. situation.

All that aside, the place where we do see the value is in understanding the technology. Think of a scenario in the U.S. where fiber becomes the medium of choice in both [cable and telephone] industries and the opportunity may exist in certain places for the phone company and the cable company to conceive ways to reduce capital costs by working together in some shared way on plant networks that service both voice and video.

Taken to an extreme, each company would run its business through a facility that is in some way shared. I'm going out to the turn of the century with that, perhaps, but it's not too far-fetched to imagine that in a given town or city in our service area, we can find a way to negotiate a contract with a cable company that substantially reduces the cost to both players of distributing their businesses. Then the experience we're getting in the UK is highly relevant. There we're going to save a substantial cost by building a network concurrently that serves voice, data and video.

#### **US West's cable philosophy?**

■ Every phone company has a different view of cable opportunities. Ours is quite simple. It says if you look at the total television marketplace that starts somewhere upstream with the creative process in programming and ends up on a television set, part of that chain where we have something to bring to the party is in the wireline delivery of the media.

We happen to be a big in-place provider of electronic signals in a 14-state area and we know something about the transport of those signals. And as our technology obviously moves farther into fiber, and cable technology moves farther into fiber, our thinking says there ought to be a role to work together with cable companies to figure out a way to save the American public a little money in the way this stuff gets on the phone or on the screen.

It sounds simple, but it is simple. If we're driving our revenue streams over a shared network of some kind, that will be cheaper than us both doing it separately. If

we can find a way commercially and legally to combine resources for the purpose of transmission, we think that's where we belong in the "cable" business.

[Also] we don't see where we bring anything to that party outside of our service area. We just feel like transport is the part of our business, that's relevant to the cable business, and by definition that puts you in your own service area.

We don't see ourselves domestically involved upstream in programming or other content, we don't see ourselves certainly duplicating the sales and service functions that by the time we can do this in the mid-'90's will be performed very ably, we think, by our colleagues in the cable business. But economizing of the delivery, phone services and cable services put

through some kind of joint delivery enterprise is the way to go.

We have to separate that from the desire to be an alternative cable provider. That's a much more complicated and risky proposition. Everybody's got their own point of view [but] I wonder if people have thought through the difficulty of launching a business in the face of fairly strong local competitive providers, not just on the retail end and in terms of market share, but in the networks of cable programming that that industry has created and has ties to. It really is hard for us to imagine when the technology will allow us to start a business at great capital expense in the face of a local provider that will have 75% market share and 90%-plus of the available programming. Our objectives are more modest than that.—AAG

## **The changing role of Intelsat**

With the emergence of separate international communications satellite systems, Article XIV(d) of the Intelsat Agreement is becoming the centerpiece of attention—and controversy—among those involved in the business. The article that Pan American Satellite's Chairman Rene Anselmo calls the "cockamamie 14(d)" requires parties sponsoring separate systems to demonstrate that they will be technically compatible with the global system and not cause it "significant economic harm." Technical compatibility is not hard to measure. "Significant economic harm" is. So to help the global system develop guidelines for determining such harm—and how to deal with it—the Assembly of Parties in October 1988 authorized a study.

The study—which includes three research papers—has been delivered. And it reflects the concern of Intelsat as it contemplates its role in "a changing telecommunications environment" that holds the promise—or threat—of "increasing numbers of separate systems." Two systems—both American (Pan American Satellite and Orion satellite system)—are already in business.

The study provides no clear answer to the question posed. As stated in a covering paper prepared by the Intelsat staff, the study makes clear that "there is no single, simple measurement of the significance of economic harm, nor is there any substitute for the collective judgment of members in determining how the possibility of conflict between separate system proposals and the continued viability of Intelsat's present and planned operations should be resolved." But the study is based on the assumption that the members intend to safeguard Intelsat and its unique role as a global system, one whose common facilities are jointly owned and whose nondiscriminatory access and global pricing assures countries on thin routes are not penalized.

The three underlying papers were prepared by Booz Allen & Hamilton, ICF Consultant Associates and Professor A. Geelhoed, a member of the Advisory Council on Government Policy, the Netherlands. Walter Hinchman, a former chief of the FCC's Common Carrier Bureau and later a director of business planning for Intelsat, also served as a consultant on the project. The study was given a quick review by the Board of Governors at its June meeting but will be examined in depth at its meeting in September, and then by the Assembly of Parties, at its October meeting in the Netherlands. Following those reviews, Director General Dean Burch will draft and propose to the Board and Assembly of Parties new guidelines for assessing "significant economic harm."

Although it comes up with no "magic number," the study is not without advice on how significant economic harm might be assessed, offering a complex set of analyses for doing the job. It notes that economic harm could result from a diversion of traffic from the Intelsat system. That, it says, would lead to higher costs per unit of Intelsat capacity utilized. Another danger would be in reduced revenue. Yet another: "opportunity costs"; that is, the imposition of technical and/or operational constraints on the Intelsat system as a result of the technical coordination process could foreclose or impair the use of Intelsat space segment capacity. Another measure of harm would be the reduction in the compensation paid members for use of invested capital in order to keep utilization charges down to projected levels.

The ultimate effect could be grim—an increase in unit costs of the Intelsat capacity that, in turn, "degrades Intelsat's competitive posture vis-a-vis all alternative facilities, including fiber optic cables." And at some level of unit cost increases, the study adds, Intelsat will not be able to compete with other facilities "for a very large segment of the traffic on which the Intelsat system and its economies of scale and scope are dependent, e.g., heavy-route transoceanic PSTN [public switched telecommunications network] traffic."

That kind of adverse effect is what the guidelines Director General Burch will offer later this year will be designed to guard against.

## Cable penetration

Nielsen said cable penetration reached 56.4% in July, or 50,897,080 households. In May, the figure was 55.6%, or 50,241,840 households.

## Wiring two or more sets

MTV has released the results of a Nielsen study that shows that ratings to cable networks increase significantly in homes where operators have wired two or more sets. Nielsen analyzed data collected between Jan. 23 and Feb. 19, and found that Nick-At-Nite showed a 120% ratings increase in homes with two or more sets wired, versus homes where only one set was wired. It was followed by ESPN (83% higher); CNN (80%); Headline News (67%); MTV (60%); TNT (57%); Nickelodeon, VH-1 and The Weather Channel (all 50%); superstation WTBS Atlanta (43%); BET (33%); USA (30%); Lifetime and Arts & Entertainment (both 25%); Showtime (22%); Nashville and Discovery (both 20%); Family Channel (17%), and HBO (15%).

Even the broadcast networks showed increases, with ABC and NBC up 27% and CBS 19%. The ratings were based on total program day viewing, Monday through Sunday.

"This may be the best retention vehicle we have," said Marshall Cohen, executive vice president, corporate affairs and communications, MTV Networks. "Various family members get accustomed to having cable hooked up to 'their' TV," he said. More hookups will also "help the programming networks to realize higher advertising revenues," he said.

Cohen suggested the cable industry should begin thinking about cable penetration not as a household term, "but as a set term. Just because we've wired over 50% of our households doesn't mean we've come even close to wiring 50% of the TV sets in these households." In fact, one set hookups account for 58% of the total cable universe, while the average number of sets per household is much higher.

## CNN investigative unit

Reporter John Camp has joined CNN as senior correspondent for an investigative news unit being organized by the news network. The unit will be based at CNN's world headquarters in Atlanta, with news staffs also in New York and Washington. Camp came to television in 1973, after 11 years in radio, and has won numerous awards for his investigative work.

## D.C. honors

The Washington, D.C., chapter of Women in Cable will honor 10 of their own on the 10th anniversary of the

organization. Instead of the traditional roast, this year's fall black-tie affair will honor Carolyn Chambers, president, Chambers Communications; Shelley Duvall, president, Think Entertainment; Gayle Greer, vice president, American Television & Communications; Kay Koplovitz, president, USA Network; Gerry Laybourne, president, Nickelodeon; Ruth Otte, president, The Discovery Channel; Bridget Potter, senior vice president, HBO; Pat Thompson, president, Pat Thompson Co.; June Travis, president, Rifkin & Associates and Maggie Wilderotter, senior vice president, CableData.

The dinner will be held at the Omni Shoreham hotel Monday, Sept. 25. Individual tickets are \$125, while tables for 10 cost \$2,000. Proceeds from the dinner will benefit the Women in Cable Foundation.

## Cleveland Indians rights

SportsChannel Ohio has signed a multi-year deal with the Cleveland Indians, giving SportsChannel the rights to carry 11 games this year and 45 games in each of the next two seasons.

## Restricted in Florida

Telesat Cablevision has sued Hillsborough county, Fla., contending in federal district court that the county's cable franchise "unreasonably and unconstitutionally restricts Telesat's ability to compete for cable TV subscribers" in the county's unincorporated areas.



**California fiber.** GTE technicians have begun laying fiber optics in Cerritos, Calif., as part of the cable system owned by Apollo Cablevision. GTE, which will test voice, video and data over the network, plans to have the first fiber optic customers connected in the next 90 days.

Telesat said the ordinance violates the company's First Amendment rights, because the county's existing operator, Paragon Cable, is allowed to operate anywhere in unincorporated areas.

## Soviet boost

The signing of a five-year agreement with Intersputnik, the Soviet satellite agency, makes CNN available to virtually every country in the world where it can be used by cable systems, other subscription services and broadcast outlets, the all-news network said last week. "CNN International" will be transmitted by Stratsionar 12 to the Indian sub-continent, Africa and Southeast Asia, joining four other satellites carrying CNN's signal.

## Cable subscriber survey

Bruskin Associates' study of 1,000 cable subscribers has found that more than half believe that broadcast network programming is equal to or better than cable programming, reversing a trend found in 1988 Bruskin results. Last year, 55% of the current cable subscribers thought cable programming was better than network fare. This year that percentage dropped to 48%. A corresponding number saying that broadcast network programming was equal to or better than cable programming rose from 45% to 52%. Those who were cable subscribers longest tended to swing back to the broadcast networks in preference. Of those who were cable subscribers for more than three years, 50% thought cable programming was better in 1988, but that figure dropped to 43% in 1989. Broadcast network programming, however, was deemed equal or better than cable programming by 50% in 1988 and 57% in 1989. Of recent subscribers (three years or less), 50% rated cable programming better this year, down from 57% in 1988. Bruskin interviewed 1,000 cable subscribers in May 1988 and in May 1989.

## C-SPAN's new audio services

C-SPAN will launch two audio services Sept. 5: one a feed of the BBC's World Service, the other a mix of congressional hearings not covered by C-SPAN and C-SPAN II, and radio news, information and cultural programs from around the world. Both will be carried on the audio subcarrier of C-SPAN's signal, distributed over Galaxy III, transponder 24.

C-SPAN has, or is working on, agreements with Canada, Great Britain, the Netherlands, West Germany, Japan, Austria and Radio Beijing to carry programming at the same time it is heard in its native country.



As compiled by BROADCASTING from Aug. 3 through Aug. 9 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aural.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presurprise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

## Ownership Changes

### Applications

■ **WMCFTV**(TV) Montgomery, AL (890721: 45: 250 kw-V; ant. 303 ft.)—Seeks assignment of license from Word of God Fellowship Inc. to League of Prayer Inc. for \$2,395,000. Seller is headed by Marcus Lamb, who has no other broadcast interests. Buyer is headed by Mary Stewart Relfe and Bernard Stewart, who have no other broadcast interests. Filed July 21.

■ **WURL**(AM) Moody, AL (BAL890721EA: 760 khz; 1 kw-D, DA-D)—Seeks assignment of license from Pearson Broadcasting Group Inc. to Bill Davidson Evangelistic Association for \$175,000. Seller is owned by Robert and Myra Pearson (husband and wife), who have no other broadcast interests. Buyer has no other broadcast interests. Filed July 21.

■ **KOBG**(AM) Wasilla and **KUZN**(FM) Palmer, both Arkansas (BAP890724EF: 1360 khz; 5 kw-U; FM: BAP890724EG: 95.7 mhz; 100 kw; ant. 169 ft.)—Seeks assignment of license from Valley Broadcasting Co. to Northern Lights Broadcasting for \$115,000. Seller is headed by Wayne Connelly, who has no other broadcast interests. Buyer is headed by Bennett Yielding, who has no other broadcast interests. Filed July 24.

■ **KEWB**-FM Anderson, CA (BALH890721HR: 94.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Prather Breck Broadcasting Inc. to Radio Associates Inc. for \$850,000 ("In Brief," July 3). Seller is headed by Jeffrey Prather and Robert Breck, who also own **KRDG**(AM). Buyer is headed by Ken Miller and Robert Salmon. Radio Associates Inc. is licensee of **KMIX**-AM-FM Turlock, CA. Filed July 21.

■ **KMYX**-FM Ojai, CA (BAPLH890720HL: 105.5 mhz; 135W; ant. 1,180 ft.)—Seeks assignment of license from Michael R. Thomas to Eric/Chandler Ltd. Inc. for \$1,800,000 ("Changing Hands," Aug. 7). Seller has no other broadcast interests. Buyer is headed by Robert Geddes and Thomas Miserendino. It is also purchasing **KHJJ**-AM-KKZZ-FM Lancaster, CA ("Changing Hands," Aug. 7). It is also licensee of **KCBQ**-AM-FM San Diego, which it is in process of selling to Adams Communications (see below). Filed July 20.

■ **KCBQ**-AM-FM San Diego (AM: BAL890724EI: 1170 khz; 50 kw-D, 1.5 kw-N; FM: BALH890724EI: 105.3 mhz; 29 kw; ant. 620 ft.)—Seeks assignment of license from Eric/Chandler Ltd. Inc. to Adams Radio of San Diego Inc. for \$23.5 million ("Changing Hands," July 10). Seller is headed by Thomas Miserendino and Bob Geddes. It is also purchasing **KMYX**-FM Ojai, CA (see above). Buyer is headed by Stephen Adams and Matt Mills. Adams Radio has interest in **WLAV**-AM-FM Grand Rapids, MI; **WBZN**-AM-FM Racine, WI; **KISS**(AM) San Antonio, TX; **KOOL**-AM-FM Phoenix, AZ; **KQL**(AM)-**KZOK**-FM Seattle, WA; Adams TV is licensee of **WILX**-TV Onadaga, MI; **WWLP**(TV) Springfield, MA; **KAUZ**-TV Wichita Falls and **KOSA**-TV Odessa, both Texas; **WTRF**-TV Wheeling, WV; **WMTV**(TV) Madison and **WSAW**-TV Wausau, both Wisconsin; **WHOI**-TV Peoria, IL; **WWAY**(TV) Wilmington, NC; **WGTU**-TV Traverse City,

and **WGTQ**-TV Sault Ste. Marie, both Michigan. Filed July 24.

■ **WSTC**(AM)-**WJAZ**(FM) Stamford, CT (AM: BAL890725HS: 1400 khz; 1 kw-U; FM: BALH890725HT: 96.7 mhz; 3 kw; ant. 461 ft.)—Seeks assignment of license from Chavez Broadcasting of Stamford Inc. to Forrest Broadcasting Co. for \$9 million ("Changing Hands," July 3). Seller is subsidiary of Chase Enterprises Inc. and is headed by Roger Freedman. Chase Enterprises owns **WTIC**-AM-FM Hartford, CT and **KGLD**(AM)-**KWK**(FM) St. Louis. Buyer is headed by Robert A. Forrest and Scott Brody. They also own **WAVY**(FM) Atlantic City, NJ. Filed July 25.

■ **WDEL**(AM)-**WSTW**(FM) Wilmington, DE (AM: BTC890725GH: 1150 khz; 5 kw-U, DA-2; FM: BTCH890725GI: 93.7 mhz; 50 kw; ant. 490 ft.)—Seeks assignment of license from John F. Steinman Residuary Trust to Steinman Stations Inc. for no financial consideration. Steinman has no other broadcast interests. Filed July 25.

■ **WILN**(FM) Panama City, FL (BTCH890725GN: 106.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Tallahassee Broadcasting Co. to James E. and Bertie Broadus (husband and wife) for \$600,000. Seller is headed by B.F. Timm, and owns one FM. Buyer has application pending for Class A FM CP in Cedar Key, FL. Filed July 25.

■ **WINU**(AM) Highland, IL (BAL89024EH: 1510 khz; 1 kw-D)—Seeks assignment of license from Glenn F. Birchler, receiver to Progressive Broadcasting Corp., for no financial consideration. Buyer is headed by Glen F. Birchler, who has no other broadcast interests. Filed July 24.

■ **WNVLI**(AM)-**WCKU**(FM) Nicholasville, KY (AM: BAL890726EB: 1250 khz; 500 w-D; FM: BAPH890726HV: 102.5 mhz; 2 kw; ant. 122 ft.)—Seeks assignment of license from Jessamine County Communications to High Communications Partnership for \$1,050,000. Seller is headed by William Lancy, and has no other broadcast interests. Buyer is subsidiary of High Industries and is headed by Terry Kile. High Industries is Lancaster, PA-based cable television company. It has two systems in Kentucky and North Carolina serving 50,000 subscribers. Filed July 26.

■ **KVLA**(AM) Vidalia, LA (BTC890726EJ: 1400 khz; 1 kw-U)—Seeks assignment of license from Kenneth C. Hill to Robert Cupit for \$1,000. Seller is not-for-profit corporation headed by Kenneth C. Hill, president. It also owns **WHCB**(FM) Bristol, TN. Hill owns interest on **KVLA**(AM) Vidalia, LA. Buyer is headed by Cupit, who is currently general manager of **KVLA**(AM) Vidalia, LA, and his wife Lou Ann is sales manager. Robert Cupit is filing application for CP for new FM station at Vidalia, LA for channel 284A. Filed July 26.

■ **KRKX**(FM) Billings, MT (BAPH890721HO: 94.1 mhz; 100 kw; ant. 1,272 ft.)—Seeks assignment of license from Keystone Communications Inc. to Sunbrook Communications LP for \$101,777. Seller is headed by Alfred Patton, David Hawks and William West. It also owns **KICZ**(FM) Elk City, OK; **WGIN**(FM) Calhoun City, MS, and **KZIX** Humnoke, AR. Buyer is headed by Larry Roberts. Sunbrook Communications is licensee of **KBLG**(AM) Billings, **KGRZ**(AM)-**KDXT**(FM) Missoula, **KXTL**(AM)-**KQUY**(FM) Butte, and **KXGF**(AM)-**KAAC**(FM) Great Falls, all Montana. Filed July 21.

■ **KPTL**(AM) Carson City, NV (BTC890725EE: 1300 khz; 5 kw-D, 500 w-N, DA-N)—Seeks assignment of license from John A. Schoen to Mary E. Swope and Gerald P. Feutz for \$163,175. Seller has no other broadcast interests. Buyers have no other broadcast interests. Filed July 25.

■ **WGMF**(AM) Watkins Glen and **WNGZ**(FM) Montour Falls, both New York (AM: 1490 khz; 1 kw; FM: BAPL890725EB: 104.9 mhz; 1.15 kw; ant. 480 ft.)—Seeks assignment of license from Twin Tiers Communications Inc. to Northeastern Broadcasters Inc. for \$400,000 ("Changing Hands," Aug. 7). Seller is headed by Thomas and Marian Haight (husband and wife), who have no other broadcast interests. Buyer is headed by Edward Valenta, who runs vacuum business in Endwell, NY, and E. Guy Nichols, account executive at **WENE**(AM) Endicott, NY. Action July 25.

■ **WCKB**(AM) Dunn, NC (BTC890726EK: 780 khz; 1 kw-D)—Seeks assignment of license from Robie S. Butler and Alice Baggott to Charles Fowler for \$216,000. Seller has no other broadcast interests. Buyer is owned by Charles L.

Fowler, who is 10% stockholder and director of North Carolina Central Broadcasters Inc., licensee of **WCKB**(AM) Dunn, NC. Fowler is also employed by **WCKB** as announcer and salesperson. Filed July 26.

■ **WSSG**(AM) Goldsboro, NC (BAL890724EB: 1300 khz; 1 kw-D)—Seeks assignment of license from R. Broadcasting Stations Inc. to Freedom Baptist Church for \$150,000. Seller is owned by Roland and Linda Reed, who have no other broadcast interests. Buyer is headed by T.D. Worthington, who has no other broadcast interests. Filed July 24.

■ **WKIX**(AM)-**WLYT**(FM) Raleigh, NC (AM: BAL890721HP: 850 khz; 10 kw-D, 5 kw-N, DA-2; FM: BALH890721HQ: 96.1 mhz; 98 kw; ant. 930 ft.)—Seeks assignment of license from Metroplex Communications Inc. to Alchemy Communications for \$7.7 million ("Changing Hands," July 24). Seller is headed by Norman Wain and Robert Weiss and also owns **WFYV**-FM Atlantic Beach, **WNLT**(FM) Clearwater, **WHYI**(FM) Fort Lauderdale, **WFYV**(AM) Jacksonville, **WJYO**(FM) Mount Dora, **WHBO**(AM) Pinellas Park, and **WPRD**(AM) Winter Park, all Florida, and **WERE**(AM)-**WNCX**(FM) Cleveland, OH. Buyer is owned by Howard and Miriam Warshaw (husband and wife), who have interests in **WVXX**(FM) Highland Park, IL; **WWCS**(AM) Canonsburg, PA; **WTHE**(AM) Mineola, NY; **WCBW**(FM) Columbia, IL, and **WSYW**(FM) Danville, and **WGRT**(AM) Indianapolis, both Indiana. Filed July 21.

■ **KADSA**(AM) Elk City, OK (BAL890725EA: 1240 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Walton-Peniger Broadcasting to Investor Inc. for \$75,000. Seller is headed by John Walton, who also owns **KBUY**-AM-FM Ruidoso, NM, **KKCS**-AM-FM Colorado Springs, CO, **KDJW**-AM-FM Amarillo, TX. Buyer is headed by W. Steve Baker. Investor Inc. was proposed assignee of radio station **KACO**(AM) Bellville, TX. Application was granted but never consummated. Filed July 25.

■ **WGTM**(AM) Georgetown, SC (BAL890728EA: 1400 khz; 1 kw-U)—Seeks assignment of license from Beach Broadcasting of South Carolina to Fogel Media Inc. for \$170,000. Seller is headed by Stuart Freeman and Robert Simpkins. They also own **WYTL**(AM)-**WPFR**(FM) Terre Haute, IN, and **WPGO**(FM) Shallotte, NC. They also have interest in **WWBD**(AM)-**WVLT**(FM) Bamberg, SC. Buyer is owned by Harry Fogel, who has no other broadcast interests. Filed July 28.

■ **WIRJ**(AM) Humboldt, TN (BAL890727EB: 740 khz; 250 w-D, 50 w-N)—Seeks assignment of license from Warmath Communications Inc. to R.S. Little Corp. for \$100,000. Seller is headed by John Warmath, and has no other broadcast interests. Buyer is owned by Robert S. Little Jr. and Robert S. Little Sr., who have no other broadcast interests. Filed July 27.

■ **WETB**(AM) Johnson City, TN (BAL890724EE: 790 khz; 5 kw-D)—Seeks assignment of license from Alpha-Omega Broadcasting Inc. to Mountain Signals Inc. for no financial consideration. Seller is headed by Trevor Swoyer, who has no other broadcast interests. Buyer is owned by Paul S. Gobble, Jonathan E. Gobble (father and son), and Robert H. Morrison. They have interest in **WMCT**(AM) Mountain City, TN. Filed July 24.

■ **KSEV**(AM) Tomball, TX (BTC890727EC: 700 khz; 2.5 kw-D, 1 kw-N)—Seeks assignment of license from Jerry Jackson to W. Harold Sellers for \$47,164. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed July 27.

■ **WKZG**-FM Keyser, WV (BALH890724HU: 107.1 mhz; 530W; ant. 783 ft.)—Seeks assignment of license from Jones Power Broadcasting to Prosperitas Broadcasting System for \$300,000 ("Changing Hands," Aug. 7). Seller is headed by Joseph and Carolyn Jones (husband and wife) and Joseph D. Powers. Joseph and Carolyn Jones own Jones Eastern Radio, licensee of **WXMB**(AM) Surfside Beach, **WYAK**(FM) Garden City, **WXCH**(AM) Charleston, and **WWHT**(FM) Goose Creek, all South Carolina, and **WRSF**(FM) Columbia and **WXBG**(AM)-**WVBS**(FM) Burgaw, all North Carolina. Buyer is headed by David Aydelotte and Mary Clites. Aydelotte also heads **WCBC**(AM) Cumberland, MD. Filed July 24.

■ **KWOR**-AM-FM Worland, WY (AM: BTC890724EC: 1340 khz; 1 kw-U; FM: BTCH890724ED: 96.1 mhz; 500 kw; ant. 400 ft.)—Seeks assignment of license from Kenneth R. Brown and Tony A. Kehl to Bruce R. Long and Karen K. Long (husband and wife) for \$197,515. Seller is

owned by Brown and Kehl. Kehl has interest in KBMN(AM) Bozeman, MT. Buyers also own KTHE(AM) Thermopolis, WY. Filed July 24.

■ WCWC(AM) Ripon, WI (BAL890728EB; 1600 khz; 5 kw-U, DA-2)—Seeks assignment of license from Denovocom Inc. to Wisconsin Radio LP for \$1,410,000. Seller is owned by Paula and Walter Richey (wife and husband). Walter Richey has interest in WKHY-FM Lafayette, IN; KTHT(AM) Fresno, CA; KLBB(AM) St. Paul, MN; KQUE(AM) Olympia, WA, and KOSO(FM) Modesto, CA. Buyer is headed by Martin Cowie, who has no other broadcast interests. Purchase includes WYUR(FM) Ripon, WI. Filed July 28.

### Actions

■ WMPV-TV Mobile, AL. WBUI-TV Holly Springs, MS, and WPGD-TV Hendersonville, TN (WMPV-TV: TEMP890504; ch. 21; 2937 kw visual, 433.6 kw aural; ant. 1,629 ft.; WBUI-TV: 890503; ch. 40; 5,000 kw visual; ant. 1,082 ft.; WPGD-TV: TEMP890504; ch. 50; 5,000 kw visual, 500 kw aural; ant. 1,306 ft.)—Seeks assignment of license from Rel Way Ltd., Relcom Corp. and Texas Mineral Inc., respectively, to Sunlight Broadcasting 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, Calif.-based nonprofit group that owns one AM, one FM and 12 TV's. Action July 27.

■ WACQ-AM-FM Tallahassee, AL (AM: BAL890608EG; 1130 khz; 1 kw-D; FM: BAPH890608EH; 99.9 mhz; 0.85 kw; ant. 185 ft.)—Granted app. of assignment of license from Double H Broadcasting Inc. to Richard P. Smith for \$250,000. Seller is owned by Fred Randall Hughey, who has no other broadcast interests. Buyers have no other broadcast interests. Action July 27.

■ KOVR(TV) Stockton, CA (BTCCT890602KE; ch. 13; 316 kw-V; HAAT: ANT 2,000 ft.)—Granted app. of transfer of control from Anchor Media Corp., Anchor Media Investors II Inc. and Group Management Inc. to Robert Bass, for no financial consideration. Seller is headed by Alan Henry and David Bomderman. Robert Bass has no other broadcast interests. Action July 27.

■ WNLK(AM)-WGMX-FM Norwalk, CT (BAL890601GH; 1350 khz; 1 kw-D, 500 w-N; FM: BALH890601GI; 95.9 mhz 3 kw; ant. 91 ft.)—Granted app. of assignment of license from Hanson Communications Inc. to CRB of Norwalk Inc. for \$5 million. Seller is owned by Mike Hanson, who has no other broadcast interests. Buyer is headed by Edward Rogoff. CRB Broadcasting Corp., parent company of assignee, also owns 100% of stock of licensee corporations listed below: CRB of Delaware Inc., licensee of WJBR-AM-FM Wilmington, DE; CRB of Florida Inc., licensee of WZZR(FM) Stuart, FL; CRB of Westchester Inc., licensee of WFAS-AM-FM White Plains, NY; CRB of Pennsylvania Inc., licensee of WAEB-AM-FM Allentown, PA; CRB of Kentucky Inc., licensee of WTCR(AM) Kenova, WV, and WTCR(AM) Huntington, WV. Application of CRB of Florida Inc. for renewal of license of WZZR(FM) Stuart Florida is pending. Application of CRB of Pennsylvania Inc. for modification of facilities of WAEB(AM) Allentown, PA is pending. Action July 26.

■ WZAZ(AM) Jacksonville, FL (BAL890607EB; 1400 khz; 1 kw-U)—Granted app. of assignment of license from President-Jas Inc. to Picus Broadcasting Corp. for no financial consideration. Companies are headed by Mark A. Picus and William H. Sanders. Latter is director of Pinnacle Broadcasting Co., licensee of WDUR(AM)-WFXC(FM) Durham, NC; KAMA-AM-FM El Paso, and KLLL-AM-FM Lubbock, both Texas, and WSOY-AM-FM Decatur, IL. Sanders is also vice president, director and 50% owner of stock of Radeck Broadcasting Inc., which holds 50% general partnership interest in Big Sky Broadcasting LP, licensee of KTVH-TV Helena, MT. Sanders owns .2% stock of Turner Broadcasting System Inc., licensee of WTBS(TV) Atlanta. Sanders is director of Jones Intercable Inc., which owns and operates CATV systems in 25 states. Action July 27.

■ WGIG-AM Brunswick, GA (BAL890612ED; 1440 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from Nelson Broadcasting Corp. to Brunswick Broadcasting Corp. for \$250,000. Seller is subsidiary of Ladner Communications Holding Corp., which is subsidiary of Osborn Communications Group and headed by Frank Osborn. Osborn owns three AM's, seven FM's and one TV; is 25% owner of Fairmont Communications, which owns three AM's and four FM's, and is also part of group that has agreed to purchase four TV stations from Price Communications ("In Brief," July 3). Buyer is owned by Ronald A. Yontz, who is sole officer, director and shareholder of Ray Broadcasting Corp., licensee of WBLV(AM) Springfield, OH. Action Aug. 1.

■ KRXX(AM)-KKQT-FM Rexburg, ID (BAL890612EA; 1230 khz; 1 kw-U; FM: BAPLH890612EB; 98.3 mhz; 3 kw; ant. 356 ft.)—Granted app. of assignment of license

from Tri County Radio Corp. to Don T. Ellis and Donna C. Ellis for no financial consideration. Seller is headed by Jerry Black. Buyer is owned by Don T. Ellis and his wife, Donna; they have no other broadcast interests. Action July 25.

■ KHUT-FM Hutchinson, KS (BTCH890613EB; 102.9 mhz; 28.5 kw; ant. 496 ft.)—Granted app. of assignment of license from Fred Conger to Nuco TV Inc. for \$1.4 million. Seller has no other broadcast interests. Buyer is owned by Ross Beach, who is also buying KHAZ(FM) Hays, KS. Nuco TV Inc. owned 98.84% of stock in licensee of KTVCC(TV) Ensign, KS. Licensee of television station is Southwest Kansas Television Co. Commission passed upon qualification of Nuco TV Inc. to licensee of FCC 88-184, released June 28, 1988. Purchase includes KWBW-AM Hutchinson, KS. Action July 27.

■ WWLK(AM) Eddyville, KY (BAL890425EC; 900 khz; 1 kw-D, 250 w-N, DA-1)—Granted app. of assignment of license from Lakes Broadcasting Co. to Tilent Inc. for \$65,000. Seller is owned by Brian J. Gentry, who has no other broadcast interests. Buyer is owned by Jimmy Ray and Shelby Jean Baggett, who are directors and president and secretary/treasurer, respectively, of Bibletime Ministries Inc., nonprofit, nonstock corporation which owns WBCE(FM) Wickliffe, KY. Baggett is vice president and director of Calvary Educational Broadcasting Network, nonprofit, nonstock licensee of KOKS(FM) Poplar Bluff, MO. Action July 20.

■ KTOC-AM-FM Jonesboro, LA (AM: BAL890117ED; 920 khz; 1 kw-D; FM: BALH890117ED; 104.9 mhz; 3 kw; ant. 245 ft.)—Granted app. of assignment of license from U.S. Small Business Administration to William W. Brown & A.T. Moore for \$66,500. Seller is headed by Thomas Chanove. Buyer is owned by William W. Brown and A.T. Moore. Brown is owner of KPCH(FM) Dubach, LA. A.T. Moore is owner of Nor-Max Broadcasting Co., licensee of KFLC(AM) Shreveport, LA. Moore has interest in KWDF(AM) Ball, LA. Action July 31.

■ WFXR(FM) Harwichport, MA (BTCH890609GS; 93.5 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Mary Jane Kelley and George Silverman to LDI Inc. for \$800,000. Seller has no other broadcast interests. Buyer is headed by John Aitken and Robert Lada, who have no other broadcast interests. Action July 27.

■ KYRS(FM) Atwater, MN (BTCH890609GU; 94.1 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Norman Jones and Christian D. Lenz to Richard G. Johannek Sr. Transfers (Jones and Lenz) constitute 100% owners of shares of Crow River Broadcasting Inc. It is intention of transferor Lenz to sell all of his 1,250 shares to transferee Johannek. It is then intention of corporation, Crow River Broadcasting Inc., to issue additional shares to convert funds previously advanced by both Jones and Johannek to corporation, from debt to equity, by corporation issuing additional shares to each: 8,750 shares to Jones and 13,750 shares to Johannek. This would result in 25,000 shares issued and outstanding. These shares would be held by Jones (10,000 shares) and Johannek (15,000). Johannek would own 60% of outstanding shares and would have controlling interest in said corporation. Action July 28.

■ KTTT(AM)-KWGM-FM Columbus, NE (AM: BAL890602EA; 1510 khz; 500 w-D, DA: FM: BALH890602EB; 93.5 mhz; 3 kw; ant. 250 ft.)—Granted app. of assignment of license from Columbus Broadcasting Systems Inc. to Husker Broadcasting Inc. for \$850,000 ("In Brief," June 5). Seller is owned by Charles Sand Jr. and Timothy Cumberland, who have no other broadcast interests. Buyer is headed by Raymond A. Lamb, who is, along with Ross Johnson, vice president, Husker Broadcasting, president and 50% shareholder and vice president of Dodge Communications Co., respectively. Dodge Communications Co. is licensee of KVFD(AM)-KFDC-FM Fort Dodge, IA. Lamb is also president and 100% shareholder of both Dakota Broadcasting Inc. and Luverne-Siouxland Inc. Johnson is also vice president of Dakota Broadcasting Inc. and Luverne-Siouxland Inc. Dakota Broadcasting Inc. is licensee of KBRK(AM)-KGGK-FM Brookings, KJ-V(AM)-KURO-FM Huron, both South Dakota. Luverne-Siouxland Inc. is licensee of KQAD(AM)-KLQL-FM Luverne, MN. Action July 24.

■ WMLY(FM) Conway, NH (BAPH890612GT; 104.5 mhz; 3 kw; ant. 36 ft.)—Seeks assignment of license from Carroll County Broadcasting to Northeast Communications Corp. for \$89,000. Seller is headed by Jeffrey Messerman, who has no other broadcast interests. Buyer is headed by Jeffrey Fisher, who has ownership interest in WFTN-AM-FM Franklin, NH, and WABK-AM-FM Augusta, ME. Action July 27.

■ WGKT(AM)-WPHD-FM Buffalo, NY (AM: BAL890531GK; 1400 khz; 1 kw; FM: BALH890531GL; 103.3 mhz; 49 kw; ant. 340 ft.)—Granted app. of assignment of license from Howard Communications Inc. to Metroplex/Robinson Broadcasting Co. for \$4,445,000 ("Changing Hands," June 5). Seller is owned by Bob

Howard, who has no other broadcast interests. Buyers are headed by Larry Robinson, Norman Wain, Robert Weiss and David Ross. Metroplex/Robinson has following broadcast interests: WHYI(FM) Ft. Lauderdale, WJYO(FM) Mount Dora, WPRD(AM) Winter Park, WFVY(AM) Jacksonville, WFVY-FM Atlantic Beach, WNLK-FM Clearwater and WHBO(AM) Pinellas Park, all Florida, and WKIX(AM)-WYLT-FM Raleigh, NC. Action July 26.

■ WMCA(AM) New York (BAL890411EA; 570 khz; 5 kw-U, DA-1)—Granted app. of assignment of license from Federal Broadcasting Co. to Ventura Broadcasting Corp. for \$13 million. Seller is headed by Peter A. Kizer, president. It sold WWJ(AM)-WJOL(FM) Detroit to CBS ("In Brief," Dec. 26, 1988). It also owns WLUC-TV Marquette, MI, and KTVO(TV) Kirksville, MO. Buyer is wholly owned by Salem Communications Inc., headed by Stuart W. Epperson, chairman, and Edward G. Atsinger III, president. Epperson has interest in KFAX(AM) San Francisco and KKXX(FM) Delano, both California. Action July 25.

■ WLAS(AM) Jacksonville, NC (BTC881011EJ; 910 khz; 5 kw-U, DA-N)—Granted app. of assignment of license from Seaboard Broadcasting Corp. to Shirlee D. Popkin. This application is for transfer of shares from Shirlee D. Popkin as executrix of estate of Jerry Popkin, to Shirlee D. Popkin in her individual capacity. Action July 25.

■ WBRE-FM Washington, NC (BAPH890606GQ; 98.3 mhz; 3 kw; ant. 91 ft.)—Granted app. of assignment of license from James Eugene Hodges to New East Communications Inc. for \$640,000. Seller is owned by James Hodges, who also owns WNOS(AM) New Bern, NC. Buyer is headed by Henry W. Hinton and has no other broadcast interests. Action July 26.

■ KUGN-AM-FM Eugene, OR (BAL890606ED; 590 khz; 5 kw-D; FM: BAPLH890606EE; 97.9 mhz; 100 kw; ant. 780 ft.)—Granted app. of assignment of license from Media Corporation of America to Combined Communications Inc. for \$4.2 million. Seller is headed by Paul E. Van Hook, who is director in Pathfinder Communications Corp., licensee of following broadcast stations: WCKY(AM)-WWEZ(FM) Cincinnati; WTRC(AM)-WYEZ(FM) Elkhart; WQHZ(AM)-WYEZ(FM) Fort Wayne, all Indiana; WCUZ-AM-FM Grand Rapids, MI, and KVLT-AM-FM Tulsa, OK. Buyer is headed by Charles V. Chackel, who is general manager of KUGN-AM-FM Eugene, OR. Combined Communications Inc. has no other attributable broadcast interests. Action July 24.

■ KDOV(AM) Talent, OR (BAL890608EB; 1230 khz; 1 kw-U, DA-1)—Granted app. of assignment of license from Atkinson Adventures to State of Oregon, acting by and through the State Board of Higher Education on behalf of Southern Oregon State College for no financial consideration. Seller is headed by Perry Atkinson, who has no other broadcast interests. Buyer is headed by Wilma Foster. Southern Oregon State College currently operates KSOR(FM) and KSMF(FM), both Ashland, KSBA(FM) Coos Bay and KSKF(FM) Klamath Falls, all Oregon, and large network of FM translators to provide public radio service to listeners in this same region. Applicant is also permittee of KSRF(FM) Roseburg, OR, part of existing radio services provided by applicant include FM translators K202AP (McCloud and Dunsuir), K208A (WEED), K216D (Jones and Etna), K218AL (Yreka and Montague), and K220BA (Happy Camp), all located in California. Applicant is permittee of K206AN (Callahan), which is under construction. Action July 28.

■ WYOM-AM Wilkes-Barre, PA (BAL890608EF; 1340 khz; 1 kw)—Granted app. of assignment of license from Keymarket of Nepa Inc. to Gore-Overgaard Broadcasting Inc. for \$125,000. Seller is owned by Kirby Confer and also owns Keymarket Communications of Columbia Inc., licensee of WTCB-FM Orangeburg, SC., Keymarket Communications of Pennsylvania Inc., licensee of WNNK(FM) Harrisburg, PA.; Keymarket of Austin Inc., licensee of KOKE(AM)-KKMJ(FM) Austin, TX., and Keymarket of Charlotte Inc., licensee of WECZ(FM) Hickory, NC. Keymarket Communications is also licensee of WRVR-AM-FM Memphis. Buyer is owned by Harold W. Gore and Cordell J. Overgaard. Gore-Overgaard Broadcasting Inc. is licensee of WTMR(AM) Camden, NJ; WSCR(AM) Scranton, PA; WRDZ(AM) Cleveland, and WTAC(AM) Flint, MI. Action July 27.

■ New FM in New Ellenton, SC (BAPH890608GR; 102.7 mhz; 3 kw; ant. 328 ft.)—Granted app. of transfer of license from Grr Marketing to Grr Marketing for no financial consideration. Seller is headed by W. Greg Ryberg. Buyer is headed by Ryberg and William G. Dudley. Action July 26.

■ WMFX-FM St. Andrews, SC (BALH890601HY; 102.3 mhz; 2.58 kw; ant. 322 ft.)—Granted app. of license from St. Andrews Partners to WMFX-FM Associates for \$3,775.00. Seller is owned by Signature Broadcasting and headed by Dick Oppenheimer, who has interest in Olympic Broadcasting, which owns KPRM-AM-FM Seattle and Ta-



coma and KTRW(AM)-KZZU(FM) Spokane, all Washington; KMZQ(FM) Henderson, KIIQ-AM-FM Sun Valley and Reno, all Nevada; KIAK(AM)-KQRZ-FM Fairbanks and KYAK(AM)-KGOT(FM) Anchorage, both Alaska; KMGX(FM) Hanford, CA, and KLTU(FM) Liberty, MO. Buyer is headed by Theodore Baum; company is also licensee of WOMP-AM-FM Bellaire, OH. Action July 25.

■ KKA(AM)-KQAA-FM Aberdeen, SD (AM: BAL890515EA; 1560 khz; 10 kw-D, 5 kw-N, DA-2; FM: BALH890515EB; 94.9 mhz; 100 kw; ant. 1,383 ft.)—Granted app. of assignment of license from SOO Radio Inc. to T&J Broadcasting Inc. Seller is owned by Sylvia R. Henkin, who has no other broadcast interests. Buyer is headed by Thomas E. Ingstad, 100% shareholder of T&J Broadcasting Inc., which is licensee of KBMW(AM)-KLTA(FM) Breckenridge, MN; Wahpeton, ND, and KLT(AM)-KATS(FM) Yakima, WA. Thomas E. Ingstad is 75% shareholder of Ingstad Alaska Broadcasting Inc., licensee of KPXR(FM) Anchorage. He is president and director of Iowa City Broadcasting Co., licensee of KXIC(AM)-KKRQ(FM) Iowa City; 100% shareholder of Thomas E. Ingstad Broadcasting Inc., licensee of KIMM(AM)-KGGG(FM) Rapid City, SD; and 25% shareholder of Radio Ingstad Colorado Inc., licensee of KFKA(AM)-KSQI(FM) Greeley, CO. Action July 27.

■ WHGG(FM) Knoxville, TN (BAPED890412GY; 88.3 mhz; 1.9 kw; ant. 1,483 ft.)—Granted app. of assignment of license from Appalachian Educational Communication Corp. to Bible Broadcasting Network Inc. for \$10,199. Seller is not-for-profit corporation headed by Kenneth C. Hill, president. It also owns WHCB(FM) Bristol, TN. Hill owns interest in KVLA(AM) Vidalia, LA. Buyer is equally owned by Lowell L. Davey, Georgeanna Davey, Keith Wohlenhaus, Ron White and Lindsay Potat. It is nonprofit, nonstock corporation which operates WAVO(AM) Decatur, WYFA-FM Waynesboro, WYFK-FM Columbus, and WYES-FM Savannah, all Georgia; WHPE-FM High Point and WYFL-FM Henderson, both North Carolina; WYFB-FM Gainesville, FL; WYFG-FM Gaffney, WYFH-FM North Charleston, both South Carolina; WYFI-FM Norfolk, WYFJ-FM Ashland, and WYFT-FM Luray, all Virginia. It also owns 10 translators in Florida, Virginia and North Carolina. Action May 31.

■ WMKW(TV) Memphis (BTCCT890303KR; ch. 30; 2,500 kw-V; ant. 1,000 ft.)—Dismissed app. of assignment of license from TVX Inc. to Newtel Inc. for \$10,750,000. Seller is headed by Gene Loving. TVX also owns WDCA-TV Washington; WNOL-TV New Orleans; WLFL-TV Raleigh, NC; WTXF-TV Philadelphia; WMKW-TV Memphis; WCAV-TV Nashville; KTXA(TV) Fort Worth, KTXH(TV) Houston and KRRT(TV) Kerrville (80%), all Texas. Buyer has no other broadcast interests. Action July 19.

■ WOR(AM) Oak Ridge, TN (BAL890411EB; 1550 khz; 1 kw-D)—Granted app. of assignment of license from FM 94 Limited to Jack A. Thompson Jr. for \$25,000. Seller is owned by Leonard and Dorothy McCoig, who have no other broadcast interests. Buyer has no other broadcast interests. Action July 28.

■ WTPR(AM)-WACQ-FM Paris, TN (AM: BAL890303HK; 710 khz; 1 kw-D; FM: BAPH890303HL; 105.5 mhz; 210 ft.)—Granted app. of assignment of license from Sosh Broadcasting Group Inc. to Paris Wireless Corp. for \$650,000. Seller is owned by William Lon Sosh and Henry Gilbarre Roysse II, who have no other broadcast interests. Buyer is owned by Carlton Veirs and Lyle Reid. It also owns WTNE(AM)-WLOT(FM) Trenton and WBHT(AM)-WTBG(FM) Brownsville, all Tennessee. Action July 28.

■ WTVZ-TV Norfolk, VA (BTCCT890303KO; ch. 33; 5000 kw-V; ant. 910 ft.)—Granted app. of assignment of license from TVX of Nashville Inc. to WTVZ Inc. for \$10,750,000. Seller is headed by Gene Loving. TVX also owns WDCA-TV Washington; WNOL-TV New Orleans; WLFL-TV Raleigh, NC; WTXF-TV Philadelphia; KTXA(TV) Fort Worth; KTXH(TV) Houston; KRRT(TV) Kerrville, TX (80%), and WMKW-TV Memphis. Buyer has no other broadcast interests. Action July 19.

■ WRAP(AM) Portsmouth, VA (BAL890601EA; 1350 khz; 5 kw-D)—Seeks assignment of license from Target Broadcast Group Inc. to Three Chiefs Co. for \$400,000, plus \$300,000 option on loan and minority tax certificate. Seller is owned by Athens, OH-based group headed by David Palmer, which also owns WATH(AM)-WXTQ(FM), Athens. Buyer is headed by Ragan Henry. Ragan Henry Broadcast Group Inc. is sole general partner of Ragan Henry Communications Corporation (RHCG). Ragan Henry National Radio, (National Radio) and Communications Management National (CMN). RHCG is licensee of WMXB(FM) Richmond, VA and WDAI(AM)-WHRK(FM) Memphis. National Radio is licensee of WKSG(FM) Mt. Clemens, MI. CMN is licensee of WXTR(FM) Waldorf and WWIN(AM) Baltimore, both Maryland. Action July 27.

■ KBLE(AM) Seattle (BTC890523EA; 1050 khz; 5 kw-D, 453.5 w-N)—Granted app. of assignment of license from Ostrander Family Shareholders to Ostrander Voting Trust for no financial consideration. Seller is owned by Richard B. Ostrander, who has no other broadcast interests. Action July 28.

## New Stations

### Applications

#### FM's

■ Wallace, ID (BPH890713MI)—Sam Widge Advertising LP seeks 100.7 mhz; with 52 kw; 2,594 ft. Address: 321 Montana Ave. Mullan, ID 83846. Principal is headed by Sam Widge, who has no other broadcast interests. Filed July 13.

■ Wallace, ID (BPH890713MH)—Suzanne M. Wilson seeks 100.7 mhz; 100 kw; 1,964 ft. Address: 1128 Hearthstone Dr., Boise, ID 83702. Principal has no other broadcast interests. Filed July 13.

#### Actions

#### AM's

■ Bangor, ME (BP860109AC)—Granted app. of Richford Communications Co. for 1250 khz. Address: 169 Center St., Bangor, ME 04401. Principal is Robert Richford, who has no other broadcast interests. Action Aug. 1.

#### FM's

■ Lenwood, CA (BPH880714NP)—Granted app. of Encida Orchard for 104.9 mhz; 3 kw H&V; Address: Box 8500, Victorville, CA 92392. Principal has no other broadcast interests. Action July 26.

■ Rio Dell, CA (BPH890123MQ)—Returned app. of Douglas C. Turnbull for 107.1 mhz; 3 kw; -534 ft. Address: 96 Dyer Ave., Collinsville, CT 06022. Principal has no other broadcast interests. Action July 27.

■ Cedar Key, FL (BPH881117MB)—Dismissed app. of Mary Ann Garcia for 102.7 mhz; 3 kw H&V; 328 ft. Address: 8664 Longwood Dr., Largo, FL 34647. Principal has no other broadcast interests. Action July 27.

■ Mamou, LA (BPH881207MH)—Granted app. of Robert M. Mason for 101.1 mhz; 3 kw; 328 ft. Address: 1943 Greenville Northbrook, IL 60062. Principal has no other broadcast interests. Action July 28.

■ Deposit, NY (BPH881215MK)—Granted app. of Delaware County Broadcasting Corp. for 94.7 mhz; 1.2 kw; 521 ft. Address: Route 206, Box 58, Walton, NY 13856. Principal is owned by Myra Youmans. Delaware County Broadcasting Corp. is also licensee of WDLA-AM-FM Walton, NY. Action July 27.

■ Millersburg, PA (BPH860507MJ)—Dismissed app. of WQIN LP for 98.9 mhz; 0.758 kw H&V; 2,122 ft. Address: 419 Market St., Lykens, PA 17048. Principal is headed by Gordon M. Lockwood. Applicant is licensee of WQIN(AM) Lykens, PA. Action July 27.

■ Baytown, TX (BPED870325KD)—Returned app. of Cornerstone Theological Seminary for 91.5 mhz, 4 kw H&V; Address: 7310 Breda Dr., Baytown, TX 77521. Principal is headed by Rev. William M. McKnight, who has no other broadcast interests. Action Aug. 1.

■ Daingerfield, TX (BPH880728ME)—Granted app. of Robworthon Broadcasting for 106.9 mhz; 1.1 kw H&V; 511 ft. Address: P.O. Box 600, Daingerfield, TX 75638. Principal is headed by Richard L. Whitworth and Stacy M. Roberts. Latter is 100% owner of KEGG(AM) Daingerfield, TX. Action July 27.

## Facilities Changes

### Applications

#### AM's

■ Capitola, CA KNZS(AM) 1540 khz—July 20 application for CP to change TL: 769 Trafion Rd., Watsonville, CA 95076; make changes in ant. system and specify 10 kw; DA-1, U: 36 52 08N 121 46 59W.

■ Modesto, CA KASH(AM) 1360 khz—July 18 application for CP to change in ant. system, reduce nighttime power to 0.95 kw; 37 41 28N 120 57 11W.

■ Paradise, CA KKXX(AM) 930 khz—July 20 application for CP to add night service with 500 w.

■ Salinas, CA KTGE(AM) 1570 khz—July 17 application for Mod of CP (BP871005AG as Mod) to change ant. system; to use top load towers.

■ San Diego KFMB(AM) 760 khz—July 17 application for

Mod of CP (BP880429AE) to change ant. system and change TL: Mission Gorge Rd., 5 km W of Santee, San Diego; 32 50 36N 117 01 28W.

■ Laurel, MD WILC(AM) 900 khz—July 21 application for Mod of CP (BP880204AD) to add night service with 500 w.

■ Pleasantville, NJ WOND(AM) 1400 khz—July 20 application for Mod of CP (BP870625AB) to increase daytime power to 1 kw.

■ Grand Prairie, TX KKDA(AM) 730 khz—July 25 application for CP to change hours of operation to unlimited by adding night services with 500 w; change in ant. system and correct coordinates to: 32 45 51N 96 9 26W.

■ Leesburg, VA WAGE(FM) 1200 khz—July 26 application for Mod of CP (BP881202AC) to increase power to 20 kw day/10 kw-ch.

■ Neenah-Menasha, WI WNAM(AM) 1280 khz—July 20 application for CP to increase night power to 5 kw; change TL: 5.6 km NNE of Oshkosh, WI, and make changes in ant. system; 44 06 36N 88 30 18W.

#### FM's

■ Roanoke, AL WELR(FM) 95.3 mhz—July 14 application for Mod of CP (BPH840607AD as Mod) to change HAAT: 436 ft. H&V; change ant. supporting structure height.

■ Selma, AL WVCA(FM) 105.3 mhz—July 17 application for Mod of CP (BPH8806020E) to change HAAT: 485 ft. H&V; change TL: 2 km S of Orville, AL.

■ Coalinga, CA KNCS(FM) 100.1 mhz—July 17 application for CP to change ERP: 21.4 kw H&V; HAAT: 228.5 ft. H&V; change TL: Kettleman Hills 19 mi SE of Coalinga, CA; Class B.

■ Sacramento, CA KOPT(FM) 100.5 mhz—July 17 application for Mod of CP (BPH880405ID) to change directional ant. pattern.

■ Apalachicola, FL WAPY 105.5 mhz—July 14 application for Mod of CP (BPH850709MF) to change TL: 0.9 km NE of Eastpoint, FL.

■ Augusta, GA WZNY(FM) 105.7 mhz—July 12 application for CP to change ERP: 100 kw H&V; Class C.

■ Fort Wayne, IN WAJL(FM) 95.1 mhz—July 13 application for CP to change ERP: 39 kw H&V; TL: 2322 Hillegas Rd., Fort Wayne, IN.

■ Richmond, IN WFMG(FM) 101.3 mhz—July 17 application for CP to change ERP: 44.0 kw H&V; HAAT: 528 ft.; increase tower height, change to 6-Bay ant., increasing HAAT and reducing ERP.

■ Roanoke, IN 105.1 mhz—July 11 application for Mod of CP (BPH880107MG) to change ERP: 2.2 kw H&V; HAAT: 383 ft. H&V; TL: W side of Rte. 69, approximately 1,000 ft from intersection of Rte. 69 and lower Huntington Rd.

■ Burnside, KY 93.9 mhz—July 13 application for CP to change ERP: 50 kw H&V; HAAT: 492 ft. H&V; TL: S of Hwy. 80 on Timmy Knob, 1.3 mi W of Stah, KY; change class: C2 (per docket 88-368).

■ Ocean Springs, MS WOSM(FM) 103.1 mhz—July 13 application for CP to change ERP: 50 kw H&V; HAAT: 482 ft. H&V; change to change Class C2 (per docket 88-325).

■ Jefferson City, MO KJMO(FM) 100.1 mhz—June 29 application for CP to change ERP: 33 kw H&V; to change HAAT: 183 m H&V; to change class: C2; change TL: 3.5 km at 60 degrees T from Russellville, MO; site is 0.8 km N of state Rd. C and 1.9 km E of State Rd. U.; and to change ant.: 38 31 25N 92 24 25W (per docket 87-294).

■ Kirksville, MO KRXL(FM) 94.5 mhz—July 17 application for Mod of CP (BPH880719IC) to change class: C (per docket 88-574).

■ Oswego, NY WPZX(FM) 96.7 mhz—July 11 application for CP to change TL: W of County Rd. 29 from point approximately 209 m S of S of County Rd. 1, near N. Scriba, Oswego County, NY; 10.7 km from Oswego City at 70 degrees T.

■ Bayboro, NC 97.9 mhz—July 14 application for Mod CP (BPH860918MU) to change ERP: 2.75 kw H&V; HAAT: 341 ft. H&V; TL: Hwy. 55, 3.2 km, 2 mi W of Glassboro, NC.

■ Fairfield, OH WOFX(FM) 94.9 mhz—July 18 application for CP to change ERP: 10.7 kw H&V; HAAT: 1,056 ft. H&V; TL: 0.15 km W of Winton Rd., 0.14 km S of N Bend Rd.

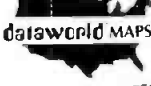
■ Shadyside, OH WBJY(FM) 95.7 mhz—July 12 application for Mod of CP (BPH871103MC) to change ERP: 6.75 kw H&V; class: B1 (per docket 88-544).

■ Lawton, OK KMGZ(FM) 95.3 mhz—July 17 application for CP to change freq: 99.5 mhz; ERP: 50 kw H&V;

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HAAT: 492 ft. H&V; TL: NW corner of the intersection of State Hwy. 7 and State Hwy. 65. Lawton, OK: class: C2 (per docket 88-188).

■ Oklahoma City KKNG(FM) 92.5 mhz—July 12 application for CP to install omni-directional ant. system.

■ Aguadilla, PR WIVA-FM 100.3 mhz—July 17 application for CP to change ERP: 25.5 kw H&V; HAAT: 600 m H&V; TL: Rd. 120 km. 15.1 near Maricao.

## TV

■ Scranton, PA WSWB-TV ch. 64—July 20 application for Mod of CP (BPCT870616KH) to change ERP: 8 kw (vis); HAAT: 1,226 ft. TL: top of Bald Mountain, adjacent to WVDL-FM. 6.1 km ESE of Scranton, PA; ant.: Bogner B8UA. (DA)(BT): 41 26 09N 75 43 33W.

## Actions

### AM's

■ Port Orange, FL 1020 khz—Aug. 1 application (BP860904AJ) granted. Petition for reconsideration: for CP to change freq: 1020 khz; change power: 10 kw. DA-D: Hrs. of operation: Day: TL: SE 1/2, SE 1/4, S14, T15S, R31E 6 mi W of Daytona Beach, FL: SL&RC: to be determined 6 mi W of Daytona Beach, FL: 29 11 38N 81 29 50W.

■ Seaside Park, NY WNJO(AM) 1550 khz—Aug. 1 application (BMP880104AG) granted for Mod of CP (BP880104AE) to increase night power to 3.5 kw; day power to 10 kw, and make changes in ant. system.

■ Milwaukie, OR KZRC(AM) 1010 khz—Aug. 1 application (BP881202AB) granted for CP to change hrs. of operation to unlit by adding night service with 500 w; increase day power to 8 kw; change TL: to between Smith Lake and Columbia Slough, 1.45 km W of N. Portland Rd., Portland, OR: 45 36 19N 122 44 08W.

■ Ponce, PR WZBS(AM) 1490 khz—Aug. 1 application (BP870331BO) granted for CP to increase day power to 5 kw; correct coordinates only 18 02 38N 66 36 15W.

### FM's

■ Santa Ana, CA KWIZ(FM) 96.7 mhz—July 27 application (BPH8905121B) dismissed for CP to change HAAT: 206 ft. H&V; change antenna system.

■ Santa Cruz, CA KFER(FM) 89.9 mhz—July 25 application (BMPED890317IC) granted for Mod of CP (BPE-D840110AA as Mod) to change TL: 620-B Frederick St., Santa Cruz, CA.

■ Lehigh Acres, FL WOOJ-FM 107.1 mhz—July 27 application (BMPH890320IA) granted for Mod of CP (BPH8810251G) to change ERP: 25.5 kw H&V; HAAT: 708 ft. H&V; TL: Rte 41, 2 mi SSW of Bonita Springs, FL.

■ Evanston, IL WOJO(FM) 105.1 mhz—July 26 application (BPH8904141C) granted for CP to change ERP: 8.4 kw H&V.

■ New Orleans WLMG(FM) 101.9 mhz—July 28 application (BMPH8809131A) granted for Mod of CP (BPH8702251K) to change ERP: 100 kw H&V; HAAT: 984 ft. H&V; change TL: Intersection of Behrman Hwy. and Garden Oaks Dr., New Orleans; change ant. supporting height.

■ Rockford, MI WGRF(FM) 91.9 mhz—July 27 application (BMPED880819MD) dismissed for Mod of CP (BPE-D8407231C) to change ERP: 1.62 kw (V); HAAT: 131.1 m; TL: 800 ft. S of Hwy 57 and 2.2 mi W of Hwy. 91 Greenville, MI.

■ Socorro, NM KMXQ(FM) 92.7 mhz—July 24 application (BPH8904061F) granted for CP to change freq: 104.7 mhz; ERP: 100 kw H&V; HAAT: 1882 ft. H&V; TL: 50 km NW of Socorro, NM; class: C (per docket 87-308).

■ Utica, NY WKGW(FM) 104.3 mhz—July 25 application (BPH8904051C) granted for CP to change ERP: 100 kw H&V.

■ Stillwater, OK KSPI-FM 93.9 mhz—July 28 application (BMPH8904041F) granted for Mod of CP (BPH870225MI) to change freq: 93.7 mhz; ERP: 12.0 kw H&V; class: C2 (per docket 88-39).

■ Anasco, PR WVID(FM) 90.3 mhz—July 27 application (BPED880125MX) granted for CP to change TL: Rd. 411 km 3.2, Anasco, PR; change HAAT: 993 ft. H&V; 18 18 43N 67 11 15W.

■ Conway, SC WYAV(FM) 104.1 mhz—July 27 application (BPH8812301B) granted for CP to change HAAT: 980 ft. H&V; change TL: 1.2 mi S of Burgess, SC.

■ Slaton, TX KJAK(FM) 92.7 mhz—July 26 application (BPH8904051B) granted for CP to change ERP: 100 kw H&V; HAAT: 583 ft. H&V; change class: C1 (per docket 87-381).


■ Ripen, VT WRQL(FM) 104.1 mhz—July 27 application (BMPH8903301C) granted for Mod of CP



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(BPH80225MN) to change ERP: 1.5 kw H: HAAT: -436 ft. H: TL: behind Sheldon store on Main St., Rupert, VT.

■ Orhelo, WA KZLN-FM 97.7 mhz—July 27 application (BMPH890309IB) granted for Mod of CP (BPH870320MB) to change ERP: .725 kw H&V: HAAT: 656 ft. H&V: TL: Saddle Mountains, 9.9 km SW of Orhelo, WA.

■ Buckhannon, WV WUBI(FM) 101.3 mhz—July 26 application (BMPH890206IC) granted for Mod of CP (BPH850712Z9) to change TL: 3.4 mi SE (bearing 135 degrees) from Buckhannon, WV.

## TV's

■ East St. Louis, IL WVCL(TV) ch. 46—July 26 application (BMPCT890620KE) granted for Mod of CP (BPCT811208KG) to change ERP: 5,000 kw (vis); TL: near Maxville, MO; ant.: Dielectric/TFU-36J/DAS/V Custom "skull"; (DA)(BT): 38 23 18N 90 29 16W.

■ Brunswick, GA WBSG-TV ch. 21—July 27 application (BMPCT890425KF) granted for Mod of CP (BPCT861216IL) to change ERP: 2884 kw (vis); HAAT: 1,020 ft.; TL: 5.5 km E of U.S. Rte. 301 at Buffalo Creek Crossing, near Nahunta, GA; change ant.: Andrew/ATW30H3-HTC-21; 31 08 22N 81 56 15W.

■ Cadillac, MI WGKI(TV) ch. 33—July 31 application (BMPCT890421KF) granted for Mod of CP (BPCT840813KG) to extend date for modification.

■ Klamath Falls, OR KDKF(TV) ch. 31—July 26 application (BMPCT890606KG) granted for Mod of CP (BPCT860728KL) to change TL: Stukel Mountain, Merrill County, OR; HAAT: 2266 ft.; Scala SL-8 with null fill. (DA)(BT): ERP: 6.00 kw; 42 05 50N 121 37 59.1W.

■ Ponce, PR WTIN(TV) ch. 14—Aug. 1 application (BPCT871208KF) dismissed for CP to change ERP: 1513.6 kw (vis); ant.: Bogner/BU(I)24N; HAAT: 1,833 ft.; 18 09 00N 66 52 50W. Amended April 8, 1988 to change the ERP: 3,630 kw (vis); HAAT: 1,187 ft.; TL: 7.75 km from Municipality of Lajas at bearing of N 45 degree E; ant.: Bogner/BU(I)24N; 18 00 08N 67 06 41W.

■ Chattanooga, TN WTVC-TV ch. 9—July 26 application (BPCT851023KI) dismissed for CP to change ERP: 316 kw (vis), 31.6 kw (aur); HAAT: 528m; ant.: RCA TCL-16A9; TL: William Howard Taft Hwy. (SR 127), 0.4 km NNW of intersection with Fairmont Rd., Signal Mountain, TN: 35 09 37.8N 85 19 07.7W.

■ San Antonio, TX ch. 60—July 27 application (BMPCT890324KF) granted for Mod of CP (BPCT841129LD) to change ERP: 5,000 kw (vis); HAAT: 1,495 ft.; TL: Approximately 4 km E of Calavres Lake; ant.: Andrew Corp/ATW25H4-ESC4-60H (DA)(BT): 29 17 39N 98 15 30W.

## Actions

■ FCC affirms judge's decision in WWOR-TV Secaucus, NJ, renewal proceeding—MM docket 88-382 (Report DC-1467, action in docket case); commission has affirmed decision by Administrative Law Judge (ALJ) Richard L. Sippel, denying request by Whitely Communications that he withdraw as presiding ALJ in proceeding to renew license of WWOR-TV. This proceeding involves application of WWOR Inc. to renew license of WWOR-TV, and mutually exclusive applications of Garden State Broadcasting Limited Partnership and Whitely Communications for construction permits for station. Action by commission July 27 by MO&O (FCC 89-248).

■ Darlington, SC. FCC has conditionally renewed licenses of WDAR and WMWG(FM) in Darlington for short term, subject to reporting conditions, and issued Notice of Forfeiture for \$12,000 for violations of EEO rules. (By letter [FCC 89-228]; adopted July 6 by commission.)

■ FCC affirms review board decision in Tucson, AZ, FM proceeding—BC dockets 79-58, 79-59 (Report DC-1470, action in docket case). Affirmed Review Board decision granting application of Tucson Community Broadcasting Inc., for new FM station at Tucson and denying competing application of Tucson FM Broadcasting Corp. Action by commission July 31 by MO&O (FCC 89-253).

■ Catocin Broadcasting denied reconsideration of FCC's decision denying renewal of license for WBUZ(AM) Fredonia, NY—MM docket 85-92 (Report DC-1469, action in docket case) Denied Catocin Broadcasting Corp. of New York reconsideration of decision denying Catocin's applications for renewal of license for WBUZ(AM) Fredonia, NY. Action by commission July 31 by MO&O (FCC 89-252).

■ FCC grants Weigel Broadcasting's application to modify

WDJT-TV Milwaukee, WI; duopoly rule waived (Report MM-420, Mass Media action) Granted Weigel Broadcasting Co.'s application to modify facilities of WDJT-TV, ch. 58, Milwaukee, and waived duopoly rule. Action by commission July 31 by letter (FCC 89-251).

■ FCC affirms Radio-TV Crossownership waivers in top 25 markets with 30 or more voices and "failed station" waivers—MM docket 87-7 (Report DC-1475, action in docket case). Affirmed its relaxation of broadcast multiple ownership rules. Action by commission Aug. 2 by MAO (FCC 89-256).

■ Bedford, NH. Granted application of Don M. MacNeil for new FM station on Channel 243A (96.5 mhz) at Bedford and denied competing applications. (MM docket 88-3, by ID [FCC 89D-32] issued July 20 by ALJ Richard L. Sippel.)

■ Multiple ownership rules. Affirmed action relaxing broadcast multiple ownership rules. While retaining one-to-market rule, FCC had established new waiver policy for common ownership of radio and television stations in same market. (MM docket 87-7 by MO&O [FCC 89-256] adopted Aug. 2 by commission.)

■ Omega, GA. Referred to presiding ALJ Shirley Marchant's petition to amend her application for new FM station on Channel 298 (107.5 mhz) at Omega. (MM docket 88-305 by MO&O [FCC 89R-47] by Review Board.)

## Allocations

■ Anniston, AL. Denied Jacksonville State University reconsideration of decision denying petition to allot VHF TV ch. 4 to Anniston for noncommercial educational use. (MM docket 86-101, by HOB0 [DA 89-876]; adopted July 11 by chief, Policy and Rules Division.)

■ Linden, AL. Effective Sept. 18, amended FM table to substitute channel 275C2 (102.9 mhz) for channel 275A at Linden; modified CP of Linden Radio Joint Venture accordingly. (MM docket 89-73, by 860 [DA 89-878] adopted July 11 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Paradise and Chico, CA. On request of Sainte Limited, proposed amending TV table to reflect exchange of ch. 46, Paradise for ch. 30 at Chico, so that ch. 30 can be allotted to Paradise as commercial station and modification of CP for KBPC accordingly; comments due Sept. 25, replies Oct. 10. (MM docket 89-336, by NPRM [DA 89-877], adopted July 11 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Defuniak Springs, FL. At request of Defuniak Communications Inc., proposed substituting channel 276C2 (103.1 mhz) for 276A at Defuniak Springs and modifying license for WQUH(FM) accordingly. Comments due Sept. 25, replies Oct. 10. (MM docket 89-332 by NPRM [DA 89-866] adopted July 20 by chief, Allocations Branch, Mass Media Bureau.)

■ Fort Myers Beach, FL. Effective Sept. 15, amended FM table by substituting channel 257C2 (95.3 mhz) for channel 257A at Fort Myers Beach, and modifying license of WQEZ(FM) accordingly. (MM docket 88-384 by R&O [DA 89-852] adopted July 11 by chief, Allocations Branch, Mass Media Bureau.)

■ Port St. Lucie, FL. Effective Sept. 15, amended FM table by allotting channel 267A (101.3 mhz) to Port St. Lucie. Filing window opens Sept. 18, closes Oct. 18. (MM docket 88-217 by R&O [DA 89-851] adopted July 11 by chief, Allocations Branch.)

■ Bartonville, IL. At request of Willis Jordan, proposed allotting channel 260A (99.9 mhz) to Bartonville as its first local service. Comments due Sept. 25, replies Oct. 10. (MM docket 89-331 by NPRM [DA 89-868] adopted July 20 by chief, Allocations Branch, Mass Media Bureau.)

■ Stuart, IA. On request of Coon Valley Communications, allotment of channel 251A (98.1 mhz). (MM docket 89-334, July 13, DA 89-874.)

■ Campbellsville, KY, et al. As part of proceeding to amend FM table for various communities in Kentucky and Tennessee, ordered WHHT(FM) channel 294A (106.7 mhz), Cave City, KY, to show cause why its CP should not be modified to show operation on channel 279A (103.7 mhz); ordered WCKQ(FM), channel 280A (103.9 mhz) to show cause why its license should not be modified to specify operation on channel 281A (104.1 mhz); responses due Sept. 25; comments due Sept. 25, replies Oct. 10. (MM docket 88-215, by orders to show cause [DA 89-853] adopted July 13 by chief, Allocations Branch.)

■ Ridge, MD, and White Stone, VA. Effective Sept. 15, amended FM table by allotting channel 261A (100.1 mhz) at White Stone, VA; dismissed counterproposal to allot

channel to Ridge, MD. Filing window for allotment to White Stone opens Sept. 18, closes Oct. 18. (MM docket 88-619 by R&O [DA 89-856] adopted July 11 by chief, Allocations Branch.)

■ Caro, MI. On request of Prime Time Radio Inc., proposed amending FM table by substituting channel 221A (92.1 mhz) for channel 285A (104.9 mhz) at Caro; proposed modifying license of WIDL accordingly; comments due Sept. 25, replies Oct. 10. (MM docket 89-325, by NPRM [DA 89-843] adopted July 13 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Cloquet, MN. On request of WKLK Inc., allotment of channel 243A (96.5 mhz). (MM docket 89-335, July 11, DA 89-875.)

■ Two Harbors, MN. Effective Sept. 15, amended FM table by allotting channel 282C2 (104.3 mhz) at Two Harbors, and modifying construction permit of Twin Ports Broadcasting Inc. accordingly. (MM docket 89-37 by R&O [DA 89-855] adopted July 11 by chief, Allocations Branch.)

■ Ebenezer, MS. At request of JimBar Enterprises, proposed amending FM table by allotting channel 280A (103.9 mhz) to Ebenezer as its first FM service. Comments are due Sept. 22, replies Oct. 10. (MM docket 89-324 by NPRM [DA 89-841] adopted July 13 by chief, Allocations Branch.)

■ Columbia, MO. Dismissed Contemporary Broadcasting Inc.'s request for reconsideration of commission's action returning as unacceptable its petition for rulemaking proposing substitution of channel 250C2 (97.9 mhz) for channel 252A (98.5 mhz) at Columbia. (By MO&O [DA 89-854] adopted June 30 by chief, Policy and Rules Division.)

■ Columbia and Fulton, MO. Effective Sept. 18, substituted channel 252C2 (98.3 mhz) for 252A at Columbia and modified license for KFMZ(FM) accordingly and substituted channel 263A (100.5 mhz) for 249A (97.7 mhz) at Fulton and modified license for KKCA accordingly. (MM docket 87-493 by R&O [DA 89-867] adopted June 30 by chief, Allocations Branch.)

■ Palmyra, MO, and Pittsfield, IL. Dismissed contingent request for reconsideration by Contemporary Broadcasting Inc., seeking reconsideration of commission's Report and Order substituting channel 250C2 (97.9 mhz) for channel 252A (98.3 mhz) at Palmyra, MO. (MM docket 86-146 by MO&O [DA 89-857] adopted June 30 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Belvidere, NJ and Scranton, PA. At request of WRNJ-Daytimer, proposed allotting channel 296A (107.1 mhz) to Belvidere as its first local FM service, and substituting channel 295A for 296A (106.9 mhz) at Scranton, and ordered "Scranton Times" to show cause why license for WEZX should not be modified to show operation on channel 295A. Comments due Sept. 25, replies Oct. 10. (MM docket 89-328 by NPRM and order to show cause [DA 89-871] adopted July 20 by chief, Allocations Branch.)

■ Atlantic, NC. At request of Great Southern Media, proposed allotting channel 297A (107.3 mhz) to Atlantic as its first local FM service. Comments due Sept. 28, replies Oct. 13. (MM docket 89-329 by NPRM [DA 89-870] adopted July 20 by chief, Allocations Branch.)

■ Longwood, NC. On request of Great Southern Media, allotment of channel 235A (94.9 mhz). (MM docket 89-327, July 20, DA 89-872.)

■ Shallotte, Carolina Beach and Kure Beach, NC. On request of Beach Broadcasting of North Carolina, substitution of channel 252A (98.3 mhz) for channel 292A (106.3 mhz) at Shallotte and modification of license for WPGO-FM accordingly, and allotment of channel 292A to Carolina Beach; alternatively, on request of Hendrix Broadcasting, allotment of channel 294A (106.7 mhz) to Kure Beach. (MM docket 89-326, July 20, DA 89-873.)

■ Windcrest and Hondo, TX. At request of Jewel R. Morris, proposed amending FM table by allotting channel 253A (98.5 mhz) to Windcrest as its first FM service, and substituting channel 254A (98.7 mhz) for channel 253A at Hondo. Comments are due Sept. 22, replies Oct. 10. (MM docket 89-318 by NPRM [DA 89-822] adopted July 7 by chief, Allocations Branch.)

■ Altoona, WI. At request of Margaret Keefer, proposed allotting channel 251A (98.1 mhz) to Altoona as its first local FM service. Comments due Sept. 25, replies Oct. 10. (MM docket 89-330 by NPRM [DA 89-869]; adopted July 19 by chief, Allocations Branch.)



# Classified Advertising

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## RADIO

### HELP WANTED MANAGEMENT

**General manager.** Growing AM northern CA NewsTalk looking for individual with proven record of leadership and hands-on sales. \$45,000 plus cash flow bonus and earned equity potential. Write PO Box 640, West Sacramento, CA 95691. EOE.

**General manager** needed for medium sized Southern FM station with super potential. Must have proven track record with strong references. Cash flow incentives available. Workers only, no desk jockeys. Ground floor opportunity with dynamic new company. Resumes & references to Box H-76. Confidentiality assured. EOE.

**General manager:** Southwest Group broadcaster seeks aggressive sales oriented manager for AM/FM. Requires a successful track record of leadership and hands on involvement in sales. Salary plus incentive. Send resume and salary requirement to Box H-83 EOE. M/F.

**General manager,** South Carolina small market FM. GM experience helpful or you may be a GSM or hot salesperson ready for first GM job. Good salary plus equity. If you've always wanted to own your own, here's a chance. Resume to Box H-100. EOE.

**General sales manager** for new AM religious station in Greater Newburgh/Beacon NY market. Strong religious broadcasting background experience preferred. Good base salary plus commission. Send resume to Q Media, 687 Orchard St., Oradell, NJ 07649 EOE.

**General sales manager:** Small Upper Mid-West market. 5,000 W AM, 100,000 W FM covering large area. Must be able to lead, train, carry large list and deliver results. Strict confidence. EOE. Box H-105

**National sales manager.** We need to bill \$1 million national this fiscal. The right person should be ready to make contacts locally with clients on the phone with the agencies and reps, through the mail and on market trips. Come to the beautiful desert Southwest, join our 12 station group and enjoy excellent benefits, working conditions and people who want to see you succeed as badly as you want to. High ethics, high personal and professional standards, verifiable track record and outstanding references a must. Overnight resume and income history to Box H-111. EOE.

**GM for successful** Northeast Coast resort area FM. Must have experience in management, sales and have program knowledge. Send detailed resume, references and current earnings to Phil Spencer, P O Box 69, Amsterdam, NY 12010. EOE.

**General manager wanted** for excellent Duluth Combo Duluth is a market on the rebound and offers a legitimate opportunity for you to succeed and make serious money. We will pay way above the norm for an individual who can deliver results. Stations are currently profitable and need a catalyst to keep them growing. Time is of the essence. If you are interested respond immediately to Alan Beck, Vice President, Brill Media Company, PO Box 3353, Evansville, IN 47732. An equal opportunity employer.

**General manager wanted,** Boonville, Missouri. Phone KWRT/KDBX Radio, 816-882-6686 for more information. EOE.

**Take my job!** I'm leaving my position as sales manager of this successful suburban FM in a top 150 market. Work with me through the end of the year, then take my job. You can make \$35,000 to \$45,000 your first year. I'm a witty single with an empty nest and prefer the same. Call Judith at 309-688-8022. P.S.—I'll consider Sunbelt offers! EOE.

**Sales manager.** WDEZ-FM, central Wisconsin's 100,000 watt Country leader, seeks professional GSM. Must be a coach/trainer. CRMC preferred. Send resume and salary requirements to PO Box 2048, Wausau, WI 54402. EOE.

### HELP WANTED SALES

**Opportunity to work** for strong AC station in beautiful historic university town. Great earnings potential, incentive and benefit plans. Experience preferred. Send resume to Lynne Lessin, Sales Manager, WCHV, 1140 Rose Hill Dr., Charlottesville, VA 22901 EOE/AA.

**Salesperson:** Central Florida radio station seeking qualified applicants for sales position. Three years media experience. Send resume only to 1325 North Atlantic Ave. #198, Cocoa Beach, FL 32931. Equal opportunity employer.

**X2C galore!** New, NJ-based, national Jazz radio network in search of GSM and salespeople. Love of Jazz a must. Familiarity with affiliate sales, a plus. No desk jockeys! HANDWRITTEN letter, resume, references, work samples to: Personnel, POB 400, Red Bank, NJ 07701-8091. EOE.

### HELP WANTED ANNOUNCERS

**Classical.** WFMR Milwaukee is looking for a seasoned pro fulltime. Minimum 5 years announcing experience: Classical format background essential. Production experience required. Send tape and resume: WFMR, 6310 No Port Washington, Milwaukee, WI 53217. EOE.

**Air personality:** Successful commercial 50,000 watt FM Christian music station with high ratings is looking for experienced professional. Must be warm and friendly with excellent one-on-one communication skills. Knowledge of Christian music, proven success in competitive format and leadership ability are needed. Position offers competitive salary, excellent benefits, friendly work environment and career potential. Send tape/resume: Doug Smith, WFRN/WCMR, Box 307, Elkhart, IN 46515 EOE.

**We're still looking!** Experienced writer/announcer to produce ski reports for large radio network serving top stations in top markets (New York, Boston, Philly). Knowledge of skiing helpful. Solid typing skills. Serve the East from scenic Vermont. Salary commensurate with experience. Females and minorities encouraged. Send T & R immediately to Laura James, NESAC, 10 Cox Road, Woodstock, VT 05091. 802-457-3123 EOE.

### HELP WANTED NEWS

**Anchor/reporter** with minimum 1 year experience for Midwest local news leader. T&R to Ed Huot, Box 699, Elkhart, IN 46515. EOE, M/F.

**Managing editor** for Alaska's statewide radio network. Provide leadership, editorial guidance, administrative support for staff of 9. Supervise morning, evening news along with NPR-distributed national Native news program. Send resume/cover letter to D Kaplan, Alaska Public Radio Network, 4640 Old Seward Hwy., Ste. 202, Anchorage, AK 99503. EOE.

**News reporter** to join award-winning news team. Must have a degree and at least 1 year of reporting experience. Send tape, resume and writing samples to: Joe DeSantis, AM61 WGIR, PO Box 610, Manchester, NH 03105. No phone calls. WGIR Radio is an Equal Opportunity Employer.

**Assistant news director** for NH's top-rated News station. Duties include writing, producing, anchoring and reporting. Qualified applicants must have Bachelor's degree and minimum of 4 years news reporting experience. Send tape, resume and writing samples to: Joe DeSantis, AM61 WGIR, PO Box 610, Manchester, NH 03105. No phone calls. WGIR Radio is an Equal Opportunity Employer.

**DuPont Columbia Award winning** 100,000 watt National Public Radio station is seeking a self motivated professional broadcast journalist to take the leadership of an award winning news department as news director. Demonstrated KOSU management support for quality news. Regional news coverage. Fully computerized news room. Salary competitive. For consideration send audition tape, references, script examples and resume to: Craig Beeby, GM, KOSU-FM, PM Bldg., Oklahoma State University, Stillwater, OK 74078. Deadline September 15, 1989. An Affirmative Action, equal opportunity employer.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Program director with ideas,** growth mentality to position AM NewsTalk, soon to be AM/FM combo, in competitive Midwest medium market. College degree, heavy promotion, sales savvy, in touch with times a must. Autonomy. Resumes only. Box H-75. EOE.

**Southeast top 50 market** seeks creative, dynamic heavy-weight CHR program director. Must have very strong market positioning, research and analytical skills. Also must be a people-oriented team player. Super opportunity for right candidate. Background will be checked. EOE encouraged. Box I-6.

**Beautiful Napa Valley, California** AM/FM radio stations seeking a good continuity writer. Need not be experienced. We can train person with talent. Helpful if you can voice some production. Send resume, sample of writing to Tom Young, KVON/KUYN, 1124 Foster Rd., Napa, CA 94558. EOE.

### SITUATIONS WANTED MANAGEMENT

**Top ratings = top dollars.** 10+ years radio management. Top sales/programming credentials. Bottom line, goal oriented street fighter. Bill James, 804-232-5197.

**GM/GSM - Planning** creates success, action brings results, hands-on leadership increases employee productivity, bottom-line orientation, track record of success in turnarounds and profit maximization. Box H-102.

**Experienced, youthful and aggressive** GM seeks new opportunity. All markets considered. California preferred. Call John at 209-529-6711 or FAX 209-523-8781.

**NewsTalk:** Currently small market ops. manager. Major market experience on-air talk and news. Looking for Talk/News PD or ops. position. Box I-1.

**General manager/sales manager.** 20 years experience. Strong sales/sales management. Available immediately. Gordon, 312-896-6138

**General manager** for medium market FM. GSM with 8 years proven management track-record in medium market and 2 major markets seeks GM position. Took major market FM from 16th place in billing to #5 in just 14 months with no increase in ratings. Took start-up in medium market from zero to #2 biller in 20 months with a 260% conversion ratio. Both situations NOT Arbitron or Birch subscribers! Great coach, knows programming, marketing, and "smells" of the customer. Box I-2.

**Want management.** 15-20,000 population. Management, sales, on-air, copy, production experience. Now in Kansas. Let's talk! Box I-7.

**General manager:** Excel in station turnarounds and start ups with strong references. Employed but looking for new challenge, not a maintenance. Top 100 market preferably Southeast. My forte is the guts of any turnaround - Sales! Call Jack at 407-624-2658.

**Currently employed GM** seeks new challenge with company committed to staff and community. 8 years GM experience. Previous GSM and production background. Strong people skills, very bottom-line oriented. Documented performance. Box I-17.

**Highly successful general manager** available. 30+ years experience, last 20 as medium to major market GM or company president. Love turnarounds and problem solving. Very stable, excellent references. Unusual circumstance creates availability. Relocate anywhere for quality opportunity. Call for resume. Deane Johnson, 503-472-1221.

### SITUATIONS WANTED SALES

**Street-side sales,** management, and/or sales direction small/medium markets Texas, Southwest, Northwest, California. After 45 - years retirement didn't take. Box H-99.

### SITUATIONS WANTED ANNOUNCERS

**A distinctive voice** begs for chance on Northeast coast. Talented, Experienced. Try me! Norman, 617-298-3437.

**Proven Talk Show host** can program money maker, GM, medium or large market. Call Mel Young, 602-963-9144.

**Many announcers called,** few chosen Southeast, lower Midwest: Keep Jammin' Janet 502-895-5888 among chosen few. Six yrs. P/T announcing, production, research, some TV, copywriting. Boondocks unwanted.

**Ivy League Grad** seeks announcing position. Very outgoing personality. Extensive knowledge of music, sports, and politics. Solid PBP skills. Willing to relocate. Neil, 301-424-4984.

### SITUATIONS WANTED TECHNICAL

**Engineer/AT** for FM Rock station in milder winter climate. Eric: 219-924-8340 after 6:30 pm. weekdays: Central.

### SITUATIONS WANTED NEWS

**Major market sportscaster** seeks Talk Show or anchor positions. Market quality, not size, is important. Jim, 718-836-5046.

**Creative, energetic Hispanic man** seeks full-time reporter position. Two years experience in major market. Also, knowledgeable about sports. Will relocate. Kevin, 818-244-8908.

**I love sports** and can convey this to listeners. Sophisticated exciting PBP and solid anchoring. 5 yrs. exp. Will consider freelancing. Bob, 201-546-5546.

**News/Talk.** Experienced (7+ years). Solid anchor. engaging talk. Currently working full time East Coast. Looking for full time relocation to Florida. Mature, stable, excellent references. Frank, 508-349-2019.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**VP major investment firm.** former highly successful on-air broadcaster, seeks return to radio/TV as talk host: financial expert; news anchor. Poised, very credible, warm, friendly. Good interviewer, community-minded. Consider all markets. Marc, 214-306-7035, eves.

**Director/musician:** Looking for career that combines both abilities (rock videos/symphonies etc.). 5 years production experience in top-25 market, extensive musical background. 317-841-0954.

**"Book out", #4 again?** I've programed 5 #1 Arbitron rated stations, available now, formats AOR, CHR, AC, Jim Bunn, 912-987-1906.

#### MISCELLANEOUS

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## TELEVISION

#### HELP WANTED MANAGEMENT

**General sales manager** for growing network affiliate in medium market. Prior television sales management required. Box H-109. EOE.

**Director of development:** Chief fund raiser at public television station. Supervises membership, auction, tele-marketing, underwriting personnel. Requires thorough formal training in acceptable charitable fundraising procedures. Previous experience in PTV development, four year college degree desirable. Resumes to Personnel Manager, KCCOS, PO Box 650, El Paso, TX 79968 by September 1, 1989. EEO.

**Research/marketing director.** WTOG-TV has an opening for a research/marketing director. This position involves working with the station's sales staff by producing print sales promotion, preparing research presentations and analyzing audience marketing data. Responsibilities lie in coordinating TVB, Mini Pak, and strong involvement with programing and promotion departments. A marketing or media research background is desirable and a college degree preferred. Send resume to Alan Frank, Station Manager, WTOG-TV, PO Box 20144, St. Petersburg, FL 33742. An equal opportunity employer. M/F.

**Traffic manager** for ABC affiliate in Salisbury, MD. At least three years experience with Columbine or similar computer system working with programing, logs, sales orders. Great community to live in, close to beaches and Baltimore-Washington without the traffic. Resume and salary history to Frank Pilgrim, GM, WMDT-TV, PO Box 4009, Salisbury, MD 21801. M/F. EOE.

**Controller:** 40's market TV station looking for an experienced hands-on person to become a key element in the management team. Responsibilities include financial reporting and analysis, budgeting and forecasting, EDP, personnel, supervision of staff. Send resume and salary requirements to Box I-12. EOE.

**Business manager:** KAMR-TV, NBC affiliate Amarillo, Texas, is looking for an experienced business manager to handle all phases of station accounting, financial reporting and administration. College degree in accounting required. Previous broadcast experience a must. Lotus-123 essential. Knowledge of Columbine system a plus. Salary commensurate with experience. KAMR-TV is particularly interested in minority and female applicants. Send resume to Cannan Communications, Inc., 503 City National Bldg., Wichita Falls, TX 76301. KAMR-TV is an equal opportunity employer. M/F.

#### HELP WANTED SALES

**Scenic Chattanooga, Tennessee Indy,** part of growing SE group, seeks experienced independent sales professional. Best commission structure anywhere. Great opportunity for growth. EEO. Send resume or call Ray Hansen, WDSI-TV, 2401 East Main St., Chattanooga, TN 37404, 615-697-0661; FAX 615-697-0650.

**Experienced broadcast sales executive** needed for leading Mid-South affiliate. Strong agency background with regional experience preferred. Working knowledge of Marshall Marketing and product target aid, combined with strong marketing oriented new business development a plus. Reply to: Jim Lewis, Local Sales Manager, KATV, PO Box 77, Little Rock, AR 72203. EOE.

**Assertive self-starting** account executive needed for ABC affiliate in beautiful Burlington, Vermont. Take an established list and build it with new business. 1 to 3 years media sales experience desired. Citadel Communications; c/o WVNY-TV, 100 Market Square, Burlington, VT 05401. Attn: Cliff Smith. EOE.

**KFVE-TV Channel 5.** Account executive. We are looking for an experienced successful person with high energy and enthusiasm, ambitious, competitive and willing to work hard for large financial rewards. Must have a minimum of 3 years broadcast sales experience. Please send resume and salary history to: KFVE-TV, 315 Sano Island Rd., Honolulu, HI 96819-2295. Attn: Norma. Confidentiality assured. EOE.

**Sell exclusive TV programing** in the 4-seasons Pocono Mountains, NE PA. 3-5 yrs. proven TV times sales. Resume to: Box 5115, Station A, Wilkes-Barre, PA 18710. EOE.

**WWMT seeks marketing consultant** for rapidly growing developmental sales effort. Sales experience required. Send resume to: WWMT, 233 E. Fulton, Suite 222, Grand Rapids, MI 49503. EOE.

**General sales manager needed** for a Southeast ABC affiliate. Solid local sales and major market rep experience a must. Very good salary and benefits package with top group. Excellent market! Totally confidential. Send resume to: Box I-14 EOE/MF/drug screened.

**WNWO-TV** is seeking an upwardly mobile salesperson. We value intensity, creativity and energy. Excellent opportunity for smaller market account executive. Send cover letter and resume to General Sales Manager, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615. WNWO-TV is an equal opportunity employer. Deadline - August 25, 1989.

#### HELP WANTED TECHNICAL

**Chief engineer:** Midwest VHF affiliate seeking an individual with strong maintenance background and proven administrative abilities. Applicant should have comprehensive knowledge and experience in all areas of commercial broadcast engineering. Send resume to Don Hicks, KOAM-TV, Box F, Joplin, MO 64802. EOE.

**Television maintenance engineer.** Applicant must have minimum of 2 years recent exp. in TV broadcasting maintenance. The candidate should be able to repair to component level, equip. such as VTR's, cameras, switchers and edit suites. Please contact Ruth Ward, Personnel Director, Trinity Broadcasting Network, 14131 Chambers, Tustin, CA 92680, 714-832-2950. We are an equal opportunity employer.

**Chief engineer** for quality minded station in beautiful Idaho. We need a hands-on chief to give tender loving care to our well equipped transmitter, studio, microwave, ENG, and LPTV operation. Good pay, benefits. Call or write Harry Neuhardt, GM, KPVI-TV, 425 East Center, Pocatello, ID 83204, 208-233-6667. EOE.

**Assistant chief engineer:** Rural Alaska AM/TV Combo is looking for a self motivated person with at least 4 years experience in radio/television maintenance. Applicants should have valid FCC General or SBE certification. Duties include maintenance on modern transmitters and studio equipment, system design and installation and limited administrative tasks. Salary DOE plus excellent fringe benefits. Send resume to Brad Humershtine, CE, KYUK AM/TV, Pouch 468, Bethal, AK 99559, FAX 907-543-3130. EOE.

**Graphic designer:** Seeking creative paint box artist with strong design and 3-D computer animation skills. Broadcast promotion and production experience required. State-of-the-art Kavouras system. Beautiful Pacific Northwest location. Send tape and resume to: Design Search, KVOS-TV, 1151 Ellis St., Bellingham, WA 98225, 206-671-1212. KVOS TV is an equal opportunity employer.

**Maintenance engineer.** 2 years maintenance and repair down to component level of 1/2 inch, 3/4 inch and 1 inch video tape experience. Microwave, UHF, XMTR and Beta-cart. ASEE and FCC Commercial and SBE Certificats. Not a trainee position. Send resume to: Chief Engineer, KCBA-TV 35, PO Box 3560, Salinas, CA 93912. EOE.

**Chief videographer:** PBS affiliate seeks experienced individual to shoot and/or edit projects, supervise scheduling and maintenance of videography equipment. Also responsible for training production staff. The successful candidate must have extensive experience in video photography. Degree in broadcasting or related field preferred. Send resume, letter and salary history to: WXXI Personnel Director, PO Box 21, Rochester, NY 14601. EOE.

**Chief engineer** for Christian (TBN) TV station. FCC General license, UHF transmitter experience required. Minimum 2 years chief or assistant chief. Salary and benefits competitive. Send resume to C. K. Thompson, V.P. & Station Manager, WTBY-TV, Box 534, Fishkill, NY 12524. Tel 914-896-4610. EOE applicants encouraged.

**Maintenance engineer.** Immediate opening for two broadcast maintenance technicians experienced in all phases of broadcast equipment to the component level. Includes half, three-quarter, one, and two inch video tape; Grass 300; ADO-1000; Chyron IV; Utah M/C and router; microwave; satellite. Apply to Richard Cushman, WMTV-TV, PO Box 8, Auburn, ME 04210. An EOE.

**Mobile production maintenance engineer:** F & F Productions, Inc. is looking for someone with a minimum of 3-5 years broadcast and digital solid state maintenance experience to fill an immediate opening in our engineering department. The ideal candidate will have an extensive background in broadcast equipment maintenance with an emphasis on mobile/production systems and techniques. Travel required. Please send resume and salary requirements to: Bill McKechney, Director of Engineering, F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting, Inc. EOE. M/F.

#### HELP WANTED NEWS

**Reporter:** For magazine format syndicated TV health show. Minimum two years TV experience in field/on-air. Medical background helpful. RN preferred. Send resume and tape to PO Box 555, Columbus, OH 43216. EOE.

**Anchor:** Position available with WRBL-TV 3, CBS. Experienced news anchor with strong leadership qualities, who can produce, write and edit. Mail tape/resume/references and salary history to General Manager, WRBL-TV 3, PO Box 270, Columbus, GA 31994. EOE.

**South Florida affiliate** needs creative news photographer/editor. 2 years minimum experience. Top-notch operation, visual emphasis. Send tape and resume to: Keith Smith, 3719 Central Ave., Ft. Myers, FL 33901. EOE.

**Meteorologist:** Aggressive Southwest affiliate looking for a meteorologist to take over weather department and anchor it's 6:00 and 10:00 newscasts. Liveline Three weathergraphics and established weather network. 18 person newsroom. Minimum one year experience. Send resume and salary requirements. Box H-103. EOE.

**Weathercaster:** Seeking enthusiastic self-starter to produce and deliver hourly weather-updates. Major market quality voice essential. Computer graphics and previous broadcast experience desired. State-of-the-art Kavouras system. Beautiful Pacific Northwest location. Send tape and resume to: Weather Search, KVOS TV, 1151 Ellis St., Bellingham, WA 98225, 206-671-1212. KVOS TV is an equal opportunity employer.

**Managing editor.** WRCB-TV is looking for a managing editor to lead our news department. This person will develop our news-gathering organization, and run that operation on a daily basis. No phone calls. Send videotapes and resumes to Lee Meredith, WRCB-TV, 900 Whitehall Rd., Chattanooga, TN 37405. EOE.

**Chief photographer.** Experience necessary. Skilled shooter with ability to manage photography personnel and equipment. Excellent opportunity in great news market. Send tapes and resumes by August 18 to: Personnel Director, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611. Non-smoking environment. EOE.

**News producers:** Maine Broadcasting System is looking for news producers for its stations in Portland, Maine (WCBS-TV) and Bangor, Maine (WLBZ-TV). Solid journalism and strong writing skills are necessary. Please send letter and resume to News Director, Maine Broadcasting System, One Congress Sq., Portland, ME 04101. EOE.

**TV news producer:** Responsible for content of daily newscast. Must be creative, imaginative and an excellent writer. You will supervise, manage and lead other production and news personnel. Prior TV news experience and good people skills required. Resume and tape to Liz Grey Crane, Assistant News Director, 8 Elm St., New Haven, CT 06510. EOE.

**Meteorologist:** Number two for top 30 network affiliate. Requires degree, AMS seal, at least two years experience. Colorgraphics, WSI equipped. Need good forecaster with strong personality. EOE. Box I-8. No tapes.

**Executive producer.** Only the very best need apply. Will be in charge of the editorial and production content of all newscasts. Must have exceptional producing skills and be a top notch people manager. Minimum 5 to 7 years as producer of major news casts. Prior experience as EP very desirable. No tapes. No phone calls. Send resume only to Mike Beardsley, News Director, KPAX-TV, 1101 N. Central Ave., Phoenix, AZ 85001. EOE.

**News photographer.** Minimum two years experience, or the equivalent electronic field production work. Working knowledge of field lighting and audio equipment. 1/2 inch and 3/4 inch editing skills essential. Contact Bryant Blackburn, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.



**Nationally syndicated program** looking for coordinating producer, field producers, production assistants, assignments editors. Minimum three years experience in each category. Send resume only to: Box I-9. EOE.

**News director.** KOLR-TV, Springfield, MO. CBS. Prefer experience. Will consider producers, assignment editors. Prefer SW Missouri native. Non-smokers preferred. Send resumes to General Manager, Box 1716, Springfield, MO 65801. EOE.

**Video coordinator.** To oversee the editing of half-inch news stories for fast-paced daily newscasts, manage staff of editors and maintain videotape library. Applicant must have excellent videotape editing skills, be well-organized and able to work well with others. Resume and videotape (no calls) to Ned Warwick, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Executive producer-promotion.** If you have an outstanding reel, 3 years experience, a desire to make your on-air creativity shine and if you feel you're in a dead end job, WSOC-TV wants to see your work! We need a top-flight creative on-air pro to take over responsibility for our on-air product. Send reel and resume to: Alan Batten, WSOC-TV, 1901 N. Tryon, St., Charlotte, NC 28206. EOE. M/F.

**Promotion manager** in Florence/Myrtle Beach, South Carolina. We are a group-owned ABC affiliate in one of the most dynamic, fastest growing small markets in America. You'll need to know or learn how to do it all. Strong writing skills necessary. Tapes and resumes immediately to Bill Christian, Vice President and General Manager, WPDE-TV 15, 3215 South Cashua Dr., Florence, SC 29501. No calls, please. EOE. M/F.

**#1 station in #1 market** needs #1 asst art director for WABC-TV in New York, seeks a highly qualified hands-on assistant art director. Major market experiences and strong management skills needed. Lots of pressure, tight deadlines, great opportunity. Experience with state-of-the-art computer design and production equipment a must. Send resume and reel to John Jamikowski, WABC-TV Art Dept., 7 Lincoln Sq., New York, NY 10023. No phone calls. We are an equal opportunity employer.

**Field producer** for one hour public affairs program. Strong skills in writing, research, editing, and scheduling. Well versed in current issues, as well as African-American history. Need sharp communication skills. Resumes and tapes only to Gil Noble, Producer, WABC-TV, Suite #114, 7 Lincoln Sq., New York, NY 10023. No phone calls. We are an equal opportunity employer.

**Production manager:** Need experienced, organized, budget-minded individual to coordinate schedules of directors, set-up remotes, plus in-studio and field production experience necessary. Minimum 5 years in similar position. Send resume to Art Moore, Director of Programming, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No calls. We are an equal opportunity employer.

**Computer graphic artist.** Create news and commercial graphics. Send resume to: Bruce Sloan, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

**Production director/switcher.** Need experience in directing newscasts, producing commercials, switching on-air. Send resume to: Duane Millsap, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

**Nationally syndicated program** looking for coordinating producer, field producers, production assistants, assignments editors. Minimum three years experience in each category. Send resume only to: Box I-10. EOE.

**Promotion director.** Medium market television station seeks seasoned promotion veteran with track record which displays success in news promotion; community involved event development and sales support. Departmental budget administration experience a plus. Compensation commensurate with the talent and judgment package delivered. Self starter. Submit resume and tape to Alan Eaton, WFRV-TV, 1181 E. Mason St., Green Bay, WI 54307-9055. No phone calls. We are an Equal Opportunity Employer.

**Associate producer, video promotions:** Dynamic major market PBS station seeks an experienced, energetic and creative promo producer with exceptional copywriting and cassette-editing skills. Opportunity to produce promos for local and national Maryland Public Television productions. Familiarity with logs or master control and one-inch editing desirable. Minimum 2 years video promotion experience and 4-year degree required. Starting salary 21,500, plus benefits. Resumes by August 25th to: Assistant Director of Human Resources, Maryland Public Television, Owings Mills, MD 21117. MPT is an AA/EEO Employer.

**Dominant VHF network affiliate** seeks qualified director. Experience in newscast and program directing, MC operations, spot production, Chyron, audio, tape, editing, 1", and DVE. Reply to: Gordon Hay, Director of Operations, KLST-TV, PO Box 1941, San Angelo, TX 76902. EOE. M/F.

**Production assistant:** Instructional Resources (URSAT) of SUNY College of Technology at Utica/Rome is seeking a highly motivated person to operate professional studio and field video equipment, periodically serve as director, floor manager and technical director, assist in the development of TV scripts and support other associated tasks. This position requires a bachelor's degree in TV Production or related discipline and at least one year of production experience is preferred. Salary \$18,000 - \$23,000 plus excellent benefits. Initial appointment through June 30, 1990 with renewal pending funding. Send letter or application and resume by August 30, 1989 to Anthony F. Panebianco, Director of Personnel/AA, SUNY College of Technology at Utica/Rome, PO Box 3050, Utica, NY 13504-3050. AA/EOE.

**Kansas Regents Educational Communications Center.** (ECC) seeks the following: TV PRODUCER/DIRECTOR. BA & 3 years broadcast experience required (MA preferred). Must be a "whiz" on Betacam EFP, EDL editing, Vista 18 or GVG200/ADO, and studio/mobile unit directing. \$20-\$24M. SENIOR PRODUCER. MA & 5 years PTV/ETV experience required (Ph.D. & 8 years preferred). PBS or regional/national ETV/ITV series production/direction credits required, including writing (grants, treatments, scripts, budgets, billing) shooting, directing, editing. Excellent interpersonal & management skills mandatory. \$31M-\$35M. The ECC serves the Kansas Regents Institutions, public schools, and the general public. Programming began in May. Fixed and transportable uplink and mobile unit on hand. \$6 million building now under construction. Send resume & three reference letters (no calls) by August 28 to Mel Chastain, Director, ECC, 301 Umberger Hall, Kansas State University, Manhattan, KS 66506. EEO/AA.

**Promotion manager:** Creative, outgoing and experienced person needed for Fox 29, KITN-TV in the Minneapolis-St. Paul market. Highly skilled in ad campaign creation, marketing analyses, strong writing skills, leading edge production skills (GVG 200, Betacam, computer editing, DVE, electronic paint), maintain budget, supervise graphic artist and producer. College degree or equivalent required. Submit letter, resume, tapes and references to: General Manager, KITN-TV, 7325 Aspen Lane North, Minneapolis, MN 55428. Telephone: 612-424-2929. Women and minorities are encouraged to apply. KITN-TV is an equal opportunity employer of Nationwide Communications Inc.

**Producer/reporter** opening at award winning statewide public TV network. Cover State Legislature and produce issue-oriented reports/documentaries for local, regional and national distribution. Bachelor's in Broadcast Journalism or related field plus three years related experience required. Equivalency considered. Position initially temporary for 6 months with additional 6 months extension. \$23,571 annual salary. Apply with cover letter and resume by September 15, to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

**Promotion producer:** NE top 50 network affiliate seeks a promotion producer with 1 year experience. Strong writing skills. 3/4 inch editing required. Send resume to Box I-4. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Currently employed general manager** seeking new challenge. Experience in top 10 television sales management and top 50 station management. Over 20 years in broadcasting. Top references. Contact Box H-64

#### SITUATIONS WANTED SALES

**Television sales professional** with strong, successful sales background. Mid-Atlantic or Southeast preferred. Advertising Club Silver Metal Award for professionalism. Call Ron at 703-772-7885.

#### SITUATIONS WANTED TECHNICAL

**Television chief engineer.** 24 years total engineering experience. 13 as chief engineer. Experience with news operations in network affiliates. Please reply Box H-77.

**Multi-talented group** in NE seeking freelance, part-time, full-time opportunities. All aspects of production, operation, even maintenance! Box H-114. EOE.

#### 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.

**Excellent, experienced sportscaster.** Knowledgeable in news also, looking to work for a good station. 216-929-0131. Box H-77.

**Sports journalist/anchor.** Much more than scores. 12 yrs. exp. incl. major mtks. Looks, personality 416-465-4435.

**Sports:** Black male sports journalist seeking job in any market. Can shoot, edit, anchor. 2 1/2 years experience. Anxious for step forward. Contact Anthony 512-674-7093.

**News/sports.** Energetic, bright, highly motivated with experience seeks entry level position. Degree in Broadcasting. Can shoot, edit. Will accept related positions, willing to relocate. Demo tape avail. Call Liam 703-823-6319.

**Young blind sportscaster** looking for a position in either the sports department or news department. Worked for CBS Sports, Sports Channel and WRHU Radio as on air sports anchor. Graduated with BA in Communication Arts from Hofstra U. Well versed in all sports, willing to relocate. Contact Larry at 10 York Ct., Northport, NY 11768.

**Meteorologist:** BS 1987. Broadcasting school since interned in 18th market. Some on-camera/LiveLine experience. Seeking entry-level on-camera. Available immediately. James. 618-397-4323.

**Reporter/producer/assignment editor:** 13 years print experience including Wall Street Journal, Associated Press, managing editor of small daily Broadcast writing experience. Can shoot and edit tape. Enthusiastic, eager to contribute. Jeff Rowe. 213-433-2944.

**News director.** Now in New England. Medium to large market anywhere. Highly-organized, mature team player with 22 years experience. Box I-3

**Ambitious, aggressive, creative morning anchor/feature reporter** with five years experience in medium markets. Looking to play ball in the big league. 301-543-8561

**Executive weather director** on air 5, 6, 11 P.M., who developed and managed nationally recognized, most progressive and advanced award winning weather department in nation for over 30 years, seeks new and challenging position. Salary negotiable. MML, 3225 S. MacDill, PO Box 133-118, Tampa, FL 33629.

**Reporter:** UCLA graduate with strong reporting and writing skills. Creative, self motivated, broadcast experience. Past internships with CNN, KNBC, and FNN. Can send tape and will relocate. Call Kelly at 213-208-2992

**Experienced ND** looking for bigger challenge in small market. I've done it all and want to lead your people. 913-451-1259.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**VP.** Major investment firm, former highly successful on-air broadcaster, seeks return to radio/TV as talk host; financial expert; news anchor. Poised, very credible, warm, friendly, good interviewer, community-minded. Consider all markets. Marc. 214-306-7035, evs.

**Let me create for you!** Graduate seeks television promotion career. Broadcast writing and one year editing experience. For demo reel, call Ed. 607-756-5726.

#### MISCELLANEOUS

**Primo People wants you.** If you are a general assignment reporter who has some anchoring experience, send 3/4" tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Bill Statter's Talent Agent Directory.** Invaluable for stations and talent. \$52.00 for stations. \$37.00 talent. 514 S. Union St., Natchez, MS 39120.

**Anchor, reporter, sports,** weather positions currently available through our service. Immediate openings! Call today! National Media Services. 303-839-1770.

**Rent complete 30' mobile production truck - 4 IKE 79E Triax cameras. 3 1" VTRs.** Also, portable 2 GIG microwave links. Call Media Concepts. 919-977-3600.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Telecommunications/journalism:** Ball State University, Muncie, Indiana. Instructor position available for Fall Semester 1989 with dual interests in telecommunications and journalism. Person will, over the length of the academic year, teach eight courses, half in telecommunications and half in journalism. Specific courses to be taught may vary with applicant's areas of competency. Minimum qualifications: BA or BS; at least three years professional experience, split between print and electronic fields. Preferred qualifications: MA or MS; at least five years experience, split between the two areas. Salary competitive. Send resume, three (3) letters of recommendation and official transcripts to: Dr. John Kurtz, Chairperson, Telecommunications Department, Ball State University, Muncie, IN 47306. Review of applications will begin immediately and continue until the position is filled. Ball State University practices equal opportunity in education and employment.

**Lead instructor:** Radio/TV Broadcasting Program at Wash Valley College, a small Mid-Western community college located in Mt. Carmel, Illinois. Academic year, tenure track appointment. Established studios and program; 50KW FM and cable TV stations. Minimum BS degree plus teaching and broadcast radio/TV experience. Salary competitive; full fringes. Beginning date October 1, 1989. To apply, send application letter, resume, and three reference letters to Personnel Office, Illinois Eastern Community Colleges, 233 East Chestnut St., Olney, IL 62450. Application deadline is September 1, 1989. Affirmative Action, Equal Opportunity Employer.

#### HELP WANTED TECHNICAL

**Systems consultants needed** for Marketron, the leader in broadcast software. Position responsible for software installation, maintenance and client training. Must have traffic experience, some PC knowledge, strong communication skills, and be available to travel nationwide. Send resume and salary history to: Personnel Dept., Marketron, Inc., 101 Lincoln Center Dr., Suite 300, Foster City, CA 94404. 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 TV.** Many needed for commercials. Casting info. 1-805-687-6000. Ext. TV-7833.

#### EDUCATIONAL SERVICES

**On-camera coaching:** For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent; New York local reporter. Demo tapes. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**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 Servatus, J.S. Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Dr., El Paso, TX 79925. 915-772-2243.

**Wanted!** Harris SX5 AM transmitter. Prefer 3 phase AC with updated improvements. Good conditions. Will pay top dollar. Call Jack Davis at 407-686-8000.

**Towers wanted** 20 ft - 2000 ft. Standing or on the ground. No junk. Tower Management Systems. 504-521-8661.

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**50KW AM Harris MW50A** (1980), like new. CCA-AM 50,000D (1976), excellent condition. Transcom Corp. 215-884-0888. FAX 215-884-0738.

**FM transmitters** CCA 27,000 (1980) Harris FM 20K (1980) CSI T-3-F (1985) RCA BT20E1 (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), Sparta 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.

**120 KW UHF transmitter package** TVT/Varian transmitter package just traded in on a new TTC 240 KW system. Excellent condition. Now tuned to Channel 54. Includes 1000' waveguide and antenna. Low price. Call Bill Kitchen, TTC 303-665-8000, Ext. 101.

**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.

**Betacam, 3/4" & 1" blank videotape.** Broadcast quality guaranteed and evaluated. Betacam - \$5.99. 3/4" - 20 minutes \$4.99. 3/4" - 60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji or Ampex. Free shipping. For more info. call toll free, 1-800-238-4300.

**Broadcast equipment (used):** AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

**Rent complete 30' mobile production truck** - 4 IKE 79E Triax cameras, 3 1" VTRs. Also, portable 2 GiG microwave links. Call Media Concepts, 919-977-3600.

**Hitachi HR-200B,** new heads, \$15,000. Sony BVW-40s, BVW-25, BVW-10, BVW-15, Sony BVU-800s and 110s. Many other items of all kinds. 1" VTRs, film islands, character generators. Call for a complete list. There's a new one every month. Media Concepts, 919-977-3600.

**Anlxter Marx 5 meter transmit/receive C-band satellite dishes,** power amplifiers, etc. for SCPC audio uplinking. Can supply complete package. Megastar, 702-386-2844.

**Stereo audio uplink on C-band subcarrier** available. 1-800-328-2546.

**Scientific Atlanta,** model 8005, 4.6 meter satellite antennas \$2,500. Broadcast quality receivers. SA414 \$1975. Megastar 702-386-2844.

**Satellite teleport for sale** with two C-band and two Ku-band earth stations. Perfect for cable channel broadcasting. \$825,000 plus lease or purchase of land. 1-800-328-2546.

**Plumbicon tube tester** and conditioner. Almost new. Offer. 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.

**Satellite antenna:** New Comtech 3.8 meter complete with feed horn. L.N.A.'s. Must sell. Save \$. For details call 818-840-7231.

**Harris MW-50A transmitter** currently on-air on 540 Khz with spares. Transmitter has been well maintained. Buyer responsible for removal. Selling due to site relocation. Available for inspection while operating until November. Contact Howard Hoffman, 813-324-5400.

**50 kw, four tower phasor** on 540 Khz. Will sell as a system including ATUS or for individual parts. Schematic and parts list available. Contact Howard Hoffman, 813-324-5400.

**Sony M3A** and Sony VO 6800, batteries, charger adaptors, cables. Canon 9 x 15 lens, excellent condition, \$5600. Vernal Productions, 206-542-3532.

**Copper! #8 & #10 ground radials;** 2,3,4,6,8" strap; fly speaker; ground screen. 800-622-0022. Ask for Copper Sales.

**Convergence 195 Plus w/BVU 950 interface cards** - 1 year old \$7,000; 3rd interface card \$750. AVS-100 \$800. and TASCAM M-208 mixer \$750 (mixers available separately). Call 213-828-5662.

**Towers:** Over 100 available. AM - FM - TV - Microwave. Guyed to 1500 ft., self-supporters to 460 ft. We finance, trade, joint venture and lease antenna space. Tower Management Systems. 504-521-8661.

**934 ft. stainless TV tower** \$113,000; 1134 ft. stainless TV tower \$144,000; 1,000 ft. 6 1/8 inch rigid line \$700 per stick. All of the above FOB California. Some trade for advertising sought. Tower Management Systems. 504-521-8661.

**For parts & service** for Townsend transmitters, call Broadcast Maintenance Associates, Inc. Neosho, MO 64850. 417-451-1440.

**For sale:** 26' Barth 4 camera remote truck with stereo audio capabilities. Call Jerry Hanna: 312-509-5459 WTTW/Chicago.

#### THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,  
Dept. P.R., Ann Arbor, MI 48106

## RADIO Help Wanted Management

**General Manager Needed**  
Experienced, General Manager needed for San Jose, California FM turnaround.

With only 8 FM's and more than \$30+ million of radio revenue, this is an excellent opportunity to establish a terrific track record.

Equity earn-in available. EOE.

Call Tom Gammon at 202-828-0990 or send resume to:

Crown Broadcasting, Inc.  
1130 Connecticut Avenue, N.W.  
Suite 500  
Washington, DC 20036

## Help Wanted Announcers

**Midwestern Country FM** is looking for a personality to take over the dominant morning show in the market.

Experience necessary.  
Great facility - great signal!  
T & R  
to Dave Broman, WWKI,  
519 North Main, Kokomo, IN 46901  
EOE

## Help Wanted Technical

### SATELLITE OPERATIONS TECHNICIAN

Qualified incumbent must have two years college or equivalent work related experience and considerable broadcast engineering experience preferably in Public Radio. Familiarity of operation of computer I/O Terminals and with standard audio testing practices, operations, and procedures required. Knowledge of automated audio switching systems and RF transmission systems preferred. Valid driver's license and excellent driving record preferred. Please send resume with salary requirements to:

National Public Radio  
Personnel Department  
2025 M Street, NW  
Washington, DC 20036  
EOE/AA

## Situations Wanted Management

### MAJOR MARKET GENERAL MANAGER AVAILABLE

Highly successful 20 year track record as GM in medium and major markets. 30+ years experience in all areas. Love turnarounds and problem solving. Very stable and excellent references.

Unusual circumstances creates availability. Relocate anywhere for quality opportunity. Call for resume.

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## Situations Wanted News

**Sportscaster.**  
PBP for 5 major colleges,  
national and major market sportstalk.  
Also impressive programming credentials.  
Available for sports and/or PD.  
Lee Burdorf,  
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## Miscellaneous

**THE WEATHER SOLUTION**  
Edward St. Pe' & National Weather Networks  
The 1988 National Weather Association Radio contributor of the year. **AMS Seal Certified** customized Weathercasts....complete barter.  
CALL 1-800-722-9847

## TELEVISION

## Help Wanted Management

**EXECUTIVE PRODUCER/  
PRODUCTION MANAGER**

Chicago's Very Own WGN-TV has an opening for experienced Executive Producer/Production Manager to oversee the production department and be responsible for all local production.

The individual we seek must be creative, with contemporary production standards and possess strong administrative skills. Production experience required, directing experience preferred.

We offer an excellent starting salary and full range of company benefits. Send resume/reel to:

Employee Relations  
WGN Television  
2501 W. Bradley Place  
Chicago, Illinois 60618

NO PHONE CALLS PLEASE  
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## Help Wanted News

**Broadcast to Britain!**

Seasoned anchor required for innovative new British breakfast show. This job is Washington, DC based and involves putting together a daily feed of news from the American Continent as part of an international news show.

Send tape & details to:  
Independent Television News  
1726 M St., NW,  
Suite 703  
Washington, DC 20036

EOE

**ATTENTION:**

WOULD THE NEXT  
**OPRAH-  
PHIL-  
GERALDO**  
STEP UP TO THE MIKE



A major television syndicator is looking to discover the next national talk show host. Applicants should send video tape or 8 x 10 glossy and audio cassette along with a current resume and cover letter to:  
**TALK SEARCH**  
564 Mission St., Suite #1  
San Francisco, CA 94105

Help Wanted Programing  
Production & Others**TELEVISION DIRECTOR**

Government Television Production Facility  
in Southeastern Virginia seeks  
**Experienced Director.**

Qualified applicants should have background in educational television. College degree in communications and/or education helpful. Specialized experience in instructional and/or interactive video disc a plus.

**Starting Annual Salary - \$28,852**

Interested candidates write to:

PCPSA  
ATTN: External Recruiting Branch  
1182 Fishing Point Drive, Suite C  
Newport News, Virginia 23606

Or Call  
(804) 873-3152 For Application Package.  
EEO. Closing date for position is 24 August 1989.

**DOCUMENTARY PRODUCER**

Peabody Award winning station is seeking an experienced producer or reporter to develop, write and produce award winning documentary series. Must have strong writing background, previous experience in news and public affairs, and knowledge of field production. Innovation and creativity a must. Post production facilities include on-line 1" editing system with full effects. 3-5 years in long form television production. Salary: high 20's.

Resume and cover letter to  
**WXXI TV**  
Personnel Dept.,  
PO Box 21,  
Rochester, NY 14601.  
EOE

## Help Wanted Technical

**WKBD 50 DETROIT**

Immediate opening for UHF Transmitter Maintenance Engineer for NUMBER ONE UHF INDEPENDENT STATION in country. Strong background in UHF transmitters, microwave and satellite technology required. Previous experience w/RCA TTV 60 transmitters preferred. Full benefit package provided. WKBD is a subsidiary of Cox Enterprises, Inc. and an Equal Opportunity Employer, M/F. No phone calls.  
**Send resumes to:**  
**WKBD, INC.,**  
Attn: Personnel TME,  
PO Box 50,  
Southfield, MI 48037-0050.

Situations Wanted Programing  
Production & Others**Final Jeopardy!**

The Category:  
Employment in Television

The Answer is: He's a creative, dedicated, determined individual with 2 yrs. major market TV experience. He's a fast learner with no inside connections. He needs that right break in the industry, but he just can't get a foot in the door.

The question is:  
Who is Larry Baker? (305) 721-2742

When responding to a blind box ad, address your reply as:

Box (the letter and number  
as shown in the ad)  
Broadcasting  
1705 DeSales St., NW  
Washington, DC 20036

Do NOT send tapes or  
oversized material.

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30 years experience includes General and Sales Management in Radio/Television with particular strengths in sales, programming, promotion, budget control, motivation and leadership thru example. Experienced in small, medium & major markets. ALL SUCCESSFUL!! Currently President of Radio/TV association in California and Advisory Council Member of a major rating service.

#### ALL OPPORTUNITIES AND LOCATIONS CONSIDERED

For resume and references contact:  
**GARY CONARD**  
8001 Debbs Ave.  
Bakersfield, CA 93308  
805-392-9128

### ATTENTION PUBLIC TV LICENSEES

Do you have an ailing station in need of new leadership and direction? High energy, dedicated broadcast executive with impeccable credentials and references will manage your station on a full-time basis for one year. Salary requirements: \$1 (negotiable thereafter).

This is a serious offer.

All replies treated confidentially.

Write Box I-13, by September 30th.

## CABLE

### Help Wanted Management

#### DIRECTOR OF CORPORATE COMMUNICATIONS

Continental Cablevision, the third largest MSO in the U.S., seeks individual with excellent writing and public relations skills to become Director of Corporate Communications.

Qualifications include a minimum of 5-10 years experience as a professional journalist and/or public relations professional, and a college degree, preferably in English or journalism.

Responsibilities will include writing and editing of news releases, speeches, brochures, employee and stockholder communications. Successful candidate will also be responsible for conducting public relations training programs for employees. Candidate must have strong personal communications skills as well as the ability to motivate people. Candidate must also be able to perform well under deadline pressure. Some travel required.

If you possess the requisite experience and skills and are looking for a career change that offers challenge and opportunity, please send a resume and salary history. No phone calls.

Senior Vice President for  
Corporate and Legal Affairs  
Continental Cablevision, Inc.  
Pilot House, Lewis Wharf  
Boston, MA 02110



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Cablevision®**

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## Help Wanted Technical

### NATIONAL CABLE NETWORK (LOS ANGELES BASED)

#### PROMOTIONS PRODUCER:

Must have 3+ years experience, an outstanding reel (upon request), with extensive news topic experience preferred. You must be an outstanding writer with break-through creative abilities, thoroughly versed in state-of-the-art production techniques.

#### ART DIRECTOR:

Expert graphic designer with 3 years experience designing news and programming graphics. Experience on Aurora, Ampex ESS, Vidifont, and Chyron 4200 a plus. This position will be responsible for the graphic department and on-air look.

#### TECHNICAL POSITIONS AVAILABLE:

Studio Camera    Character Generator  
Videotape Op    Videotape Editors  
Audio            Technical Director

Send Resume To:

Programming Department  
P.O. Box 5453  
Culver City, CA 90230-5453  
EOE

## ALLIED FIELDS

### Help Wanted Sales

#### SUCCESSFUL SALES CLOSERS

We are an expanding national commercial credit services company in one of the fastest growing industries. We are looking for career oriented sales representatives who have a proven record of closing sales in a challenging environment. Outbound business to business experience preferred. Positions available in our New Orleans headquarters, Tucson and North Carolina. First years earnings expected to exceed \$45,000. Excellent employee benefit package. If you are ready to relocate, we have an unlimited career opportunity.

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... piling up profits  
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### Miscellaneous

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## Employment Services

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Great jobs are available...but do you know about them? The MediaLine daily telephone report puts you in touch with the best jobs. MediaLine has jobs for reporters, anchors, sportscasters, weathercasters, producers, assignment editors, promotion and production and programming people. For details call:

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THE BEST JOBS ARE ON THE LINE  
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California

### Broadcast Job Bank

For application information call  
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California Broadcasters Association

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- Inside Job Listings
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\$2 per minute

From any touch tone phone

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### Wanted to Buy Equipment

#### Frostburg State University

is accepting bids for the lease or purchase of broadcast equipment for WFWM, the University's Educational/Non-commercial FM radio station. If interested in bidding, contact the FSU Purchasing

Department at  
(301) 689-4242,  
and ask for a copy of  
bid number 17005.

All bids are due  
by September 11, 1989 at 10:30 AM

### Wanted to Buy Stations

#### FM Station Wanted to Buy

Investment Group seeks FM Station with \$1 million - \$5 million annual sales. Group is a fully qualified Cash Buyer desiring 100% asset sale.

If you've considered selling, let's explore the best offering price *without fees or commissions*.

Principals Only / No Brokers

Reply in Strict Confidence to:

MARK D. OLSON

P.O. Box 12, Los Angeles, California 90053



\* More than 90 radio & TV stations nationwide listed for sale.  
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**312-272-4970**



**GEORGIA FULL TIME AM**

5000 watts  
100K/year net  
Growth Market  
Box H-107

**For Sale**

Mid-Michigan AM 1000 watts fulltime.  
Only station in a two-city metro of  
14,000. Only one other station in a  
county of 50,000. Building, land  
included.  
\$235,000; terms considered.  
Box I-5

**S.E. Wisconsin.**

1 kw-D. Only station (on takeover) in market. FM  
very possible in future. 8000 home base- good  
area. Station in black and should handle debt ser-  
vice. Decent owner salary in figures. 210M cash.  
One times gross 207M. Nice building and two Xmit-  
tor sites included. \$210,000.00 cash. Heart of Wis.  
lake and outdoor area. Must show ability to handle  
finances on first call...this is firm.  
Packerland Consultants, 414-235-2625

**GREENWOOD, ARK.**

(Ft. Smith Suburb)  
1510 AM/1KW D  
Equipment, Land, Tower  
\$55,000  
Bill Thomas 901/272-2093

**Radio and TV**

2 AM/FM's TENNESSEE  
FM WEST COAST FLORIDA  
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9 AM's Florida  
50,000 FM Virgin Islands  
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**CONNELLY WHEELER COMPANY**  
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**TOP TEN TV MARKET  
FULL POWER UHF -  
UNIQUE FORMAT**

**SELLING MINORITY INTEREST  
\$1,500,000  
BOX I-15**

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1 kw AM Daytimer-Good Signal  
Only AM Licensed in 2-Station  
Growth Market  
"Stick" Entry Buy  
\$250,000 CASH  
Principals Only  
For Sale By Owner  
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Maximize value.  
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Cash flow rising fast.  
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**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**

**BROADCAST DOZEN**

Each of these twelve listings are good buys for the right investor.  
**MASS:** Choose either or both of these AMs in excellent AM markets with great multiples at \$450,000 and \$650,000.  
**RI:** Full time Providence AM with great track record multiples \$1,225,000.  
**N.E. COMBO:** Great market priced below all comparables \$925,000.  
**POWER:** Portland, ME area power FM asking \$3.5 million and will listen.  
**SUNBELT:** Northern FL FM. Best buy in the South \$3 million.  
**SMALL INVESTMENT:** Maine FM \$325,000. Southern ILLINOIS good cash flow \$225,000. NY recent AM startup in nice market \$240,000. Portland ME AM owner is changing stations, sticks and transmitter is give-away \$175,000. Very Northern NE two AMs in nearby communities \$200,000. FM start-up in very good Maine market must sell \$325,000.

8 DRISCOLL DR., ST. ALBANS, VT. 05478  
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(805) 523-7312

**ATLANTA**

Terry Barnhardt  
(404) 534-0780

**TEXAS**

Drew Ballard  
(806) 791-1747

**CORPORATE OFFICE  
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Randy Millar  
Marketing Department  
John Duncan  
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During The N.A.B. In New Orleans,  
September 13-16

**RARE OPPORTUNITY  
Sealed Bid Sale**

WOCB - TV - Channel 55  
Amsterdam, N.Y. - ADI 52  
(Albany/Schenectady/Troy Market)

FULL Power -  
5,000,000 Watts

Equipment Less  
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LIBERAL TERMS

For Qualified Buyer

EXCELLENT Leases

Includes Transmitter Site  
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ALL OFFERS CONSIDERED

Bids Accepted

until Noon - 9/15/89

For Information Package

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Major Opportunity  
\$2,400,000

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JACKSON  
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the millar company u.s.a., inc.

(205) 734-4888

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**Come By Our Suite During  
The N.A.B. In New Orleans,  
September 13-16**

**EARLY DEADLINE NOTICE**

for the issue of  
September 4, the  
deadline is September 1  
(Friday, noon, EDT)

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, 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.

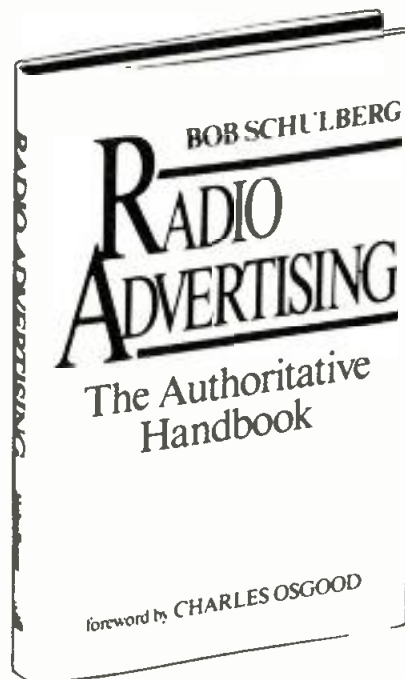
**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: \$4.00 per issue. All other classifications: \$7.00 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING 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.



**A**t Last! An informative and persuasive book on the subject of radio advertising. Read **RADIO ADVERTISING: The Authoritative Handbook** and see how to utilize radio to achieve maximum results.

Learn more about buying or selling radio air time, as well as formatting and producing radio commercials. This book covers:

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This book will enlighten and challenge advertisers, agencies and broadcasters, from novices to seasoned pros.

Author Bob Schulberg, Western Marketing Director for CBS Radio, is the consummate radio advertising professional. Since 1975 he has developed more than \$15-million in new radio business for stations owned and represented by CBS.

**RADIO ADVERTISING** (hardcover, 205 pp, #N3130-4) will help radio work for you or your clients. To order send just **\$24.95** to:

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Or call 1-800-638-7827 to use  
VISA or MasterCard.



# Fates & Fortunes

## Media



Reich

**John F. Tenaglia**, president and chairman of board of TK Communications, Fort Lauderdale, Fla.-based group owner of three AM's and four FM's, steps down as president.

**Robert P. Reich**, executive VP, TK Communications, Dallas, succeeds Tenaglia.

**Andy Lee**, VP and manager, WTVG(TV) Toledo, Ohio, named executive VP and general manager of parent company, WTVG Inc.

**John A. Duvall**, VP, broadcast operations, WLEX-TV Lexington, Ky., named VP, station manager.

**Trip Reeb**, program director, XETRA-FM Tijuana, Mexico (San Diego), joins KROQ-FM Pasadena (Los Angeles), Calif., as general manager.

**Donald Tool**, general manager, KRNT(AM)-KRNQ(FM) Des Moines, joins KRLV(FM) Las Vegas in same capacity.

**Mel Miller**, program director, WRKO(AM) Boston, named station manager.

**John Gibbs**, corporate counselor, Continental Cablevision of California, Stockton, named VP of corporate and legal affairs, Culver City, Calif.

**Keith Burkley**, engineering VP, American Television and Communications Corp., Portland, Me., named director of construction division. He will be responsible for company's design and construction of cable systems.

**Steven C. Fox**, treasurer, Multivision, Greenwich, Conn., joins Simmons Communications, Stamford, Conn., as corporate controller.

## Marketing

**Joe DelGrosso**, director of sales and marketing, KATV(TV) Little Rock, Ark., joins WJLA-TV Washington as VP of sales and marketing. **Ron Kelly**, national sales manager, KATV(TV) Little Rock, Ark., succeeds DelGrosso.

**Blake Mendenhall**, national sales manager, WLUP-FM Chicago, joins KFAC-FM Los Angeles as sales manager.

**Barry Rose**, general sales manager, KBFN(AM)-KBLX-FM Berkeley, Calif., named VP and general sales manager.

**Mark Driscoll**, local sales manager, WLWT(TV) Cincinnati, joins WPTT-TV Pittsburgh as general sales manager.

**Mark Weidel**, general sales manager, WDEL (AM)-WSTW(FM) Wilmington, Del., joins WCAU(AM) Philadelphia in same capacity.

**Joseph Austin Koff**, general sales manager, WFLX(TV) West Palm Beach, Fla., joins WNUV-TV Baltimore as director of sales.

**Fred L. Procise**, general sales manager, WMCC-TV Marion (Indianapolis), Indiana, joins WMKW-TV Memphis in same capacity.

**Susan Brier**, regional sales manager, KWCH-TV Hutchinson (Wichita), Kan., joins KSNT(TV) Topeka, Kan., as general sales manager.

**Roland Adeszko**, VP and sales manager, Katz Television, Chicago, joins WSBT-TV South Bend, Ind., as general sales manager.

**William J. Wayland**, general sales manager, WBOQ(FM) Gloucester, Mass., joins Cable Networks Inc., New York-based spot cable representative, as sales manager, Boston.

**Nancy Jason-Eisner**, associate creative director, DMB&B, Chicago, named VP.

**Dave Bell**, sales manager, Petry Television, Philadelphia, named VP. **Carol Charron**, group sales manager, Petry National, Detroit, named VP.

**Philip C. Waterman Jr.**, manager, national spot sales, CBS television stations division, Boston, to same capacity, Chicago.

Appointments in sales at Lifetime, New York: **Beverly Surowic**, manager of national accounts, to regional director, affiliate relations, Eastern region; **Mary Trotta**, advertising supervisor, consumer marketing group, to marketing manager, Lifetime Medical Television; **Karen Campbell**, manager of sales administration, to director; **Joanne Wilczynski**, traffic manager, to director; **Christine Tsagaroudas**, senior sales assistant, to manager, sponsorship sales.

**Ann Swanson**, national accounts manager, Disney Channel, Burbank, Calif., named director of Western national accounts. **Mureen Lane**, national accounts manager, Disney Channel, named director of Eastern national accounts.

**Terri Thompson**, director of field marketing, Cox Cable Communications, Atlanta, named director of marketing.

**George Arvanitis**, account executive, Turner Broadcasting Sales, Chicago, joins CNBC there as VP, sales, Central region.

**Jeffrey P. Myers**, account executive, WKYS(FM) Washington, to local sales man-

# Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

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ager.

Appointments in sales department, WAGA-TV Atlanta: **Danny Baker**, senior sales executive, to local sales manager; **Bob Cleary**, national sales manager, East division, to regional sales manager; **D.J. Wilson**, local sales manager, to national sales manager, West division.

**Thomas M. O'Brien**, account executive, WTNH-TV New Haven, Conn., joins WVIT(TV) New Britain (West Hartford), Conn., as local sales manager.

**Paul Jones**, retail marketing director, KMSS-TV Shreveport, La., named local sales and marketing director.

**Craig Monson**, owner and general manager, KQIK-AM-FM Lakeview, Ore., joins KEZI(TV) Eugene, Ore., as local sales manager.

**Pat Bellacero**, account executive, WXOW-TV La Crosse, Wis., named local sales manager.

**Gerald Lyles**, national sales manager, Capacities/ABC national television sales office, St. Louis, joins KTRK-TV Houston in same capacity.

**Mark A. Jorgensen**, account executive, KSTW(TV) Tacoma, Wash., joins Northwest Cable Sports, Seattle, as national sales manager.

Appointments in marketing department, WQRF-TV Rockford, Ill.: **Larry Phillip**, account executive, to national sales manager; **Lorna Lee Turner**, media director, H.L. Mitchell and Assoc. Inc. there, to local account executive; **Maria Williams**, account executive, WSEX(FM) Arlington Heights (Chicago), Ill., to same capacity.

**Greg Brown**, local and national sales manager, WVVA(TV) Bluefield, W.Va., joins WACH(TV) Columbia, S.C., as national sales manager.

**David A. Griffin**, local account executive and regional sales manager, KLDE(FM) Houston, named national sales manager.

**Doug Parsons**, retail development manager, WRDU(FM) Wilson (Raleigh), N.C., named sales research manager. **Steve Thanhauser**, account manager, WRDU, succeeds Parsons.

**Mike Matthews**, VP, Quigley Communications, Philadelphia, joins WIP(AM) there as advertising and marketing manager.

Appointments in sales department, Group W Satellite Communications, New York: **Alison Kellmer**, manager, sponsorship sales, Lifetime there, to sales planner; **Denine Rodney**, special markets administrator, BBDO Worldwide there, to sales planner; **Joan Teitelman**, account executive, Catalina Marketing there, to account executive; **Tori Kunath**, per inquiry coordinator, to account executive.

**Lesley Luca**, media planner, DDB Needham, Chicago, named media supervisor.

**Joan M. Knox**, VP, media director, Abramson Associates Inc., Washington, joins Gray Kirk & Evans, Baltimore-based advertising and public relations agency, as media supervisor.

**Robert Nelson**, manager of media operations, Muir, Cornelius, Moore Inc., New York, joins McAdams, Richman & Ong,

Bala Cynwyd (Philadelphia), Pa., as media planner-buyer.

Appointments at Katz Communications: **Beth Wagner**, sales executive, Chicago, to sales manager; **Laura Burke**, direct response account executive, New York, to sales executive; **Ben Buchwald**, national sales coordinator, New York, to sales executive; **Peter DeLeo**, sales assistant, New York, to national sales coordinator; **Brent Wooten**, designer, Agrecolor Printers, Mineola, N.Y., to staff designer, New York.

**Elizabeth M. Gonzalez**, account executive, WCBS-FM New York, joins CBS radio representatives there in same capacity.

Appointments at BBDO, Chicago: **Michael Coleman** and **Anna Kwong**, senior account executives, to account supervisors; **John Coyne**, assistant account executive, to account executive.

**Shari Kaidanow**, account executive, ESPN, Bristol, Conn., named account executive, advertising sales, SportsChannel America, Woodbury, N.Y. **Fred Schwartzfarb**, manager of direct response advertising, ESPN, joins SportsChannel America as account executive, advertising sales.

**Maria Dwyer**, sales assistant, McGavren Guild Radio, Chicago, named account executive. **Suzanne M. Hart**, account supervisor, Advanswers Media Programming Inc., St. Louis, joins McGavren Guild Radio there as account executive.

Appointments in sales department, Prime Ticket, Inglewood, Calif.: **George Ray**, advertising sales manager, *Life* magazine, Los Angeles, to senior account executive; **Chad Clark**, account executive, KOOL-AM-FM Phoenix, to same capacity; **Nick Rhodes**, account executive, Arbitron, Chicago, to research director; **Toni Erickson**, advertising sales assistant, to assistant research director.

**Lou Ferber**, account executive, KSBY-TV San Luis Obispo, Calif., joins KRBK-TV Sacramento, Calif., in same capacity.

**John E. White**, broadcast consultant, WPRI-TV Providence, R.I., joins WCVB-TV Boston as account executive.

**Jean Humphrey**, account executive, WBTV(TV) Charlotte, N.C., joins WSOC-TV there in same capacity.

**David Duncan**, account executive, KSHB-TV Kansas City, Mo., joins KMBC-TV there in same capacity.

**Al Crouse**, general sales manager and program director, KOIA-TV Ottumwa, Iowa, joins WOWT(TV) Omaha as account executive.

**Tim Kusek**, account executive, KOMA(AM)-KRXX(FM) Oklahoma City, joins KEBC(FM) there in same capacity.

**Kathy S. Morgan**, executive assistant to VP and general manager, WCIX(TV) Miami, joins WOWK-TV Huntington, W.Va., as account executive.

## Programming

**Steven Mendelson**, director of comedy de-

velopment, Columbia Pictures Television, Los Angeles, named VP.



Palmieri



Sheingold

**Thomas E. Palmieri**, executive VP and board member, MTM Enterprises, Studio City, Calif., joins Saban Entertainment there as president.

**Richard Sheingold**, VP and general sales manager, TeleRep, New York, joins Group W Productions there as senior VP, marketing and sales.

Appointments at Children's Television Workshop, New York: **Laura Walker**, project coordinator, literacy project, to VP for development; **Pauline Brooks**, director of public television development, to assistant VP for public television; **George Tressel**, division director, materials development research and informal science education, National Science Foundation, Washington, to project coordinator for proposed literacy series.

**Nick Serro**, assistant controller, Viacom, New York, named VP.

**Elisha M. Prero**, partner, Altheimer & Grey, Chicago, joins Eclipse Entertainment, Chicago-based television production, distribution and syndication company, as general counsel and corporate secretary. **James W. Appel**, sales-leasing controller, J & C Development, Chicago, joins Eclipse Entertainment as controller and treasurer.

**Marcie Robinson**, director of marketing, Magnusfilms, Santa Monica, Calif., named VP, creative affairs.

**Nancy Perlman**, assistant to president of production, Orion Television Entertainment, Los Angeles, named manager of development. **Bob Fasbender**, assignment manager, WCBS-TV New York, joins Orion Television there as managing editor, *Crimewatch Tonight*.

**Lori Forte**, manager, comedy development, Columbia Pictures Television, Los Angeles, named director.

**Barbara Earle**, executive VP, Arcadian Pictures Ltd., Washington-based television production company, joins National Geographic Television there as director of development and special projects.

**Linda Button**, director of advertising and promotion, WTVJ(TV) Miami, named director of broadcasting and creative services.

**Jim Roberts**, air personality, WROR(FM) Boston, adds duties of music director.

**George Hillis**, production manager, WOFL(TV) Orlando, Fla., joins KSEE(TV) Fresno, Calif., as program director.

**Dave Ferguson**, assistant program director,



## John Dimling: Nielsen's answer man

Although people don't always trust the ratings, they do trust John Dimling. Now executive vice president and group director of marketing for Nielsen Media Research—one of its top three executives—Dimling has built a reputation in the field of Fifth Estate research for objectivity and thoughtfulness. As comfortable with broad issues of policy as he is with procedural details, Dimling has often been a contact point among diverging opinions.

For 10 years, Dimling headed the research department of the National Association of Broadcasters. Before taking the job, he made it clear that the department's headquarters should be moved from New York to Washington to reflect a change of focus. Rather than concentrating on audience measurement and researching the public's opinion of television, Dimling's primary mission was policy research: collecting the information that helped the NAB's lobbying efforts. He supervised an early study of the impact on broadcast stations of the importation of distant signals by cable operators, and he helped the NAB fight an ongoing battle against royalty payments to performers for radio broadcasts.

When numbers become tools for lobbying multimillion-dollar issues, can a researcher prevent his opinions from influencing his conclusions? "I felt if we put forward the answer to a question, it should be as honest and valid as we could put forward," Dimling says. "But I felt we had a right to decide what questions we would try to answer.... There may have been some other research that we could have done that would have answered interesting and relevant questions but would not have helped the NAB, but we didn't do them."

After NAB, Dimling spent a brief stint at Arbitron and then moved to the Corporation for Public Broadcasting at the close of the 1970's. CPB had been given the responsibility to produce a five-year plan for telecommunications. In a highly politicized environment, Dimling's job was to forge a consensus of various segments of public broadcasting.

"I once said that the CPB is the only organization about which it could be said that the board of directors shared no common objective." The process of getting the involvement and agreement of different public broadcasters was at times "horrendous," Dimling said. Bernadette McGuire, who worked for Dimling when he was at CPB, remembers that it helped that Dimling was a patient listener with "a mind like a computer." Dimling says, "In some sense, I view that as my sort of time in public service."

After three years at CPB, Dimling went to work at the Electronic Media Rating



**JOHN ARTHUR DIMLING**—executive vice president, group director of marketing, Nielsen Media Research, New York; b. April 9, 1938; AB, mathematics, Dartmouth College, 1960; MS, industrial administration, Carnegie-Mellon University, 1962; JD, George Washington University, 1977; U.S. Army, 1963-1965; senior scientist, Spindletop Research, Lexington, Ky., 1965-67; manager, communications & systems division, 1967-69; VP and director of research, National Association of Broadcasters, Washington, 1969-79; VP, research, planning & development, Arbitron, 1979; director of planning and analysis, Corporation for Public Broadcasting, 1979-82; executive director, Electronic Media Rating Council, 1982-85; group director, planning and development, Nielsen Media Research, 1985-86; senior VP, director of marketing, Nielsen Television Index, 1986-88; current position since August 1988; m. Marilyn O'Connor, Oct. 31, 1980; children: Courtney, 6; Meredith, 8 months.

Council, the industry group that serves as watchdog for the ratings services. Part of his work was to expand the constituency of the group. Dimling recruited cable operators and certain major broadcasters and organized a series of seminars to set goals for the future of audience measurement.

John Abel, who had Dimling's old job at the NAB when Dimling was at the EMRC, says that the person who runs the EMRC must be "extremely objective and detached. The industry relies on audience research. If we don't have faith in the veracity and accuracy of the methods that are employed, we're in big trouble.... The certification process has to be impeccable. John always gave me a high level of comfort that that indeed was the case."

Over the years, Dimling has impressed the people with whom he has worked with his exhaustive knowledge of ratings technology: "He is a person who has mastered every aspect of audience research...from the policy level and the managerial level to the very nitty gritty of procedure," Abel

says. Dimling has also impressed people in other ways. "He has personal business ethics and integrity. He has high standards and is a perfectionist," says research consultant Norm Hecht, of Norman Hecht Research. "When he gives you his word, you can trust him for it," says Paul Sonkin, vice president, network audience research, of Capital Cities/ABC.

Reticent about his personal life, Dimling rarely lets it overlap with his profession. The major exception to that rule was his marriage to Marilyn O'Connor, who was editor of NAB's weekly newsletter when Dimling worked there.

Courted by both Nielsen and AGB in 1985, Dimling went to Nielsen to oversee the development and introduction of the peplemeter. Dimling says, "Rightly or wrongly, Nielsen had had a reputation... for not involving clients, not being open, and doing what Nielsen felt was best. While we never surrendered our responsibility for making decisions, I think we were quite open about what we were doing and tried to be as responsive as we could to providing information that people wanted."

Explaining his goals at Nielsen, Dimling says, "We really are trying to reorient what we provide to all of our customers, but it's particularly true at the local station level. We're really trying to get away from being an expense they have to bear to providing a service that they can use to generate more revenue." He talks about how Nielsen must provide accurate information, package it in a useful form and tie it in with other useful data. Dimling points to TV Conquest and Ad Mix, two products that Nielsen began to develop before he arrived there, as "exactly the kind of thrust that I want to emphasize." He adds: "We're trying to expand the basic product offerings that we have, but a very important part of what we're doing is trying to give our clients more flexibility to produce their own reports—cut the data however they want to."

Dimling is reserved, but misleadingly so. "There's always a tremendous amount of intensity below the surface that goes into everything he does," says Walda Roseman, who worked at NPR when Dimling was at CPB. "He got things done quietly...he didn't create a lot of fanfare about it."

In charge of marketing and product development for Nielsen today, Dimling's reputation, as before, has been an asset to his employer. "Nielsen's business interest in television research demands that the company's image and its senior executives be beyond reproach. There's absolutely no doubt in my mind that John is objective," says Hecht, who headed a committee that recently awarded Nielsen a contract for a Hispanic peplemeter service (and who, as president of AGB in the U.S., tried to hire Dimling to work at AGB). "He adds credibility to whatever he touches," Sonkin says.

**National Association of Broadcast Employees and Technicians (NABET) workers** representing 98 percent of those union members employed at **Capital Cities/ABC** have **approved company's modified final contract offer**, according to voting results released last Friday afternoon. Eight of 19 units, representing 100 members, did not approve offer, and company and NABET leadership are expected this week to conduct further discussions with those units in order to obtain required unanimous consent before contract offer could be officially approved by union.

**Radio Ventures I, limited partnership** headed by former RKO General radio group president Jerry Lyman, **has struck first of what it expects will be many deals for AM-FM combinations and standalone FM's**, agreeing last week to buy **WWNC(AM)-WKSF-FM Asheville, N.C.**, for \$25.5 million. Seller is Heritage Broadcast Group, which also owns AM-FM combinations in Gadsden, Ala.; Tupelo, Miss.; and Rock Springs, Wyo., and standalone FM's in Gainesville, Ormond Beach and Fort Myers, all Florida. It purchased Asheville stations in 1986-87 for \$13.5 million. Radio Ventures I is limited partnership comprising Lyman, Washington-based Carlyle Group, and 1255 Equities, group of Washington communications attorneys. Lyman said Radio Venture's goal is to "go to the max"—that is, acquire 12 FM's, maximum allowed under FCC rules. Lyman said he plans to announce second deal for standalone FM this week.

**College sports syndicator Raycom Inc. and regional sports cable channel group Prime Network last week signed agreement to form co-venture to acquire and market sports events.** Deal will expand Raycom's ability to distribute its football, basketball and other game packages "to another 18 million cable households," said Raycom executive VP Ken Haines. Model would be current Raycom-Prime bid for Southwest Conference, with Prime distributing 11 live games via cable outside Texas-Arkansas as Raycom broadcast affiliates air game in region (see page 35). Deal should be huge boost to Prime regional channels, giving them access to ACC, Big Eight, Pac-10 and other basketball. Deal will preserve exclusivity preeminence of ESPN in all current and future Raycom-Prime-ESPN contracts.

**Acting on reconsideration, FCC has come up with more restrictive, but temporary, set of rules for establishing networks of noncommercial FM translators.** Under rules adopted in March 1988, FCC permitted full-service noncommercial FM stations to feed programming via satellite or terrestrial microwave to FM translators on noncommercial channels wherever channels could be found. Action, in essence, authorized noncommercial FM translator networks. Reflecting compromise by several parties, FCC, in action announced last week, imposed restrictions on translators that are to remain in place for three years. According to FCC staffer Marcia Glauberman, under new rules, translators must be within 50 miles of predicted one-millivolt contour of primary station or they must be more than 100 miles from any full service noncommercial station. If translator cannot meet either of mileage criteria, she said, it could still receive authorization by showing that it would not use last available noncommercial FM channel in market.

**New FCC commissioner Andrew Barrett will not be coming to Washington to assume seat until mid-September.** Barrett told BROADCASTING his resignation from the Illinois Commerce Commission will be effective either Sept. 14 or Sept. 15—more or less concurrent with his swearing-in as FCC commissioner at planned Sept. 15 ceremony in Chicago by long-time friend, Federal District Court Judge James Zagel. Bar-

rett said he expects to be in office on eighth floor of FCC headquarters on Sept. 18, preparing for his first FCC open meeting Sept. 21. Plans of other new commissioner, Sherrie Marshall, are unknown. She was on vacation last week and not responding to reporters' inquiries.

**U.S. Court of Appeals for Sixth Circuit has ruled that federal wiretap law banning use of wiretaps for "injurious purpose" cannot be used to prosecute journalists using recordings in pursuit of story.** Three-judge panel, in 2-1 decision, affirmed lower court decision dismissing \$40 million suit against ABC, producer Charles Thompson, and Gerardo Rivera, who at time of incident giving rise to suit was correspondent for network's *20/20*. Panel majority held that "injurious purpose" language in law was so vague as to have "potentially inhibiting effect" on press's reportorial functions protected by First Amendment.

**FCC has approved \$650,000 sale of KREQ(TV) Arcata, Calif. from Mad River Broadcasting Co. to California-Oregon Broadcasting Inc. (COBI) on condition that COBI spin off its KFLK(AM)-KEKA-FM Eureka, Calif., within year of closing** to comply with FCC one-to-market prohibition against owning TV and radio stations in same market. In approving deal, FCC also waived duopoly rule banning common ownership of two television stations in same market under satellite exception. KREQ is in same market as COBI's KRCR-TV, ABC affiliate in Redding, Calif., but COBI plans to operate KREQ as satellite of KRCR-TV.

**Internal Revenue Service auctioned off assets of New York office of rep firm Independent Television Sales on August 3.** IRS had seized contents of office July 7. Seizure came as surprise to Atlanta-based rep Ron Moore, who had bought assets of ITS, including right to use name, one week earlier (see BROADCASTING, July 3). According to IRS employe, computer records show recent undated request for lien on ITS amounting to \$230,272.82. IRS had placed levy for \$800,000 in unpaid payroll taxes on company in May, but released levy later that month. ITS president Bob Somerville would not confirm any amount that company might owe the IRS, but said, "Whatever the amount is, we have more than adequate receivables and resources to pay for it."

## ESPN, Cablevision resolve carriage dispute

*ESPN and Cablevision Systems made a joint announcement last Friday that they had reached a settlement of the carriage dispute centering on Cablevision's inclusion of ESPN, a basic service, on a pay sports tier in its new build in the Bronx and Brooklyn.*

*"ESPN objected to its carriage in the New York configuration as originally announced by Cablevision. Cablevision has agreed to an adjustment in how ESPN will be carried," the two sides said. The exact details of the new carriage will be announced this week, they said.*

*Cablevision had packaged ESPN with MSG, SportsChannel New York and SportsChannel America on a sports tier costing \$15. Entry level cable service costs \$9.95, for basically off-air broadcast signals. Cablevision is also marketing several other groups of basic services—children's, news, arts and music, and movies—in configurations ranging from \$3 to \$6.*

*"Our contract doesn't permit distribution with regional pay services of any kind on any pay tier," ESPN President and Chief Executive Officer Roger Werner told BROADCASTING prior to last Friday's announcement. "We are absolutely, fundamentally opposed to being distributed as any kind of pay service."*



WPGC-FM Morningside, Md. (Washington), named program director. **Russ Allen**, research director and air personality, adds duties of assistant program director.

**Kevin Stapleford**, assistant program director, XETRA-FM Tijuana, Mexico (San Diego), succeeds Trip Reeb (see item above in "Media") as program director. **Mike Haloran**, air personality, XETRA-FM, adds duties of music director.

**Jim Conder**, interim program director, KVOD(FM) Denver, named program director. **John Samson**, air personality, KVOD, named music director.

**Doug Ginn**, program director, KMSS-TV Shreveport, La., adds duties of promotion manager. **Regina Clark**, traffic assistant, KMSS-TV, named traffic manager.

Appointments at noncommercial KXON-TV Claremore, Okla.: **Frankye Thurman**, secretary, to program director; **Eddie Norfleet**, producer-director, to production manager; **Dale McKinney**, producer-director, KOTV(TV) Tulsa, Okla., to same capacity.

**Mary Callen**, special projects producer, news, WSB-TV Atlanta, to local programing producer.

**Annabella Riccio**, regional director, affiliate relations, CNBC, Fort Lee, N.J., joins Oliver Productions, Washington-based producers of *The McLaughlin Group* and *McLaughlin's One on One*, as assistant VP, marketing and development.

**Melissa Ballard**, graduate student, SUNY College of Environmental Science & Forestry, Syracuse, N.Y., joins CNN, Atlanta, as researcher for environmental unit.

**Denise Adams**, assistant production manager, KVUE-TV Austin, Tex., named production manager.

**Arlene M. Colligon**, assistant producer, *Medsource*, medical news service, Medstar, Allentown, Pa.-based producer of medical news and health information programing, named production manager.

**Terry Campbell**, CMX editor, videographer and chief sound engineer, WJZY-TV Belmont (Charlotte), N.C., joins WNUV-TV Baltimore as production manager.

Appointments in creative services department, KFTY(TV) Santa Rosa, Calif.: **William Meese**, operations manager, to post-production supervisor; **Connie Frederick**, associate producer, and **David Britt**, graduate, Santa Rosa Junior College, to writers-producers.

**John Sideropolous**, director of on-air promotion, WFXT(TV) Needham Heights (Boston), Mass., named production director.

**Timothy Sheahan**, senior producer-director, Schering-Plough Corp., Kenilworth, N.J., leaves to become independent producer-director, based in San Francisco.

**Jon Tuttle**, commentator, KGW-TV Portland, Ore., joins Oregon Public Broadcasting there as documentary producer.

**Paul Lally**, producer-director, *Mr. Rogers' Neighborhood*, noncommercial WQED(TV) Pittsburgh, and **Jim Gilmore**, producer, non-commercial WPSX-TV Clearfield, Pa., join noncommercial WENH-TV Durham, N.H., as producers-directors.

**Chuck Thorne**, producer-director, WHBF-TV

Rock Island, Ill., named assistant production manager.

**Sandra Jones**, station relations manager, SI Communications, Burbank, Calif.-based television production and syndication company, named production associate.

**June Reutter**, senior auditor, Arthur Andersen & Co., New York, joins Lifetime there as manager, financial reporting, finance and administration.

**Ken Parks**, attorney, Warner Bros. Television, Burbank, Calif., named director of legal affairs.

**Glen Slaats**, station manager, noncommercial WGBW(FM) Green Bay, Wisc., joins Wisconsin Public Radio there as Northeast/Central Wisconsin regional manager.

**David Perry**, air personality, WCSX(FM) Birmingham, Mich., joins KLSX(FM) Los Angeles as morning air personality.

**Fred Winston**, morning air personality, WLS(AM) Chicago, joins WJMK(FM) there in same capacity.

**Helen Leicht**, air personality, WIOQ(FM) Philadelphia, joins WMGK(FM) there in same capacity.

**Susan Mackenzie**, weekend air personality, KZOK(FM) Seattle, named air personality, 10 p.m. to 2 a.m. weekdays.

**Sean O'Neel**, production manager, KFMK(FM) Houston, joins KLDE(FM) there as production manager and air personality.

## News and Public Affairs

**Michael Singer**, managing editor, KCBS-TV Los Angeles, named news director.



Robinson

**Norman Robinson**, managing editor, WWL-TV New Orleans, joins CBS News, Washington, as reporter.

**Bob Melisso**, assistant news director-executive producer, WCMH-TV Columbus, Ohio, joins KREM-TV Spokane, Wash., as news director.

**Mark Provost**, anchor, KNBR(AM) San Francisco, named news director.

**Pat Harvey**, co-anchor, WGN-TV Chicago, joins KHJ-TV Los Angeles as anchor-reporter.

**Don Hammond**, weekend anchor, WLOX-TV Biloxi, Miss., joins KCRA-TV Sacramento, Calif., as anchor.

**Jeff Barnd**, anchor, WBRE-TV Wilkes-Barre, Pa., joins WGME-TV Portland, Me., as 6 p.m. and 11 p.m. co-anchor.

**Cindy Dole**, 6:30 a.m. anchor, named 6 p.m. and 11 p.m. co-anchor. **Judy Markee**, weekend anchor and reporter, WBAY-TV Green Bay, Wis., succeeds Dole.

Appointments in news department, WTOP

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(AM) Washington: **John Marx**, news production assistant, WINS(AM) New York, to a.m. drive editor; **David Newton**, anchor, WIC(AM) Bridgeport, Conn., to same capacity; **Kimberly Sneed**, news assistant, WMAL(AM) Washington, to news editor.

Appointments in news department of WLNE(TV) New Bedford, Mass.: **Steve Kraycik**, producer, WNHT(TV) Concord, N.H., to same capacity, noon news; **Rich DiPirro**, director, WBZ-TV Boston, to same capacity, morning and noon news; **Audrey Haznar**, reporter, WHJJ(AM) Providence, R.I., to same capacity.

Appointments in news department, WSOC-TV Charlotte, N.C.: **Melissa Jackson**, news producer, WBRC-TV Birmingham, Ala., to same capacity; **Roger Kortekaas**, news director, WPCQ(TV) there, to assistant assignment editor; **Steve Gasque**, satellite correspondent, Cox Television, Washington, to general assignment reporter.

**Al Ackerman**, sports director, WDIV(TV) Detroit, announces his retirement.

**Al Trautwig**, sportscaster, ABC Sports, New York, joins Madison Square Garden Network there as announcer.

**Bill MacDonald**, host, play-by-play announcer, Prime Ticket, Inglewood, Calif., signs exclusive, multi-year contract. **Tom Kelly**, announcer, KNX-AM-FM Los Angeles, joins Prime Ticket as play-by-play announcer for all University of Southern California events.

Appointments at WNEV-TV Boston: **Dave Sims**, host-producer, *SportsNight*, Madison Square Garden Network, New York, to freelance anchor-reporter, sports department; **Brian Zelansko**, operations manager, to videographer-editor, *Our Times*, weekly news magazine program; **Mary Pietersz**, production assistant, news department, to same capacity, *Urban Update*, weekly public affairs program.

**Kathy Chin**, sports reporter, KUSA-TV Denver, joins WTVT(TV) Tampa, Fla., in same capacity.

**James A. Jordan**, sports reporter-anchor, WJRT-TV Flint, Mich., joins WHIO-TV Dayton, Ohio, as anchor-reporter-videographer.

**Claudia Cowan**, weekend co-anchor and producer, KMST(TV) Monterey, Calif., joins KOVR-TV Stockton, Calif., as reporter and fill-in anchor.

## Technology

**Steve Flanagan**, VP of engineering, WFSB(TV) Hartford, Conn., joins WPLG(TV) Miami in same capacity.

**Richard Solberg**, technical services manager, noncommercial WLIW(TV) Garden City (New York), N.Y., joins KMTR-TV Eugene, Ore., as chief engineer.

**Irv Laing**, chief engineer, WXYT(AM)-WVAE(FM) Detroit, joins WMTG(AM)-WNIC(FM) Dearborn, Mich., in same capacity.

**John W. Nash**, director of engineering, Groupe Andre Perry Ltd., Washington, joins Communications Engineering Inc., Alexandria, Va.-based engineering, management and technology consulting firm, as VP of engineering.

**Ed Alvaro**, maintenance supervisor, WFXT(TV) Needham Heights (Boston), Mass., named assistant chief engineer.

**Rich Hoffman**, maintenance engineer engineer, Telemation Productions, Chicago-based video-film production company, named assistant chief engineer.

## Promotion and PR

**Mindy B. Gansley**, publicist, media relations department, CBS radio division, New York, named manager, communications.

**Sandy Knox**, manager of on-air promotion, Turner Network Television, Atlanta, named director of interstitial programming and promotion administration.

**Jodi Goalstone**, president, The Write Idea, New York-based marketing and media relations company, joins ABC Radio Networks there as director, advertising and publicity.

**Constance V. Whittington**, VP, general manager, public relations unit, Earle Palmer Brown, Philadelphia, named VP, corporate communications, Bethesda, Md. (Washington).

**Daniel Pantino**, systems manager and coordinator of on-air promotion, WIP(AM) Philadelphia, named promotion and public affairs director.

**Mark J. Feldman**, senior marketing manager, Home Team Sports, Washington, joins WDCA-TV there as director of marketing and promotion.

**Beth Goldstein**, director of public relations, WFXT(TV) Needham Heights (Boston), Mass., named director of sales promotion.

**Paul J. Klick**, program-promotion director, WXTV(TV) Nashville, joins WQRF-TV Rockford, Ill., as promotion manager.

**Sandra Sharp**, writer-producer, KOTV(TV) Tulsa, Okla., joins WSBT-TV South Bend, Ind., as promotion manager.

## Allied Fields

Appointments at United States Information Agency, Washington: **Jay Van Andel**, chairman, Amway Corp., Ada, Mich., appointed U.S. Commissioner General for Genoa Expo '92, world's fair marking 500th anniversary of Columbus's voyage to America. **Harold Burson**, chairman, Burson-Marsteller, New York, and executive VP, Young

& Rubicam there, named chairman, private sector public relations committee. **James C. Bowling**, senior consultant, Burson-Marsteller, named vice chairman, private sector public relations committee.

**Kathryn Bachman**, manager, advertising and promotion, Arbitron Company, New York, named director.

**Reuben Gant**, manager, corporate accounts, United Video, Tulsa, Okla.-based satellite carrier of cable television services, named VP.

**Milton F. Capps**, executive VP, John Adams Associates Inc., Washington-based public affairs firm, joins UPI there as senior VP, corporate affairs.

**Louis A. Rivera**, account executive, WBCN(FM) Boston, joins Marketing Works, Marblehead, Mass.-based creative and marketing service for radio stations, as director of national sales.

**Jeffrey D. Southmayd**, partner, **Stephen C. Simpson**, senior associate, and **Michael R. Miller**, counsel, Southmayd Powell & Taylor, Washington-based communications law firm, form Southmayd, Simpson & Miller, Washington-based communications law firm.

Elected members, Broadcast Pioneers, New York: **Wallace B. Dunlap**, president, WBD Associates, New York, to president; **James Delmonico**, management consultant, Syracuse, N.Y., to VP; **James Greenwald**, chairman and CEO, Katz Communications, New York, to VP; **William Stakelin**, president, Apollo Radio, New York, to secretary; **Sherril Taylor**, president, Taylor Company, New York, to treasurer.

Elected members, Florida Association of Broadcasters, Tallahassee: **Douglas C. Barker**, WWSB(TV) Sarasota, to chairman; **William "Bo" Bowman**, WPAP-FM Panama City, to chairman-elect; **Mike Schweitzer**, WCPX-TV Orlando, to vice chairman-television; **Shawn Portman**, WSUN(AM)-WYNF(FM) St. Petersburg, to vice chairman-radio; **Keith Kelly**, WPLG(TV) Miami, to treasurer.

## Deaths

**Benita S. Feurey**, 49, consumer affairs reporter, News 12 Long Island, Cablevision Systems Corp., New York, died of breast cancer Aug. 2 at Miriam Hospital, Providence, R.I. Feurey began her career in broadcasting in 1963 when she joined non-commercial WNET(TV) Newark, N.J. (New York), as assistant to vice president of engineering. She later moved into reporting and producing at station. After several years she joined UPI, New York, as reporter. Feurey joined WNBC-TV New York as general assignment reporter and producer in 1974. She began her consumer affairs work in 1979 when she became producer in consumer unit of WNBC-TV, and later had her own consumer advice series, *Beat the System*. She was with WNBC-TV until 1982. She joined News 12 four years later. Several years ago she founded Amazonian Fund, New York-based group that seeks to educate women about importance of early detection of breast cancer. She was president of Amazonian Fund until her death. She is survived by her mother, Helen Blau.

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□ **George C. Hyde Jr.**, regional vice president and general manager, WOBA-AM-FM Miami, has been **named executive vice president, Radio Advertising Bureau**, New York, succeeding Wayne Cornils. Hyde, who has been with Susquehanna Broadcasting since 1965, has managed Spanish-language WOBA-AM-FM since 1982. He has been member of National Association of Broadcasters board of directors since 1985, and has been

vice chairman, radio, and NAB executive committee member since 1988. Since 1983, Hyde served on board of directors of Florida Association of Broadcasters, where he chaired ad tax committee that led successful fight to repeal Florida Advertising Tax in 1987.

□ **Three Republican members of House Telecommunications Subcommittee have written General Accounting Office's comptroller general, Charles G. Bowsher, to complain about conduct of GAO witness John Ols**, who appeared at subcommittee hearing Aug. 3 (BROADCASTING, Aug. 7). When asked whether GAO's cable rates survey revealed need for regulation, Ols said cable was monopoly in need of reregulation. "We believe such conduct was out of order, given the limitations of the survey," wrote Don Ritter (Pa.), Dan Schaefer (Colo.), and Thomas J. Bliley Jr. (Va.).

□ **Two Times Mirror Broadcasting stations repped by Harrington, Righter & Parsons moved to other national representatives** last week. CBS affiliate KDFW-TV Dallas is moving to Katz American Television. ABC station KTVI(TV) St. Louis will be represented by Blair Television.

□ **Chyron Corp.**, Melville, N.Y., manufacturer of graphics and effects equipment, and **Midwest Communications Corp.**, Edgewood, Ky., manufacturer of satellite communications equipment, **announced last Friday that they are exploring possibility of merger**. Chyron has hired investment banking firm Janney Montgomery Scott Inc. to evaluate proposed merger. Midwest is expected to select different firm. Two companies' combined revenues would be over \$200 million.

□ **King World has formed King World Home Video division**, to be headed by Richard Klinger as president. Klinger will be responsible for identifying and developing programming from King World's library of product and other newly created programming.

□ **Fox Broadcasting Company recorded its strongest sweeps period ever**, with July sweeps giving Fox **110% increase over July 1988 ratings** for Saturday night lineup. That night's ratings climbed from average 2 rating to 4.2. Sunday lineup earned 48% increase, up from 5.0 last year to 7.4 (10-14 share) this year. Fox also won key demographic category for Sunday nights from 7 to 11 p.m. during July sweeps, placing first among adults 18-34 (21 share average), 18-49 (17 share) and teens (24 share). On Saturday, *Cops* won males 18-34 with 20 share average at 8-8:30 p.m. NBC placed second with 14 share. *America's Most Wanted* (8-8:30 p.m.) and *Totally Hidden Video* (8:30-9 p.m.) captured their Sunday time periods July 16, and *Married...With Children* (9-9:30 p.m.) won its time slot July 23.

## Two new offerings from Geraldo

*Tribune Entertainment is gearing up for two more series from Geraldo Rivera. The first is a weekly late night offering modeled on Rivera's prime time specials and with the working title, Geraldo After Dark. The program is scheduled to premiere in January 1990 and is being offered first to stations who carry the daytime strip, Geraldo. The new show is being offered on a barter basis (six minutes local, six minutes national). In an interview last week, Rivera said the new show would focus more on "the harder hitting stuff," such as law and order, the mob and terrorism. The program will be fed by satellite Friday nights, for use any time during the weekend, Friday, 10 p.m., to midnight Sunday.*

*The second series will be a periodic series of after-school specials aimed at teenagers and modeled on the Teenage Sexuality special Rivera produced last year. The first program in that series is scheduled to be ready by first quarter 1990 and will also be offered for barter, with Geraldo stations getting a first look. Both programs are being produced by Rivera's Investigative News Group in association with Tribune Entertainment.*

□ **Wosu-AM-FM Columbus, Ohio, has filed lawsuit against American Public Radio and WCBE(FM) Columbus**, challenging right of WCBE to air Garrison Keillor's *American Radio Company of the Air*. Debate centers on whether program, scheduled to debut in November, is new show or continuation of Keillor's *A Prairie Home Companion*, which was discontinued when Keillor moved to New York (BROADCASTING, Feb. 23, 1987). If program is new, WOSU, as APR's primary and secondary affiliate, would have right of first refusal for any new program offered by APR. WOSU did not pick up *A Prairie Home Companion* eight years ago, opening door for WCBE to carry program. WCBE, on other hand, maintains that program is not new, just newly titled, and that it has right to carry it.

□ **Arianespace successfully launched West German direct broadcast satellite TV-Sat 2 from (French) Guiana Space Center Aug. 8**. Designed to provide five high-power TV channels to West Germany and other European nations, bird also successfully deployed solar array and went through maneuvers toward permanent orbital position without hitch.

□ **Hisashi Kaneko, senior vice president and director, NEC Corp., Tokyo, was named president and chief executive officer of NEC America**, Melville, N.Y. Kaneko's background is in digital broadcast transmitters.

□ **Twenty-percent stake held by RJR Nabisco in ESPN is step closer to being sold**. RJR Nabisco, bought out by Kohlberg Kravis Roberts earlier this year, has retained Lazard Freres & Co. to investigate possible sale. Value of stake is estimated in \$200 million-\$300 million range. Majority owner Capital Cities/ABC has right of first refusal, which could be waived under certain circumstances.

□ **KZZB-AM-FM Beaumont, Tex.**, was sold by Triplex Communications Inc. to Design Media Inc. **for \$2.1 million**. Seller is principally owned by Jerry Condra, who has no other broadcast interests. Buyer is owned by John C. Thomas and Leonard Bolton, who also own WKEU-AM-FM Griffin, Ga., and WOIS(AM)-WNSL(FM) Laurel, Miss. KZZB(AM) is on 990 khz with 1 kw-U. KZZB-FM is on 95.1 mhz with 100 kw and antenna 500 feet above average terrain. Broker: Blackburn & Co.

## Editorials

**Fresh start**

Nobody doesn't like Sara Lee, they say, and few discouraging words are likely to be heard about Al Sikes, either. The new chairman of the FCC is a person of great expertise in telecommunications and with a great sympathy for the Fifth Estate. He is, indeed, a Fifth Estater himself, and has moved comfortably between the private and public sectors. It took President Bush an unconscionably long time to choose him, but none can fault the choice.

The Sikes agenda is not yet apparent, although this week's interview with BROADCASTING editors is intriguing in its mention of attention to the next generation of television. It's not a moment too soon to think about such things; among other major matters, Sikes & Company may be able to bring to heel the widely dispersed possibilities for high-definition television, a feat as challenging as it is vital.

If this page is to differ with Chairman Sikes, it may well be for his reasonableness, if by that is meant his willingness to accept "special" status for radio and television. We, too, think the broadcast media are special—at times the most special of media—but we don't put quotes around it. To do so, too often, is to accept the proposition that, in First Amendment terms, they should be treated unlike the print media that should be their model. Sikes's opposition to the fairness doctrine is a positive sign, however; he's apparently not *that* reasonable.

We're holding our fire on the chairman's flirtation with the idea of a new code to define broadcasters' conduct. A truly voluntary code is a tempting concept, although this publication has a long history of opposing them; in the past, we have argued that broadcasting industry codes inevitably become governmental instruments; what begins as one man's meat becomes everyone's poison. But we're only in the foothills of that debate, and we mean to keep an open mind as well as an open notebook.

Al Sikes has been around too long to be "welcomed," but it's not inappropriate to wish him well. As the telegraphers among us would say, "73's."

**Setback**

The cable industry recently lost some of the First Amendment high ground it had gained—if somewhat reluctantly—in several previous court decisions. Earlier this summer, a U.S. court of appeals upheld the city of Chicago's power to establish and enforce program requirements on cable operators as one of the quid pro quos for the granting of franchises.

In defense of that content regulation, the court cited cable's "virtual monopoly" and accorded it the same compromised First Amendment status as broadcasters by applying—somewhat surprisingly—the same shopworn scarcity argument. In doing so, the court turned 180 degrees from recent First Amendment-friendly rulings such as that in the *Palo Alto* case, in which a district court ruled access channels and other franchise requirements unconstitutional.

Those in the cable industry who see the concession of their editorial control over programming content as an acceptable price to pay for protecting their franchises are undervaluing their medium.

Communications attorney Frank Lloyd, of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, framed the dilemma: "To the extent the industry seeks the safety of a limited-entry franchising

scheme in return for local origination programming, access programming, franchise fees and similar franchise commitments, this decision will be comforting. To those who believe that the ultimate goal should be to free cable to act as a totally independent editorial publishing medium, the decision will be very disquieting."

From this vantage, the decision is very disquieting.

**Ban on the run**

What do the Motion Picture Association of America, Action For Children's Television, the Association of Independent Television Stations, the broadcast networks, the American Civil Liberties Union and National Public Radio have in common? They, and others, this magazine included, agree that the FCC should not be in the business of banning indecent speech.

In appealing the commission's 24-hour ban on indecent broadcasts (BROADCASTING, Aug. 7) to the U.S. Court of Appeals in Washington, the above mentioned petitioners point out that the First Amendment protects indecent, nonobscene speech. Such speech is in dire need of protection from legislators like Jesse Helms, whose offended sensibilities have been the basis of numerous legislative salvos with potentially far-reaching effect. Fortunately, the Supreme Court stands ready to show the legislature the error of its ways. The high court has already found one Helms ban—a 24-hour proscription of sexually explicit telephone services—to be unconstitutional. The indecent ban is equally a paper tiger.

□

What would the censors make of television programming that called for nudity, sexual situations and language, and graphic violence? From such a description, most of them would likely water it down or keep it entirely from view. If so, they would tar with that broad brush two mini-series, *Lonesome Dove* and *War and Remembrance*, that between them recently garnered 33 Emmy award nominations after having won critical acclaim and millions of viewers.

Think about it.



Drawn for BROADCASTING by Jack Schmidt


"That's KLOP!"



# SPECIAL REPORTS

## Big Doubleheader! September 11.



The September 11 issue of BROADCASTING  will be doubly special, with extra treatment accorded both radio (celebrating its National Radio Convention in New Orleans) and broadcast journalism (celebrating the Radio-Television News Directors Association Convention in Kansas City). Plus, bonus copies will be distributed at the convention sites.

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