

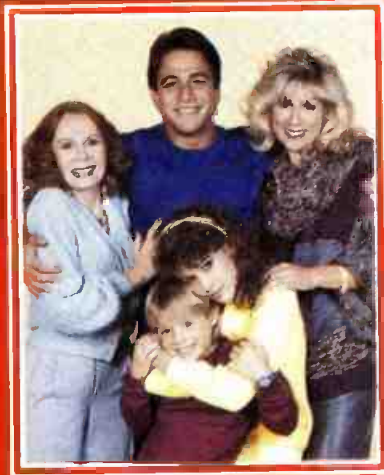
The Fifth Estate

R A D I O T E L E V I S I O N C A B L E S A T E L L I T E

# Broadcasting Sep 4

OTTERBEIN LIBRARY

This month  
more than 160 stations  
will show 'em  
"Who's The Boss?"



© 1989 ELP Communications. All Rights Reserved



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

SEP 07 1989

59th Year 1989  
**REVIVING UP FOR FALL**  
**TV's programming industry**  
**gets ready to go**  
**all out**

OTTERBEIN LIBRARY  
SERIALS ACQUISITION  
300 N. ZEEB RD.  
ANN ARBOR MI 48106  
43081

# AP's Radio Network Except The

Programming a radio station is an art. And with AP Network News you have the control to do it right.

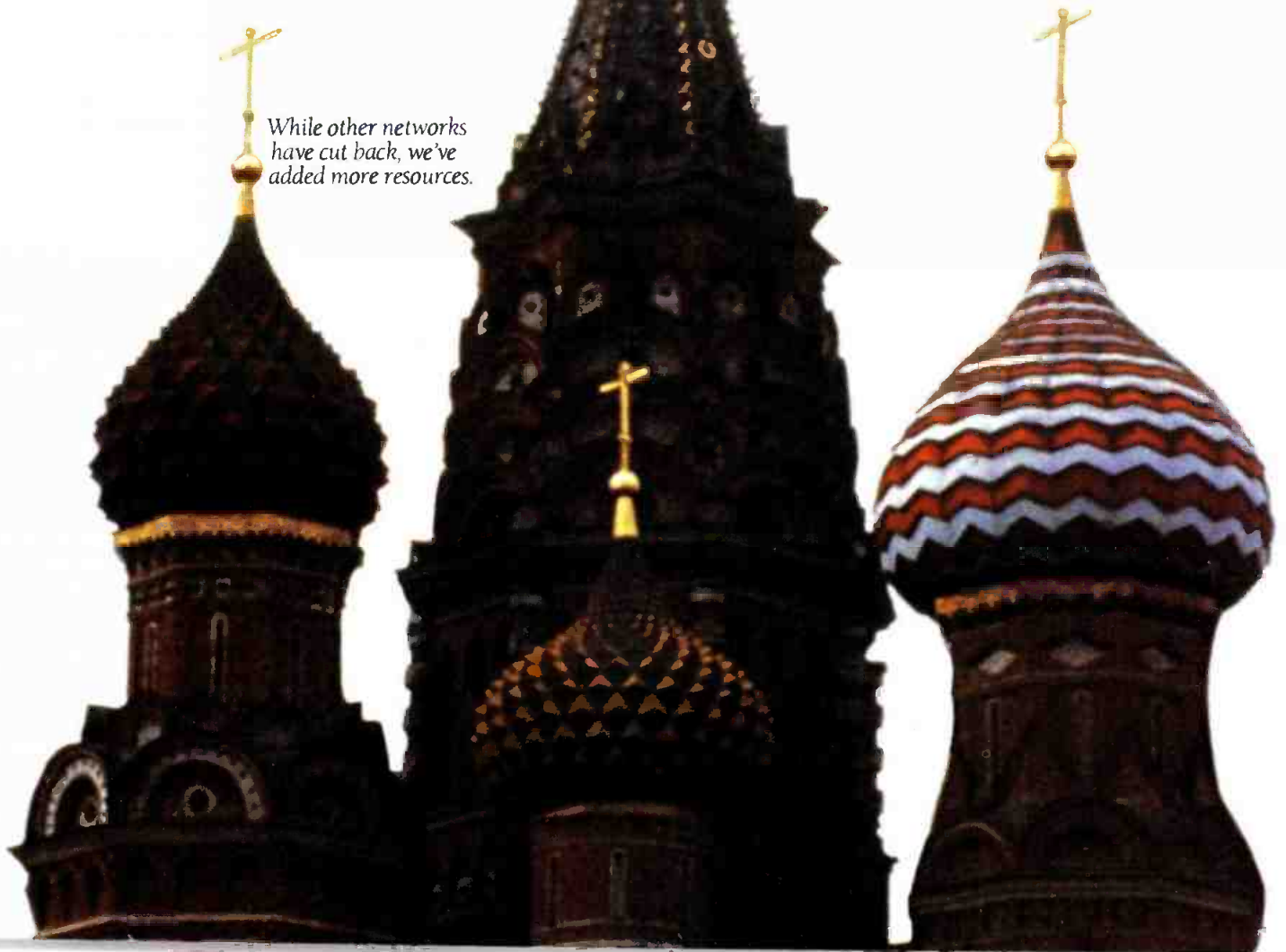
No commercials means more flexibility, more freedom to program the way you want. And that's good news to stations looking for an advantage. Our format is designed to fit your format and provide sales and sponsorship opportunities.

You make all the decisions because all programming is yours to sell without affidavit or clearance requirements from AP. When you carry AP Network News you get more than sales opportunities.



*The only news bureau at the U.S. Department of Agriculture.*

*While other networks have cut back, we've added more resources.*



# Gives You Everything. Commercials.

You get the most comprehensive radio news coverage in America. While other networks have cut back, we've added even more resources. AP Hotline is our second channel for live continuous coverage of breaking news and events.

Now you're where the news is happening, when it's happening. Our

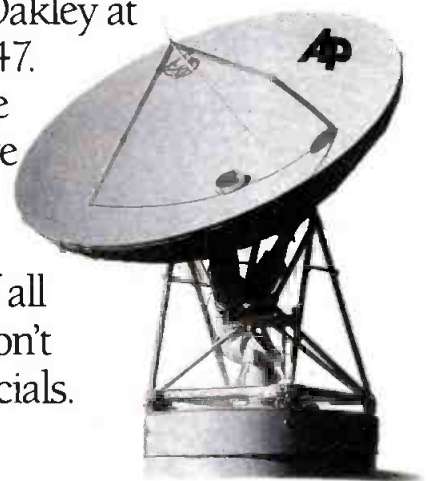


*More live sports coverage than any radio network.*

sports staff covers more major sports events than any other network. We cover Wall Street with more reports per day than anyone. Ours is the only broadcast bureau at the U.S. Department of Agriculture.

And we offer over 20 lifestyle and entertainment features to suit any taste or interest. Become an AP Network News affiliate today by calling Rosie Oakley at (800)-821-4747.

You'll get more comprehensive news and the most flexible format. Best of all is what you won't get... commercials.



*AP Hotline provides continuous coverage of live events.*

# AP Network News

## What's ahead for fall...

ABC, NBC, CBS and Fox prepare for 1989-90 prime time square-off. **PAGE 27.** BROADCASTING charts fall schedules on **PAGES 28, 29.**

## Souped up summer...

NBC and CBS consider restructuring pilot process and other changes to create more summer programming. **PAGE 30.**

## Sorting out indecency issue...

FCC's indecency stand meets with mixed reaction from station group managers and disk jockeys. **PAGE 32.**

### 31/ NATPE PREVIEW

Producers and distributors ready product for sale at NATPE International convention next January.

### 33/ SPANISH TV

Spanish government authorizes three new commercial TV networks to compete with Spain's state commercial channels.

### 38/ MOVE OVER, MICKEY MOUSE

Walt Disney Co. acquires Jim Henson Associates,



Disney's Michael Eisner (l) and Jim Henson

entering long-term exclusive production arrangement with creator of Muppets.

### 33/ ONE FOR MCCAW

McCaw Cellular Communications wins battle in its hostile tender offer for LIN Broadcasting Corp., although it still does not possess controlling block of company.

### 33/ COMBOS FOR SALE

Noble Broadcast Group puts its AM-FM combos on Long Island, N.Y., and in New Haven, Conn., on block.

### 34/ TOUGH ISSUES

Network television focuses on some of most difficult domestic issues confronting America—race and drugs.

### 44/ BIG TIME IN THE BIG EASY

Among highlights of National Association of Broadcasters Radio '89 in New Orleans Sept. 13-16: more than 70 panels on industry issues, engineering conference and awards ceremony.

### 45/ SOVIET POST CARDS

American radio stations broadcast live reports to U.S. from Soviet Union.

### 47/ MOVING UP

FCC veteran Roy Stewart



moves into top spot at Mass Media Bureau.

### 49/ NEXT TARGETS

FCC identifies 16 more radio stations as potential targets for indecency action.

### 52/ FAIRNESS SUPPORT

Syracuse Peace Council and others petition Supreme Court for review of FCC's fairness doctrine decision, saying they cannot think of case "of greater importance" to regulation of broadcasting.

### 55/ EASTERN CABLE

Among highlights of Eastern Cable Show are DBS, syndex, customer service issues.

### 58/ MURDOCH MARKET

Rupert Murdoch attacks British system of TV duopoly, defends American television model and espouses his vision of market-driven media industry.

### 59/ PLAYBOY OVERSEAS

Alta Loma Productions division of Playboy Enterprises moves into international broadcast television distribution.

### 60/ PROXY REPORT

Proxy statement filed for upcoming shareholder meeting details sale of MGM/UA

Communications Co. to Qintex Group.

### 60/ GAINING INTEREST

Group of investors led by former King World Productions executive Stuart Hersch reaches agreement in principle to buy minority interest of Kushner-Locke Co.

### 79/ NEXT GENERATION

He was member of original MTV development team. Now, as chairman and CEO of MTV Networks, Tom Freston heads growing entertainment group that has its MTV, and more.

## DEPARTMENTS

Advertisers Index .....	78
Business .....	60
Changing Hands .....	54
Closed Circuit .....	6
Datebook .....	22
Editorials .....	82
Fates & Fortunes .....	76
Fifth Estater .....	79
For the Record .....	62
In Brief .....	80
International .....	58
Law & Regulation .....	47
Masthead .....	24
Media .....	55
Monday Memo .....	25
On Radio .....	44
Open Mike .....	23
Programming .....	38
Stock Index .....	36
Syndication Marketplace .....	40
Where Things Stand .....	12

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



# Some people say Americom sells stations for prices that are too high...



**Al Kaneb**

*President*

**BARNSTABLE CORPORATION**

"I have purchased four stations through Americom, and Americom doesn't market losers. They concentrate on those properties that either are successful or can be successful. Other brokers have an endless supply of fatally flawed stations. Americom handles quality radio stations. True, they are the leaders in getting high prices for the sellers they represent, but they also document the factual basis to support those values. In my experience in purchasing four radio stations through Americom, we have always been pleased with the value of each station we have purchased."



**Tom Gammon**  
Top - 100 Markets



**Bill Steding**  
Top - 25 Markets



**Dan Gammon**  
Northeast and Central



**Dave Burrill**  
Western United States



**Paul Leonard**  
Southeast

# AMERICOM



## Radio's New Breed of Professional Brokerage and Financing Specialists

## WASHINGTON

### Where it hurts

Next station to feel sting of FCC's indecency enforcement may be Cox Broadcasting's WIOD(AM) Miami. FCC has folded indecency complaints against on-air personality Neil Rogers into review of station's license renewal application. Agency is now awaiting Cox's response to complaints, which were leveled by John Thompson, Coral Gables, Fla., attorney. Among other things, Thompson has alleged that Rogers has played "Candy Wrapper" (most recently on July 12), song heavy with sexual double entendres that made WFBQ(FM) Indianapolis target of FCC action two weeks ago (BROADCASTING, Aug. 28).

Station's principal renewal problem is petition to deny filed by Miami branch of NAACP. Civil rights group has alleged that Rogers made statements on air during race riots in Miami in January 1989 that "would tend to exacerbate and inflame the hostilities." According to transcripts of Rogers's program on Jan. 18, Rogers made references to "young barbarians, animals, they're not human beings" and people "with a chip on one shoulder and ghetto blaster on the other."

### D.C. bound

CBS affiliates board is joining move to hold meetings in Washington. Mid-September get-together of board should give members opportunity to pursue legislative agenda, chance to meet new FCC commissioners. Ranked at top of their network concerns is performance of *Sajak* and *CBS This Morning*.

### Do the right thing

Bipartisan task force assigned to review House ethics plans September hearing on congressional ethics and media coverage. Print and broadcast press were asked to participate. All three television networks were invited; ABC turned invitation down, with task

force still waiting to hear from CBS and NBC, according to source. Local television press has been contacted, and CNN is also expected to hear from task force, which is chaired by Vic Fazio (D-Calif.) and Lynn Martin (R-Ill.).

### High on list

House Telecommunications Subcommittee, in its continuing interest in high-definition television, hopes to hold another hearing on matter this fall. This time, subcommittee wants specifically to focus on issue of capital for research and development of new technology. There is also possibility subcommittee will follow up with another hearing on European Community media plan that includes program quota aimed at limiting U.S. entry.

### Getting to know you

Andrew Barrett checked in at FCC headquarters at 1919 M Street last Friday to look over office where he will serve as third Republican commissioner and to say "Hello" to officials on eighth floor who had not gotten early jump on Labor Day holiday weekend (three of four other commissioners had). Word is he will take up duties earlier than expected. His current plans are to be sworn in on

Sept. 8—by federal district court judge James Zagel in Chicago—and be behind desk at FCC on Sept. 11.

Barrett's staff is taking shape. He has asked Robert Branson, assistant general counsel, National Association of Broadcasters, to be his senior adviser, and Madalon Kuchera, head of Illinois Commerce Commission's telecommunications staff, to be his common carrier adviser. Barrett believes Branson, who was on vacation last week, will take job, but is uncertain whether he can persuade Kuchera to make move from Springfield, Ill., to Washington. Top priority is to find mass media aide combining engineering and business experience. One certainty is Delores Browder. She will move up from Office of Public Affairs, where she is secretary, to become Barrett's confidential assistant.

## PARIS

### Homme of the year

Andre Rousselet, chairman of France's highly successful pay TV service, Canal Plus, has been selected first MIPCOM "man of the year." Award, given for Rousselet's role in creating five-year-old movie service, will be presented Oct. 15 at special dinner in Cannes, site of

international program fair. Rousselet, past president of France's top ad agency Havas and close associate of French President Francois Mitterand, built Canal Plus into 2.6 million-subscriber channel with \$90 million profit last year, and also led its expansion into new ventures in Belgium, West Germany and, most recently, Spain (see "Top of the Week").

## MCLEAN, VA

### Nest feathering

GTE Spacenet has quietly made its Spacenet satellites into solid niche birds. Latest event is purchase by Telemundo—Spanish-language cable and syndicated TV programmer—of two Spacenet II transponders, one for distribution and one for backhaul. It's believed Univisa also will migrate there soon. In addition to Spanish-language group, satellite educational services, including public TV-based Satellite Educational Resources Consortium, are aggregating on that bird, source said. Move of Home Team Sports to Spacenet III is also making that bird power in cable sports.

## HOLLYWOOD

### Shape of things to come

When pending Qintex and MGM/UA merger is complete, new television production arm will be called UA Television, and headed by Steve Mills, currently senior executive vice president, programming, Qintex Entertainment. Mills will report to David Evans, currently president, Qintex Entertainment, who moves up to president and chief operating officer, UA. New company will be divided into three divisions—UA Television, UA Theatrical and UA Distribution. All group presidents will report to Evans. Mills said television division will put more emphasis, at outset, on production of network series, "with activity in movies,

### One more time on must carry

*Negotiations between broadcasters and cable over new must carry legislation—aground since Association of Independent Television Stations vetoed deal drafted by National Association of Broadcasters and National Cable Television Association—are beginning to move again. Series of meetings have been scheduled between small groups of broadcasters and like numbers on other side, representing major forces in both industries that feel it's important to put must-carry matter behind them. Eventual accord is expected to look much like last compromise, with perhaps some "tweaking" on margins. Optimistic view is that agreement could come this fall.*

*Complicating situation is fact that some broadcasters are less interested in must carry than in obtaining repeal of compulsory license—action that is essentially antithetical. Those parties—TV networks among them—are confident they'll get damage in any event and are more interested in being cut in on cable's revenue stream. Thomas Goodgame*

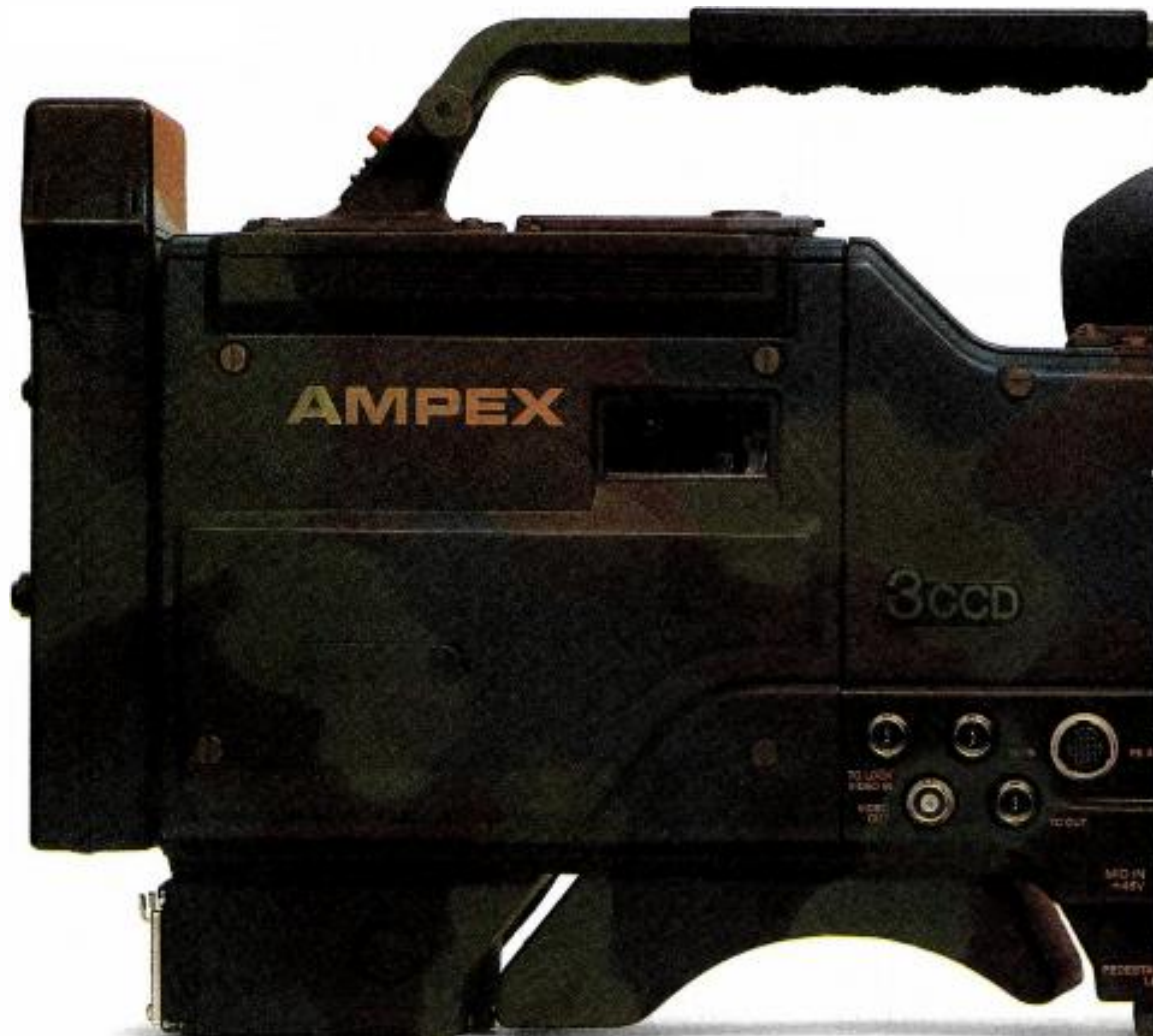
I N M E M O R I A M



BETTY WOLDEN ENDICOTT  
1941-1989

VICE PRESIDENT AND GENERAL MANAGER  
WTTG - WASHINGTON





# GUERRIL

ENG. It's full-on warfare—brutal, competitive, and sometimes downright dangerous.

To outshoot the competition, your crew needs an advantage. Give them a big one. Give them new CVR-200 *one-piece* camcorders from Ampex.

With battery, tape and the newly-developed ultralight Nikon lens, this *camcorder* is nearly three pounds lighter than an Ike HL-79E camera!

It's compact and easy to handle, too. So your crews can move fast and maintain a low profile, even in explosive situations.

Low light is no problem either. Advanced CCD sensors deliver dynamite pictures, even in adverse conditions.

And if those conditions mean hard knocks, don't worry. Its rugged design, magnesium alloy chassis and weatherproof housing

help keep the CVR-200 on the streets, and out of the shop.

But as good as it is, the CVR-200 is only part of the story. We can outfit you with a full arsenal of the most advanced Betacam equipment available:

- CVR-35—the portable VTR with the features news professionals ask for most.
- CVR-22—a low cost,





# LACAM

easy-to-use office player.

- CVC-5, 7 and 50—the most versatile CCD cameras in the business.
- Ampex Betacam 198 Tape—in rugged cassettes engineered expressly for ENG.

If you want to win the ratings war, you're going to have to arm your crew with the best equipment available—and for equip-

ment, service and support, there's no better ally than Ampex.

Give Ampex a call at 1-800-25AMPEX today. Before the competition does.



# AMPEX

specials and in first run." Mills said company is looking to bring in executive with first-run experience, and that discussions have been held about branching off first-run division from UA Television.

**Fox finds star—almost**

Word is Margaret Loesch, president and chief executive officer, Marvel Productions, has accepted Fox Broadcasting Co. offer to run its Kid's Network program cooperative (BROADCASTING, June 12, et seq.). However, Loesch has contract with Marvel that runs until next March, and company has so far refused to release her. While she and Fox figure way to bring her over sooner, another Marvel executive, Joe Taritaro, has joined Kid's Network to serve as "point man" until Loesch arrives. Sources expect Loesch will bring other Marvel executives to Kid's Network after her official arrival.

**DALLAS**

**No estan hablando**

Talks between Raycom Sports and Southwest Conference (SWC) to avert breach of contract lawsuit (BROADCASTING, Aug. 14) are on hold. Conference agreed not to negotiate with any parties during 90-day period beginning Aug. 18, but, added SWC Commissioner Fred Jacoby, conference is not talking with Raycom out of court either.

And conclusion of cable-broadcast sports showdown in Dallas is anything but foregone. "We haven't signed a contract with anyone," he said, adding that 90-day delay is not major setback, since "we're looking at the fall of 1990 and beyond." Asked if that means he does not agree with Raycom contention that current contract extends through 1991, Jacoby said, "I didn't say that."

**Multimedia**

Dallas ABC affiliate WFAA-TV will introduce "The Spirit of Texas Radio Network" over Labor Day, through which radio stations in ADI will simulcast 6 p.m. news Monday-Friday. Eleven communities,

**ESPN's deep pockets for sports**

ESPN—which well-placed source said is offering 60%-70% increase in its current \$16 million per year fee for 27 College Football Association games—has already proved itself ready to pay big to keep college basketball. In new 1990-95 Southeast Conference basketball TV rights deal, ESPN will televise 12 games, same as last year, but "if you break out just cable," said assistant commissioner Brad Davis, "the rights fee is about double." Figure remains unknown, but yardsticks might be CBS's current \$4 million per season deal for first pick of Big East basketball games, or recent \$4 million per year offer SportsChannel America made to Southwest Conference for basketball, football and other sports.

Main reason for increased ESPN rights fee, said Davis, is that SEC games—previously scattered across week and dayparts—will now anchor doubleheader Tuesday nights, and 9:30 p.m. ET tip-off means higher ratings and revenue in all three time zones. Big East also gained "significant rights increase" by extending its ESPN deal one year through 1990-91 season, said conference assistant commissioner Tom McElroy. ESPN will pay more for same size schedule (20 games), he said, because of longevity of product, higher ratings and increased exclusivity (fewer blackouts of ESPN in Big East markets). Deal includes limits on how much each team can protect its gate or local broadcast deals through home market blackout of ESPN.

including Athens, Comanche, Mexia, Mineral Wells and Paris, currently signed on, comprising 13 stations, with four-six more expected by start date. Station's 10 o'clock news is currently simulcast in Spanish by KESS(AM) Fort Worth.

**NEW YORK**

**Upgrading updates**

Announced move of anchor Deborah Norville from NBC's *Sunrise* to more prominent time slot hosting news breaks in *Today* may interest more stations in taking Norville news update NBC provides to local stations at noon. Five-minute insert to local newscasts has been available for several months but is currently meeting with limited interest. While over 100 NBC stations run midday news, less than 20 of them take insert, and only handful of those who do are within top 100 markets.

**Reprise**

Palladium Entertainment is looking for one or more partners to revive old off-network show, *Sergeant Preston of the Yukon*, as first-run weekly syndication program. No deal set yet,

but officials of Allarcom, based in Edmonton, Alberta, confirm they have had preliminary discussions about taking interest in project. In addition to film and television production interests, Allarcom owns independent television station CITV-TV Edmonton, as well as Canada pay-TV service Super Channel and 50% of Family Channel (no connection with Virginia Beach-based service). Palladium has partnered with MCA TV to bring *Lassie* back to first-run, debuting week of Sept. 18. Palladium also plans to bring *Lone Ranger* to first-run production, although, as with *Preston* project, plans are not yet firm.

**FLORIDA**

**Tainted treasure**

Televised lottery drawings are considered audience attractions in many markets, but in Florida, stations comprising informal lottery network recently pressured state lottery commission to prematurely end contract. Network members were said to have felt they were paying commission too much in way of cash and on-air promotion relative to audience and revenue they

were attracting. Commission then chose to put television rights to live lottery drawings up for bid on market-by-market basis. But as of last week, they had apparently yet to find willing bidders in Tampa and Jacksonville.

**NEW JERSEY**

**New Jersey and them**

Topic of discussion at Sept. 24-26 New Jersey Broadcasters Association meeting in Atlantic City will be possible class action suit against Arbitron. John Quinn, president of WJDM(AM) Elizabeth, N.J., and chairman of association's advertising subcommittee, said reason for suit would be what he called Arbitron's low sampling efforts in New Jersey. Quinn says low sampling hurts New Jersey stations already overshadowed by New York and Philadelphia markets.

**FAIRFAX**

**Unfree TV?**

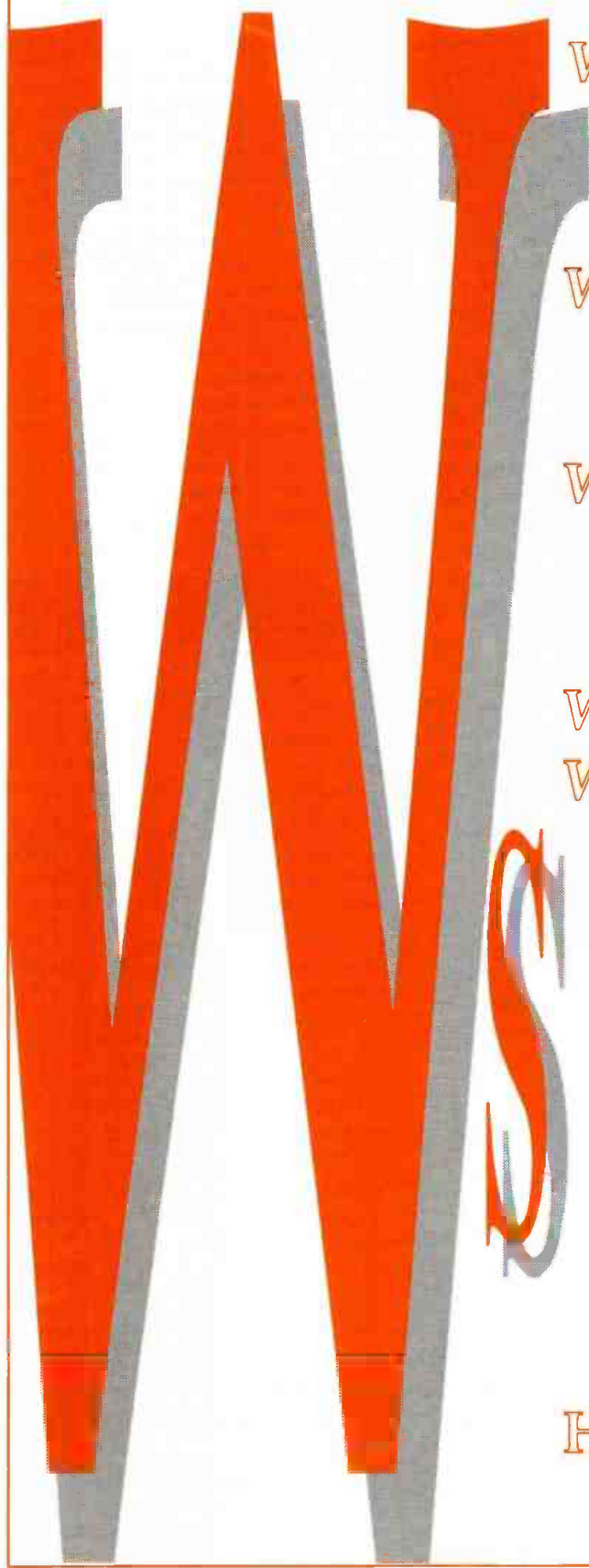
Community Antenna Television Association plans to launch grassroots campaign by end of month to take issue with claim that over-air television is "free." Thrust of promotion is press releases to newspapers as well as ads in local papers asserting that free TV is not really free at all, but costs consumer, on average, \$297 per year, computed from total television advertising spending divided by total number of households. Campaign is designed, CATA said, to let editors and publishers know cable's side of "free TV" issue.

**NEW ORLEANS**

**Name dropping**

Gioia Marconi Braga, daughter of Guglielmo Marconi, will be special guest at NAB's Radio '89 convention in New Orleans. At gala dinner party Sept. 16 to announce winners of Marconi Radio awards (see page 44), Braga will participate in presentation of award to winner in "legendary station" category.

# THE FIVE



**WHO:** Jack Anderson, Bob Fuss, Andy Pollin, Jay Sapir, Barbara Campbell, Pye Chamberlayne, Bill Small, Bob Brill, John Tautges, Kate Murphy, Rob Navias, Ed Kerins, Tom Rivers, Helen Thomas, Diane Burr, Sharon Gotkin

**WHAT:** Newsfeeds, Hourly newscasts, Daily features, Sportsfeeds, Business reports, Public Affairs, Sportscasts, Headlines, Specials, Religion Package, Spanish Language Service

**WHERE:** From the **UPI RADIO NETWORKS** with bureaus in Washington, New York, Chicago, Miami, Los Angeles and London, plus the resources of UPI wire service bureaus worldwide.

**WHEN:** NOW!

**WHY:** No commercials—just money-making awaits for you!

Competitive pricing designed for your bottom line!

Two-year contracts with no annual rate assessments!

Perfect as a primary network or cut service!

Used by premier radio stations and networks, including: 1010 WINS, WGN, WJR, KMPC, KSFO, WINZ, WCNN, WFLA, KRLD, WWL, KIRO, WOMC, United Stations Radio Networks, National Public Radio, Satellite Music Network, Financial Broadcasting Network, Sun Radio Network, plus the Florida, Virginia and Georgia News Networks . . . and many, many, more!

and

**HOW:** Call Mike Freedman,  
VP News

**1-800-777-5336**

**UPI**  
RADIO NETWORKS

# Where Things Stand

Beginning with this week's issue, "Where Things Stand" becomes a monthly feature.

*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 many of 1,500 other Class A's will. 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, at which GAO witness, asked to interpret result, said cable was monopoly in need of reregulation (BROADCASTING, Aug. 7).

AM-FM Allocations.....	12
By the Numbers.....	14
Cable Regulation.....	12
Children's Television.....	12
Comparative Licensing.....	12
Compulsory License.....	12
Crossownership.....	14
Direct Broadcast Satellites.....	14
High-Definition TV.....	18
Home Satellite.....	18
Indecency.....	18
International.....	18
Land Mobile.....	18
Mergers and Acquisitions.....	18
Must Carry.....	20
Network Rules.....	20
Public Broadcasting.....	20
Syndex.....	20
TV Marti.....	20

Meanwhile, group of mayors and elected officials gathered in New York in July 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).

Motion picture industry, National Association of Broadcasters and independent 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).

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 by full Senate Aug. 4.

## 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.

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. However, proposal has garnered little support in comments.

## 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 ser-

# THE NETWORK FOR ALL SEASONS.



September 7, 1979. The leaves weren't yet turning. But all across the country, TV dials were. To the only Total Sports Network.

And now, as we celebrate our 10th Anniversary and look ahead to the next decade, the seasons never looked better.

With over 8,000 hours of sports programming each year, we offer everything in major sports from NFL and college football to NCAA basketball and, starting in 1990, Major League Baseball. Plus an ongoing commitment to golf, tennis, auto racing and a host of other special-interest sports.

We'll also continue to provide unique original programming like SportsCenter, NFL GameDay, NFL PrimeTime and NFL Dream Season. And we'll bring these shows' reputations for production excellence to Baseball Tonight and our on-location coverage of the All Star Game and the World Series.

All of which explains why, for our cable affiliates and viewers, there will never be an off season on ESPN.

**ESPN**  
THE TOTAL SPORTS NETWORK®

VICES.

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 tentatively voted 2-1 in July 1988 to recommend that Congress lift ban against telephone companies owning cable systems in their telephone service areas. But former FCC Chairman Dennis Patrick, who pushed for recommendation, was unable to affirm vote in final year of chairmanship because FCC Commissioner James Quello, who provided second vote, had second thoughts.

Commissioner Patricia Diaz Dennis con-

tinues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

Issue is now in hands of newly constituted commission led by Chairman Alfred Sikes. He says he has open mind on issue. National Telecommunications and Information Administration, while under Sikes's direction, recommended telcos be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition contained in Cable Communications Policy Act of 1984; companion measure was offered in House by Rick Boucher (D-Va.).

Another barrier to Bell Regional Operating Companies' crossownership is 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." Thus far, it has granted four waivers.

**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

■ Nationwide Communications has committed "substantial investment" to United States Satellite Broadcasting Co., Hubbard Broadcasting's proposed high-power direct-to-home satellite TV service.

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

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.

## BY THE NUMBERS

Summary of broadcasting and cable

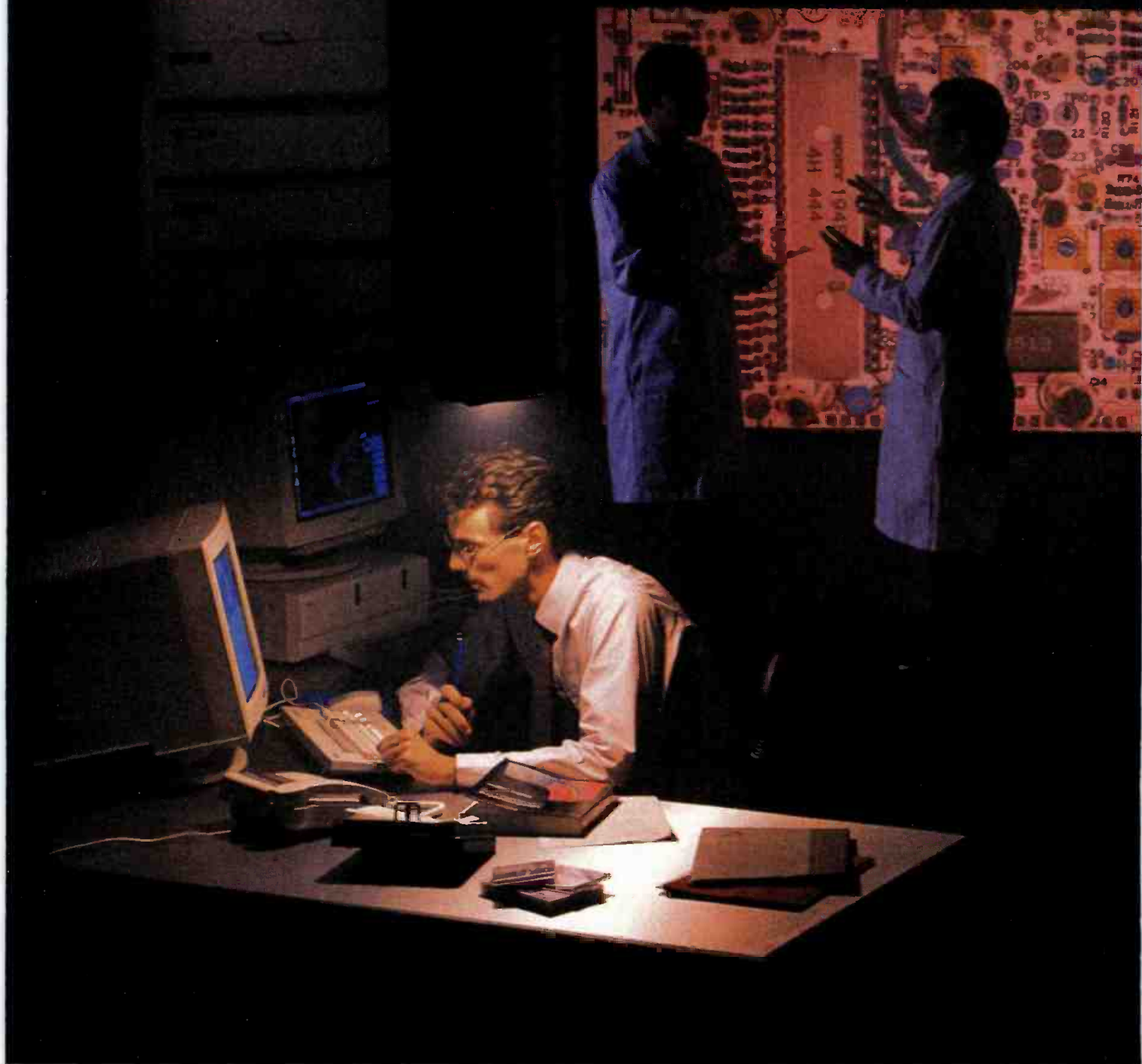
BROADCASTING			
SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,957	261	5,218
Commercial FM	4,210	753	4,963
Educational FM	1,398	252	1,650
■ Total Radio	10,565	1,266	11,831
FM translators	1,769	318	2,087
Commercial VHF TV	547	23	570
Commercial UHF TV	527	213	740
Educational VHF TV	122	5	127
Educational 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

CABLE†	
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.

**THIS IS NOT  
THE MOST  
IMPORTANT  
ADVANCE IN  
BROADCAST  
OPERATIONS.**





The key to successful station operation is more than hardware. It's people. Sony people. Designers and engineers who understand the real problems of integrating a new system into your station. When you invest in a multi-

cassette system, it is vital to plan for the 1990s and beyond. It's the only way to meet current needs efficiently while retaining the flexibility to grow.

You need a manufacturer with a range of products and expertise

covering the entire "on-air" operation. And with systems specialists to help you select and configure the right system for you.

You need Sony, the company whose Betacart® pioneered intelligent cart systems. Today Sony,





# THIS IS.

with the most complete line of Library Management System™ products available, is working toward a true network integrated system.

Sony offers you a choice. Formats, capacities and software. Analog or digital. For single- or

multi-spot operation. Direct-to-air or compiling. All with Sony quality and reliability. And with the engi-

## SONY®

BROADCAST PRODUCTS

neering resources, support, and service to protect your investment.

Check with the specialists in LMS. Contact your Sony Broadcast Sales Engineer. Or call (800) 635-SONY.

Sony Communications Products Company, 1600 Queen Anne Road, Teaneck, NJ 07666. ©1989 Sony Corporation of America. Sony, Betacari and Library Management System are trademarks of Sony.

## High-Definition TV

Richard Wiley, chairman of FCC's advisory committee on advanced television service (ATS), has announced that he will call meeting of transmission system proponents this fall to set testing schedule. Tests are expected to begin in April 1990 at Advanced Television Test Center (ATTC) facility. Current estimates are that about 12 systems from eight proponents will be tested over course of one year, with final system recommendation to be made to FCC in fall 1991.

Five companies have been chosen to receive portion of \$30 million in grants Defense Advanced Research Projects Agency (DARPA) has set aside for research and development of new methods to display and process HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. There is also proposal before Congress to allocate additional \$50 million to DARPA for HDTV project.

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

## Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners.

Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programming off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into syndicated exclusivity rules for broadcast signals delivered via satellite and on whether satellite carriers in marketing of signals discriminate against noncable-affiliated distributors.

## Indecency

■ Under direction of new chairman, Alfred Sikes, FCC stepped up enforcement of law against broadcast indecency Aug. 24, initiating actions against three radio stations for airing programming heavy with sexual innuendo. At same time, it asked federal appeals court, which is reviewing constitutionality of indecency law, for chance to build record in support of around-clock ban on indecency.

Letters were sent out to three stations for

airing material that FCC found "may violate" indecency law. Stations—KJSJ(FM) San Jose, Calif.; WFBO(FM) Indianapolis, and WLUP(AM) Chicago—have until Sept. 23 to answer charge.

FCC's prompt action may reflect concerns of Congress. At confirmation hearing for Sikes and fellow FCC nominees—Sherrie Marshall and Andrew Barrett—member of Senate Commerce Committee made it clear that regulation of indecent and violent programming should be FCC priority (BROADCASTING, Aug. 7).

House has approved TV violence bill. 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 had unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking. Meanwhile, opponents of 24-hour ban were encouraged by Supreme Court decision overturning, on First Amendment grounds, statute imposing same kind of around-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. 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.

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 addi-

tional 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.

## Land Mobile

FCC has delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until determination has been made that UHF channels in question will not be needed for broadcasting high-definition systems.

During April 17 meeting of FCC's advisory committee on advanced television service, FCC staff said that nothing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that commission did not foresee change in near future.

## 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 on 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 largest media company in world. On Aug. 23, Time Warner and Warner announced that respective boards had approved mixture of securities composing Time Warner's payment for balance of Warner it does not own. In merger-related litigation, Warner shareholder Chris-Craft Industries contends its approval is necessary for completion of Warner acquisition. Companies have settled legal battle 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 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%



## Sometimes overnight is absolutely, positively too late.

We're not knocking the other guys, but sometimes you need to get it there right away. The very same day. Today, not tomorrow.

With TWA's Next Flight Out® delivery service, you're in business.

Even as you read this, TWA planes are about to take off. We can make sure your small package is on the next flight out to any one of over 100 U.S. cities. And we'll deliver it door-to-door or airport-to-airport. Same day. Seven days a week.

We'll give you our money-back guarantee and Frequent Flight Bonus miles, too (exciting details when you call).

We also deliver next day to Europe and second day to the Middle East.

So for anything up to 70 pounds domestic and 50 pounds international, just call the 800 number. It's that easy. It's *not* that expensive. And most of all, it's fast —very, very fast.

**1-800-638-7380**

**For information or  
immediate pick-up,  
ask for Agent 183**



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. On Aug. 23, Centel Cable shareholders approved company's merger with Centel in transaction leading to closing of individual sales. Sales to ATC, Warner and C-TEC are complete.

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 on block again in hopes of better offers. Sale price is 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.

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 approvals, which companies expect no earlier than October. QVC said it plans to "blend" two programming services into one in 1990, after which it will launch second home shopping program. QVC also said it plans to drop CVN's catalog and retail store operations after merger.

TV producer Qintex Entertainment will acquire film production and distribution arm of MGM/UA Communications, in deal announced March 31. Qintex would also own United Artists film library. MGM/UA majority shareholder Kirk Kerkorian would retain control of MGM/UA's TV production unit and TV library. Complicated deal would have Kerkorian both retain preferred stock stake in United Artists properties and make additional investment in company. Qintex purchase is valued at more than \$1 billion. Qintex Entertainment is U.S. arm of Australia-based media group of same name. Qintex is in process of arranging financing for new venture. MGM/UA proxies have been mailed. MGM/UA and Qintex hope to complete deal by end of September.

## Must Carry

Independent television and cable industry are at impasse on must carry. On July 10, National Association of Broadcasters TV board signed off on must-carry compromise reached between President Eddie Fritts and National Cable Television Association on previous Friday. But deal fell through when Association of Independent Television Sta-

tions rejected proposal on ground that it did not address their concerns about channel repositioning. Independents felt it encouraged cable operators to move independent stations off low-numbered channel assignments to location on higher end of band. Fritts and NCTA President James P. Mooney have been trying to hammer out deal on must-carry language that they would then take to Congress. Basis of negotiations is interindustry agreement on must carry that cable says it can live with. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. NCTA agreed to put broadcaster signals on the over-air assignment or on channel that is mutually agreeable. But INTV argued in letter to Capitol Hill that on-channel deal offered by NCTA "would not stop the shifting but would precipitate a massive new wave of channel shifts of UHF independents and public stations currently carried on first-tier channels."

## Network Rules

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

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

Proposal to eliminate network-cable crossownership ban has proved highly controversial.

## Public Broadcasting

■ House approved 1992 CPB appropriation of \$242.06 million plus \$72.5 million for public TV and radio satellite replacement. 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, PBS and NAPTS began July 20 series of "summit meetings" intended to unify plan to streamline national public TV programming processes. CPB so far has taken issue with elements of NAPTS plan to centralize authority over approximately 25% of national programming funds, including most of current CPB Program Fund, at PBS. CPB must report to Congress next January on national program funding efficiency.

Garrison Keillor will return to American Public Radio in late fall with new Saturday evening series, he announced at Annual

Public Radio Conference in San Francisco, May 17-21. National Public Radio launched new hourly newscasts July 1.

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

## Syndex

FCC put off effective date of its new syndex rules from Aug. 18, 1988, to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Broadcasters desiring syndex protection had to notify cable system by June 19.

Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals.

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

United Video, carrier of superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas; Texas Cable Television Association, United Cable Television and Century Communications have challenged rules in U.S. Court of Appeals. They have also asked FCC to stay rules pending court review. Representative Bill Richardson (D-N.M.) has introduced legislation that would delay implementation date of FCC's syndex rule for one year (BROADCASTING, July 3).

## TV Marti

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

Administration plans for TV Marti may have suffered serious setback with Cuba's decision to begin operating channel 13 in Havana. Channel 13 was frequency on which U.S. intended to operate TV Marti. It was said to be only one on which operation would not interfere with service by Cuban or American stations.

Meanwhile, Cuban officials are threatening unspecified reprisals if U.S. proceeds with TV Marti project.



# I R I S

## A Celebration of Excellence

in Local Television



C A L L F O R E N T R I E S

The 1990 NATPE International Conference, *Challenges in the Next Decade* is calling for entries into their prestigious annual awards program, the Iris. Programs first aired between October 1, 1988 thru September 30, 1989 are eligible. Any voting or Educational member company of NATPE may submit no more than one entry per category and a given program may only be entered in one category. Programs whose emphasis rests on local content will weigh heavily with the judges. Spot announcements (public affairs or promotion) are not eligible for any Iris Award.

### ***Entry Categories:***

- 
- ***Public Affairs***
  - ***Program Segments***
  - ***Sports***
  - ***Children & Young Adults***
  - ***Entertainment***
  - ***Information***
  - ***Special Event***
  - ***All Others***

Entries must be received no later than **October 9, 1989**. Only NTSC standard 3/4" videocassettes accepted. For additional information and eligibility requirements call NATPE International, 10100 Santa Monica Blvd. Suite 300, Los Angeles, CA 90067. (213) 282-8801



**NATPE**  
INTERNATIONAL

# Datebook

■ indicates new listing

## This week

**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, Houston. Information: (213) 277-0199.

**Sept. 8**—*USA Network* local ad sales seminar. Dallas-Fort Worth. 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.

## Also in September

**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: Trudy Wilson, (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**—*Federal Communications Bar Association* luncheon. Speaker: Preston Padden, president, Association of Independent Television Stations. Washington Marriott, Washington.

**Sept. 12-13**—Media workshop, "Exploring the Frontiers of Media," sponsored by *Association of National Advertisers*. Plaza hotel, New York. Information: (212) 697-5950.

**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. Information: Ava Sand-

ers, (202) 463-8970.

**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. 15**—Deadline for company entries in New York Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Information: (212) 768-7050.

■ **Sept. 15**—"Broadcasting & Cable: Together into the 1990's," seminar sponsored by *NATPE International's Educational Foundation*. Hyatt Regency, San Francisco. Information: (213) 965-1990.

**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. Fair-

leigh 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. Information: (818) 763-2975.

**Sept. 17-19**—*National Association of State Radio Networks* fall board meeting and general membership "fly-in." Information: (404) 255-7861.

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

**Sept. 17-22**—*American Advertising Federation* second annual advanced advertising management seminar. Northwestern University's James Allen Center, Evanston, Ill.

**Sept. 18-20**—*Association of National Advertisers* creative advertising, media strategy and promotion strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

**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.

## Errata

Buyer and seller of KNIS(FM) Carson City, Nev. ("Changing Hands," Aug. 28), were transposed. Correct information is: **Seller:** Western Inspirational Broadcasting Inc., headed by Norman Kaupp. **Buyer:** Sapphire Broadcasting Inc., headed by Thomas Gammon, president of Americom radio brokers.

In Aug. 14 issue, **Farrell Meisel**, vice president, programming, WWOR-TV New York, was misquoted in story regarding Viacom's possible future marketing of off-network *The Cosby Show*, *Roseanne* and *A Different World*. Meisel actually said **Cosby "has had a tremendous residual effect on our overall schedule."**

Newport, N.H., FM sold by RadioActive Group Inc. to Mountain View Broadcasting for \$2,000,000 ("Changing Hands," Aug. 28) was **WXXK-FM**.

Information on **sales totals** provided to **BROADCASTING for The Ted Hepburn Co.** for Aug. 7 Special Report on brokers inadvertently included only sales in 1989. Correct total for 12 months from July 1988 through June 1989 is **\$60,650,000**.

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

Over 250 radio stations now air

**MEDIA MONITOR**

Why don't you?

For a free sample tape, call Deborah Lambert

**Accuracy in Media**

1275 K Street, NW, Suite 1150

Washington, D.C. 20005

(202) 371-6710

Media Monitor will be back next week.

Sept. 20-22—Great Lakes Cable Expo, sponsored by Illinois, Indiana, Michigan, Ohio and Wisconsin 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—USA Network local ad sales seminar. Omni Inner Harbour, Baltimore. Information: (212) 408-9161.

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—Cabletelevision Advertising Bureau local advertising workshop. Sheraton-San Francisco Airport, Burlingame, Calif. Information: (212) 751-7770.

Sept. 22—Deadline for personal entries in New York Emmy Awards, sponsored by National Academy of Television Arts and Sciences, New York chapter. Information: (212) 768-7050.

■ Sept. 22—"Broadcasting & Cable: Together into the 1990's," seminar sponsored by NATPE International's Educational Foundation. Grand Hyatt, Washington. Information: (213) 282-8801.

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

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 conference, produced in cooperation with American Film Institute. Bally's hotel, Las Vegas. Informa-

tion: (818) 907-7788.

"Datebook" continues on page 66.



## Pro and con

EDITOR: The President of United Press International takes Linda Ellerbee to task for doing coffee commercials in his Aug. "Monday Memo."

Is this the same Paul Steinle who rolled out of a local news director's job to the big time in New York at Financial News Network, the cable financial news service? FNN is owned by Infotechnology. The same company also owns UPI. While Steinle slaps Ellerbee on the wrist, maybe a different part of Steinle's anatomy should be kicked for the biggest reporting error—failing to look in his own backyard.

It was FNN that created the "infotainment" programs sponsored by a firm promoting its product that were aired as news programs. So much for idealism.

I doubt that even the folks in Enid, Okla., will take the humor-oriented Ellerbee coffee commercials seriously. Ellerbee has to work and make a living and after all, it was FNN that said it accepted "infotainment" programs because it had to make a buck.

It's always easy to put down someone with a name. With business disappearing and many layoffs at UPI, maybe Steinle himself will be looking for a product endorsement job soon. But then again, who knows him?—Jim Newman, Newman Eco-

nomics, Los Angeles.

EDITOR: For your Aug. 14 "Monday Memo," Paul Steinle produced an essay of utmost importance.

Since launching this business of television news series syndication in 1975, we have worked with more than 50 producers and aspiring talent, and have been forced to spend too many hours emphasizing the absolute necessity of maintaining a clear distinction between news reports and advocacy releases. I am often surprised at the number of experienced producers who are not aware of the fact that news personalities do not appear in commercials. Sports and entertainment stars do, of course, but news people—never. Paul Steinle provided the reason.

In focusing on a station's financial goals, he used the word "sponsor" while referring to advertisers within and adjacent to news strips. Sponsors sponsor programs in whole or in part. News strips are not sponsored. It's no big deal. Everyone knew what he meant, but still....—David Meblin, *Mighty Minute Programs, San Francisco.*

## Making it CLear

EDITOR: In your Aug. 14 article, "Unclear reception," it was stated that "Dr. Billy Melvin, chairman of CLear-TV, has

## Major Meetings

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.

June 10-14, 1990—Broadcast Promotion and Marketing Executives and Broadcast Designers Association annual conference. Bally's, Las Vegas.

■ Sept. 16-18, 1990—Eastern Cable Show, sponsored by Southern Cable Television Association. Washington Convention Center, Washington.

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

indicated he will solicit free time from religious stations...." You then proceeded to give the response from Tim Robertson, CBN President, who said that he would not give time to CLear-TV, but would be willing to sell the time.

I believe that by adding Mr. Robertson's comment, you have given the average reader, as well as the advertisers, a distorted viewpoint of the situation. In your Dec. 26, 1988, issue, Mr. Robertson was quoted as saying, "CBN Family Channel, which is primarily an entertainment programming operation, not a TV ministry." How does that qualify Mr. Robertson as a spokesman for religious TV stations?

Perhaps you might be interested in the opinion of someone who actually operates a religious station. It may come as a shock to you to learn that, not only have we aired the program at no extra charge to CLear-TV, but we intend to do so several more times.

Yes, I am one of those narrow-minded "religious broadcasters" who believes that our future generations are being destroyed by the sex and violence on the airwaves. And I intend to do everything I can to stop it because, in one way or another, we will all suffer the consequences of it.—*Albert O. Cooper, president, KRFP-TV, Roswell, N.M.*

## Positive position

EDITOR: Will the AM broadcasters please do something positive that justifies positive press? Mr. Joe Tabback, in his July 24 "Open Mike" letter, asked for positive news in a generally negative industry. "Trafficking" in FCC licenses, or just plain bad management, has sapped the broadcast industry of enthusiasm and its most creative people. Although it would appear that the stations most likely to be considered "revolving doors" get precisely what they deserve, it's time to stop playing "musical chairs" and get down to the business that's been sorely neglected in recent years.

Managers, do something innovative and creative so we all benefit. Let positive press be an unintended effect, rather than a goal.—*Alan Boritz, Mahaw, N.J.*

## Free for all

EDITOR: In its effort to grant First Amendment rights to television, radio and cable, the Congress is ignoring the same rights of all other Americans.

When granted to a few thousand broadcasters who, by the licensing system, have an exclusivity, it gives that small group a shield of protection against other Americans who have been, or feel they have been, maligned over the air and wish to defend themselves.

The press doesn't have that shield and rightfully has First Amendment rights. If a citizen feels he has been mistreated by a newspaper, or doesn't like its stand, he can do as many have: start another paper.

If First Amendment rights are maintained for broadcasters, shouldn't other Americans be protected by opening the airways to all without governmental interference or licensing?—*Micah P. Smith, Media Marketing Associates Inc., Norman, Okla.*

## Doesn't buy it

EDITOR: In response to Simon Goldman's July 31 letter supporting Richard Arsenault's AM rescue:

If your programming on WVMT(AM) Burlington, Vt., is so "superior," Mr. Goldman, how come no one's listening? AM stereo will go the way of FM quadrophonic. What the AM community constantly fails to recognize is that AM's time has come and gone.

The early FM pioneers got no special consideration or cooperation for the scores of years that they struggled with little or no listener base or advertising. No special committees, no special rules, no pie in the sky technological panacea can or will turn around the decline of AM radio.

AM was dominant for a long time. In fact, when I started in radio 12 years ago the markets I was in were still AM-dominated. But slowly, ever so slowly, FM's shares grew and grew.

I own a Class A FM in a Class B market. I knew what I was getting into from the day I signed the papers. Simply put, permitting AM stations to broadcast even on a low-power FM will give you "unfair advantage" as a combo over Class A stand-alones, and then I'll form a PAC and an advisory board to gather support for all Class A standalones in Class B markets to be permitted to add an additional Class A to their license, at no extra cost, and create a 50,000-watt AM frequency so that I may "keep pace."

This gets pretty silly when you take a long, sobering look at it.—*Harry Gregor Jr., president, WCZX(FM) Poughkeepsie, N.Y.*

## Waiver, no waiver?

EDITOR: Your Aug. 28 "Closed Circuit" regarding regulatory problems with NBC's possible shift in the prime time schedule on the West Coast ("PTAR rears its head") was in error. You correctly note that if NBC stations run network programming at 7-10 p.m., plus the *Tonight Show* starting at 10:30, they will be in violation of the Prime Time Access Rule which limits network programming on the East and West Coasts to three hours from 7 to 11 p.m. However, you are wrong in stating that the "problem could be solved by waiver."

A waiver would be tantamount to declaring that PTAR does not apply to any NBC affiliate on the West Coast, effectively eliminating the access period on those stations. However, even assuming that there was some conceivable public benefit to such a change, it could only be accomplished through waiving rules of general applicability, such as PTAR, except in interest justification. A waiver cannot be used to make sweeping changes in a rule, such as eliminating its applicability in one-fourth of the entire nation.—*Robert M. Gurrss, Wilkes, Artis, Hedrick & Lane, Washington, counsel for Program Producers and Distributors Committee.*

Editor's note: Attorney Gurrss's opinion is not held universally. Among others checked by BROADCASTING last week, Chuck Kelley, chief of the FCC Mass Media Bureau enforcement division, said he knows of no reason a group of NBC affiliates could not jointly file for a waiver of PTAR.

# The Fifth Estate Broadcasting TELEVISION

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

Lawrence B. Talshoff, publisher

## Editorial

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

## Broadcasting □ Cable

### Yearbook

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

## Advertising

Washington  
Kenneth W. Talshoff, vice president, sales and marketing.  
Robert (Skip) Tash, Midwest and Southern regional sales  
manager.  
Doris Kelly, sales service manager.  
Debra DeZam, classified advertising manager.  
New York  
Joseph E. Ondrick, East Coast regional sales manager  
Randi B. Teitelbaum, sales manager  
Yedira Crawford, advertising assistant.  
Lewis Edge & Associates (East Coast equipment and  
engineering): 609-683-7900; fax: 609-497-0412  
Hollywood  
John R. Russel, West Coast regional sales manager  
Sandra Klausner, editorial-advertising assistant.  
Schiff & Associates (Western equipment  
and engineering): 213-393-9285; fax: 213-393-2381

## Circulation

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

## Production

Harry Stevens, production manager.

## Administration

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

## Corporate Relations

Patricia A. Vance, director.  
Catherine F. Friday, secretary to the publisher.

## Bureaus

New York: 630 Third Avenue, 10017  
Phone: 212-599-2830  
Fax: 212-599-2837  
Geoff Foisie, chief correspondent.  
Stephen McClellan, chief correspondent (programming).  
George Mannes, Rod Granger, Lucia Cobo, staff writers.  
Hollywood: 1680 North Vine Street, 90028  
Phone: 213-463-3148  
Fax: 213-463-3159  
Steve Coe, Mike Freeman, staff writers.  
Advertising Representatives  
Pattis/3M: Chicago 312-679-1100, fax: 312-679-5926;  
New York 212-903-2121, fax: 212-953-2128;  
Los Angeles 213-462-2700, fax: 213-463-0544;  
Hawaii 808-545-2700, fax: 808-599-5802;  
Toronto 416-482-6288, fax: 416-482-9207;  
London (01) 427-9000, fax: (01) 427-5544.  
□  
Japan (06) 925-4452; fax: (06) 925-5005.  
□

## Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Talshoff, president.  
Kenneth W. Talshoff, vice president.  
Donald V. West, vice president.  
David N. Whitcombe, vice president.  
Founded 1931. Broadcasting-Television\* introduced  
in 1946. Television\* acquired in 1961. Cablecasting\*  
introduced in 1972. □ Reg. U.S. Patent Office. □  
Copyright 1989 by Broadcasting Publications Inc.



An HDTV commentary by Margita E. White, president, Association of Maximum Service Telecasters, Washington

**T**he greatest challenge facing American television today is reaching a consensus on how best to transition competitively to tomorrow's advanced television technologies.

That is why AMST's Sept. 6 "HDTV Update—Seeking A Consensus" will feature proponents of all transition scenarios—one-step, two-step and leapfrog.

While AMST endorses no scenario at this time, we are concerned that the leapfrog strategy risks burning the bridges to local broadcaster participation in future generations of technology.

Leapfrog strategies argue that since all-digital video via fiber optics will be the state of the art technology of the new millennium, the U.S. should leap ahead of the Japanese and Europeans by channeling all its resources into a crash program to design digital video computers and wire America's homes with fiber. Meanwhile, they would have American television stations forgo participation in the emerging generation of HDTV technology.

A leapfrog strategy variation would limit television broadcasters to modest NTSC improvement during the next decade or longer and then leap to a yet-to-be-invented, all-digital 6 mhz terrestrial system.

Leapfrog supporters are formidable: the computer industry, which sees a merging of television and computers as an opportunity to increase home penetration; the telephone industry, which wants to become tomorrow's television programmer; the land mobile industry, which covets broadcasters' spectrum to propel sales of more business radio equipment; the semiconductor and related industries, which seek a \$1.3 billion government subsidy to re-enter the U.S. consumer market, and the Defense Department, which looks to HDTV's future military applications.

Small wonder that members of Congress are focusing on HDTV's trade, competitiveness and national security implications. Indeed, one congressional aide told me bluntly: "We don't consider HDTV a broadcasting issue." Congress needs to be reminded that HDTV most of all involves the American public's free and universally available medium of television.

Television broadcasters also support long-term planning and investment. But they do not agree we can afford to place all our HDTV eggs in the digital/fiber basket and simply sit out a whole generation of technology, waiting for the next one to hatch.

We can't simply tell the Japanese and Europeans to go away while we incubate. They will introduce HDTV in the interim, incorporating more and more digital features in current systems. By the time a U.S. digital technology emerges, assuming it ever does, a foreign-based HDTV system



**“ It makes no sense for the U.S. to withdraw from the emerging HDTV generation. ”**

may already be so entrenched and of such high quality as to make a U.S. system's "advantages" too marginal and expensive to be competitive. Or technologies could change direction so dramatically in the meantime that a U.S. system may be still-born.

Meanwhile, if U.S. broadcasters are limited simply to making NTSC improvements within their 6 mhz of currently allocated spectrum, competitive media which are not spectrum-constrained will continue to upgrade picture and sound quality. By the time digital HDTV arrives, our locally based free service may have eroded too far to be revived.

The digital/fiber scenario envisions the highest quality interactive programing traveling on two-way fiber-optic highways to wall-size flat panel screens, replacing both televisions and computers. How long will it take before most Americans can receive and afford telecomputer service? The all-digital sets have yet to be conceived. Flat screen technology is in an infant stage. Even if the technology were in place, it has been estimated that wiring and rewiring America with fiber will take several decades and cost at least \$200 billion. Will we become a nation of video haves and have-nots as the free service atrophies and we wait for the incremental fiber wiring and for economies of scale to bring the cost of new sets within

sight for the average consumer?

It makes no sense for the U.S. to withdraw from the emerging HDTV generation. It is not too late for us to compete during the transition. While the Japanese have plowed over a billion dollars into their HDTV MUSE technology over the past 20 years, their system, like the European, is configured for satellite transmission. Only recently have they recognized that their plans for their own societies are incompatible with terrestrial and cable service in their largest potential receiver market. This means that the opportunities for American industry participation in HDTV are substantial and more real than they might have appeared just two years ago.

This has come about as the U.S. forms its own industry/government partnership to seek a next-generation advanced television standard that meets the needs of America's consumers and their broadcasting and cable systems. Zenith, Sarnoff, Philips and other companies are competing to develop systems which will be tested under the auspices of the FCC's Government/Industry Advisory Committee in laboratories funded by broadcasters joined by cable operators and equipment manufacturers. The FCC tentatively has decided to allocate the necessary VHF and UHF spectrum and is expected to set a transmission standard by 1992. U.S. broadcasters then will invest millions to make the transition to HDTV throughout the '90's without making current sets, service and programing obsolete.

The leapfrog theorists would throw all this progress away, failing to recognize that what is worth preserving is not simply the technology but our television system's essential role in our society. It is uniquely American. And it is available equally to all, free of charge.

The U.S. strategy toward HDTV need not be an either-or choice between possible future generations of technology. American industries and consumers must participate in all or risk being involved in none. Leapfrogging, in military terms, refers to a strategy whereby two units advance in cooperation, keeping one in action while moving the other unit past it to a position farther in front. That defines a far better strategy for the U.S. advance toward HDTV than the pseudo-leapfroggers' scorched-earth abandonment of our American television system. It calls for a coordinated government and industry long-term advance to assure that the U.S. will be in front when we reach the digital age. But it also requires that we remain in action and that the FCC move carefully and expeditiously to set a terrestrial transmission standard and allocate the necessary spectrum.

Those who would gamble on a single leap strategy might contemplate the wisdom of the adage, "Look before you leap."

# SIX GOOD REASONS TO CHOOSE BLACKBURN

**CREATIVE FINANCING** We have our own financing experts with Blackburn Capital Markets. We get the top price for your station and we can help structure the best financing package.

**STATION VALUE EXPERTISE** We have been in the market every day for the past 40 years. Nobody knows station values like Blackburn & Company.

**CONFIDENTIALITY** We know that rumors can hurt your station's value in the marketplace. We pride ourselves on being able to bring you the top price quickly and quietly. Our confidential approach lets you maximize your station's value... not waste your time fighting rumors.

**RESEARCH** Blackburn & Company has purchased the exclusive rights to "Radio Econometrics." We can give you a complete profile on any station in any Arbitron rated market in minutes.

## **BEST RESULTS**

Paul Kagan Associates' exclusive 1988 survey of independent brokers reports that Blackburn & Company is #1 in total transactions and dollar volume. A total of 57 deals totalling \$436,000,000! In the past one thousand days we have exceeded ONE BILLION DOLLAR\$.

## **BUYER/SELLER MATCHING**

We are specialists in putting the best buyers and sellers together. We know the buyers that are motivated and qualified to close the deal. Given our resources, we can virtually guarantee the best price... quickly and quietly.

**BLACKBURN & COMPANY**  
INCORPORATED

Media Brokers & Appraisers Since 1947

**WE BROKER BROADCASTING'S BEST**

Washington • New York • Atlanta  
Chicago • Beverly Hills

Washington • New York  
(202) 331-9270 (212) 832-9191

Atlanta • Chicago • Beverly Hills  
(404) 892-4655 (312) 346-6460 (313) 274-8151

# Broadcasting Sep 4

Vol. 117 No. 10

TOP OF THE WEEK

## Networks significant line up



ABC

## and TV's others for fall

**F**rom a creative standpoint, the 1989-90 television season has received some of the lowest marks of any season in recent memory. "Safe," "boring" and "shamefully" lacking in creativity are some of the terms television critics and agency observers have used to describe the upcoming season.

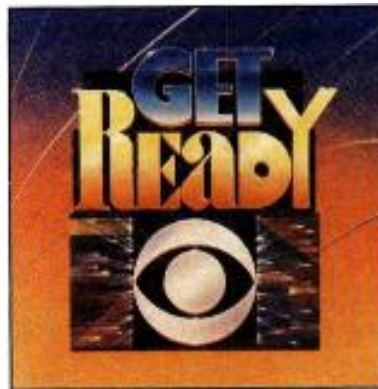
The three networks are coming off what amounts to their worst summer ever. The July-August share level for the big three was a combined 56 share points, the same as last summer. But as one network official noted, last summer's viewing was depressed by political campaign coverage. "If it hadn't been for that, last summer's totals would have been significantly higher," he said.

The networks' loss has been others' gain. A main beneficiary was the Fox Broadcasting Co.'s hit program, *Married...With Children*, which broke into the top 20-ranked programs a week ago, placing 17th with a 13.4 rating and a 22 share.

That is not the only FBC program to show growth. Last week, three other FBC programs—*Totally Hidden Video*, *America's Most Wanted* and the critically maligned *Open House*—all placed in the middle of the ratings pack. A year ago, anyone looking for FBC programs could confine the search to the bottom 20 programs.

The FBC expansion to Monday night, effective Sept. 18, is being watched particularly anxiously at CBS. The network's key aim this season is to use Monday night to develop new comedies that can be moved to other nights as building blocks for the future.

CBS's Monday night schedule contains all six of the network's comedies, including three new ones—*Major Dad* and *The People Next Door* (8-9 p.m.) and *The Famous Teddy Z* at 9:30 p.m. "Monday is a very critical night for us," said David Poltrack, senior vice president, planning and research, CBS. "One of our two main goals is to expand our comedy base," said Poltrack. "Comedy remains the strongest single form on network television. We want to fortify our comedy base." The network has struggled, without success, to develop comedies in the first hour of prime time on various nights. But CBS's other main



CBS



NBC



Fox

weakness is poor audience tune-in in the first hour across the board in prime time, which has effectively prevented it from nurturing new comedies there, said Poltrack.

Thus, the network is putting all its comedy eggs in the Monday night basket, a strategy Poltrack termed "unique and unprecedented." But it's also the alternate strategy option. Nurturing new comedies across the board would be the first choice. At ABC, recently installed Entertainment President Robert Iger said one of his top priorities is to strengthen ABC's hold on second place. "Demographically, ABC is more competitive with NBC than CBS," said Paul Isacson, executive vice president, broadcast planning and purchasing, Young & Rubicam. The household race, which still gets most of the press attention, is largely irrelevant from the advertiser's perspective, said Isacson. "TV time just isn't bought that way anymore."

ABC has traditionally found success with younger, urban-skewing programs. According to Iger, the network will attempt to "broaden our audience appeal, particularly in certain hours. Obviously Saturday night is a problem." The first two hours of Sunday night also pose an extraordinary challenge for ABC, said Iger.

CBS maintains its leadership position there with *60 Minutes* and *Murder, She Wrote*. NBC is struggling there, although that network's ongoing involvement with Disney probably gives it an upper hand, said Iger. "So at this point, we have a real tough battle on our hands figuring out that time period."

Sundays at 7 p.m., ABC has given the nod to a show called *Life Goes On*, a family drama featuring a young man with Down syndrome (played by an actor with the syndrome). The early reviews of the program are quite positive, with some critics suggesting it may be ABC's best show. However, the two new comedies that follow it—*Free Spirit* and *Homeroom*—have been panned by many as predictable sitcom fare.

Thursday night, Iger acknowledges, also poses a challenge for ABC. The same is true for CBS, with NBC dominant over both its rivals. Second place is up for grabs on the

night. In recent weeks, repeats of CBS's *48 Hours* have performed better than reruns of ABC's now-canceled *A Man Called Hawk* at 8 p.m. At 9 o'clock, CBS's now-canceled *Equalizer* has been beating ABC's *Mission: Impossible*, which moves up an hour to 8 p.m. at the start of the season.

This season, ABC is relying on a new news program to help out on Thursdays at 10 p.m.—*Prime Time Live*. The show debuted last month to mixed reviews, but the

ratings have indicated some response from viewers. In its Aug. 24 outing, the program placed second, beating *Knots Landing* on CBS by 4 share points.

As to the new season race, most observers see NBC repeating a strong number one, while ABC holds on to second place and CBS continues to rebuild. But CBS's Poltrack suggests that second place is still up for grabs and will depend on how much progress ABC and CBS make on their weaker nights. "It's not so much the top

but the bottom, in terms of relative ratings among the weaker nights, that will determine the outcome of second place," he said.

While Iger admits that ABC could "stand some improvement" on Wednesday, Poltrack believes that night is as critical for ABC as Monday night is for CBS. "That used to be their strongest night," he said, and one where ABC has perhaps the best shot at making significant gains this season.

*Growing Pains*, a proven hit, gives ABC a strong start on Wednesday. But the second half-hour of NBC's *Unsolved Mysteries* often beats *Head of the Class*, ABC's 8:30 entry. *Anything But Love*, which was nurtured by *Roseanne* last midseason, follows at 9.

The big question for many network followers is whether that show can stand on its own and deliver a solid audience to the new *Doogie Howser, M.D.*, which follows it at 9:30. *Howser* is the first show from producer Stephen Bochco, under his new long-term development deal with ABC. The success of those two shows is deemed essential, if the struggling *China Beach* is to emerge from third place on Wednesdays at 10 p.m.

Meanwhile, NBC has the pat hand and has added just five new programs to its fall schedule. Three of those are hour dramas that are being used to completely rework Friday night—*Baywatch*, *Hardball* and *Mancuso, FBI*, in that order. Two new comedies complete NBC's new program list, with *Sister Kate* debuting at 8 on Sunday and *Nutt House* at 9:30 on Wednesdays.

A safe season? Yes and no, according to Warren Littlefield, executive vice president of prime time, NBC Entertainment. On the one hand, he said, "no season is safe, although it is popular for the critics to say it's a safe season." On the other, Littlefield contends the networks' top goal, always, is to deliver programming the audience wants to

## Charting fall's prime foursome

### Sunday

	ABC	CBS	NBC	FOX
7:00				
7:30	Life Goes On * Sept. 12 10-11	60 Minutes Sept. 17	The Magical World of Disney Sept. 18	Booker Sept. 24
8:00	Free Spirit * Sept. 27 9:30-10	Murder, She Wrote Sept. 24	Sister Kate * Sept. 16 9:30-10	America's Most Wanted Aug. 27
8:30	Homeroom * Sept. 16 8:30-9		My Two Dads ** Sept. 24	Totally Hidden Video July 9
9:00				Married... With Children Sept. 3
9:30				Open House Aug. 27
10:00	The ABC Sunday Night Movie Sept. 24	CBS Sunday Movie Sept. 24	Sunday Night at the Movies Sept. 24	The Tracy Ullman Show Sept. 10
10:30				It's Garry Shandling's Show Sept. 10
11:00				

**ABC, CBS and NBC will introduce 17½ hours of new programming in the 1989-90 prime time season. Eleven new comedies, 10 new dramas, a news program (as well as a made-over West 57th now called Saturday Night with Connie Chung) and a new reality program join 55 returning shows. In addition, Fox Broadcasting Co. will expand to a third night, Monday, adding two and a half hours of new programs to its eight-hour lineup. Dates and times given are for debut episode, which, due to stunting, may differ from season timeslot. One asterisk signifies new show, two signify change of time period.**

### Monday

	ABC	CBS	NBC	FOX
8:00				
8:30	MacGyver Sept. 18	Major Dad * Sept. 18	ALF Sept. 18	21 Jump Street Sept. 18
9:00		The People Next Door * Sept. 18	The Hogan Family Sept. 18	
9:30		Murphy Brown Sept. 18		Alien Nation Sept. 18
10:00	Monday Night Football Sept. 11	The Famous Teddy Z * Sept. 18	NBC Monday Night at the Movies Sept. 25	
10:30		Designing Women ** Sept. 18		Local affiliate time
11:00		Newhart ** Sept. 18		

### Tuesday

	ABC	CBS	NBC
8:00	Who's the Boss? Sept. 19		
8:30	Wonder Years Oct. 3	Rescue: 911 * Sept. 5	Madlock Sept. 19 8-10
9:00	Roseanne Sept. 12		
9:30	Chicken Soup * Sept. 12	Wolf * Sept. 19	In the Heat of the Night Oct. 24
10:00	thirty-something Sept. 19	Island Son * Sept. 19	Midnight Caller Sept. 19

### Wednesday

	ABC	CBS	NBC
8:00	Growing Pains Sept. 20		
8:30	Head of the Class Sept. 27	A Peaceable Kingdom * Sept. 20	Unsolved Mysteries Sept. 20
9:00	Anything But Love Sept. 27	Jake and the Fatman Sept. 20	Night Court Sept. 27
9:30	Doogie Howser, M.D. * Sept. 19 8:30-9		Nutt House * Sept. 20 9-10
10:00	China Beach Sept. 20	Wiseguy Sept. 20	Quantum Leap Sept. 20

watch. "In the past few years programs that were acclaimed have failed because the audience has not supported unsafe programming."

Looking at the new shows on NBC's schedule, Littlefield acknowledged that "Baywatch may not be considered high risk TV, and *Hardball* is not as innovative as *Hill Street Blues*. But then again, there's the returning *Quantum Leap*, from last year's mid-season, which "the audience didn't reject outright."

Littlefield added: "I have a feeling it's being viewed as a nonhits season," a position that has also been taken by Young & Rubicam. In fact, the agency predicts that "none of the 23 new shows will reach a 30 share of audience, and only five will do a 20 share or better. Of the remaining 18, only five have any chance of surviving."

Still, Littlefield maintains NBC is being "very aggressive" this season. "It's a very critical season for us. We don't want to hold on to series one or two years too long. This will be the last season for some of [the network's long-running] programs and the start of a rebuilding."

As for Fox, some criticize the network for taking the low road with programs such as *Married...With Children*, while others credit it with capturing the fancy of middle America. But all that Fox is a player.

"The catchwords at Fox are continuous growth and expansion," said FBC President Jamie Kellner. On Sept. 18, the network's Monday night lineup debuts with *21 Jump Street* at 8, followed by *Alien Nation* at 9. Fox is expected to announce shortly that Tuesday will become the fourth night in its regular prime time block as a weekly movie night. If FBC stays on track, says Y&R's Isacson, the broadcast network share of viewing will level out at 55%. And may even grow some. But the pie will be split four ways instead of three. —SM



Syndicated 'Dragnet'



TNT's 'Cold Sassy Tree'

## The other TV choices

The networks are feeling the pressure of alternate viewing choices more than ever this season. Among the competitors, Fox, and its independent station affiliates, is perhaps the most significant. But cable networks are also making their presence felt, with dramatic ratings increases due largely to the acquisition of high-profile off-network programming and the development of quality first-run series and long-form programs. Network officials were astounded by TNT's leap from a 0.6 to a 1.3 prime time rating in this year's second quarter, while other cable networks also showed impressive prime time gains (USA Network, up 47%; Family Channel, up 40%).

"The competitive entity we recognize most is the Fox network," said David Poltrack, CBS senior vice president, planning and research. "From a competitive perspective, we still view cable more collectively than individually, with the significant exception of HBO," which makes its impact felt each month with the debut of high-profile theatrical films. "It's funny," said Scott Sassa, executive vice president, TNT.

"If you see a shark coming you can shoot it, but a bunch of ducks can sneak up on you and peck you to death and you can't do anything about it." The collective competition is obviously having an impact, he said. "Who would have thought you'd see the day when a major network would have trouble effectively promoting their new schedule on the air? CBS doesn't have enough gross rating points to [completely] promote to young demographic households." Poltrack responded that the network would be foolish not to supplement declining on-air reach with increased print and radio promotion.

"The entire strategic perspective of the network has changed over the past few years," he said. Fox, cable, even prime time syndication specials, "are all put into the counterprogramming scheduling mix." If anything, the competition will become greater in the future. Syndicators are now beginning to develop first-run series for independent stations to compete with in prime time. Two such shows, *Dragnet* and *Adam 12*, are being tested on WWOR-TV New York this fall (BROADCASTING, Aug. 28). □

### Thursday

### Friday

### Saturday

Thursday			Friday			Saturday				
ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	FOX	
Mission Impossible ** Sept. 21	48 Hours Sept. 14 8-11	The Cosby Show Sept. 21  A Different World Sept. 28	Full House Sept. 22	Snoops * Sept. 22	Baywatch * Sept. 22	Mr. Belvedere ** Sept. 16	Paradise Sept. 16	227 Sept. 23	Cops	8:00
The Young Riders Sept. 20 8:30-9:30	Top of the Hill * Sept. 21 9-11	Cheers Sept. 21  Dear John Sept. 28	Family Matters * Sept. 22	Perfect Strangers ** Sept. 22	Dallas Sept. 22 9-11	Living Dolls * Sept. 26 8:30-9	Tour of Duty ** Sept. 23	Amen Sept. 23	Reporters	8:30
Prime Time Live * Aug. 3	Knots Landing Sept. 28	L.A. Law Nov. 2	Just the Ten of Us Sept. 29	Hardball * Sept. 21 9:30-11	Hardball * Sept. 21 9:30-11	The ABC Saturday Mystery Movie ** October	Empty Nest Sept. 30	Golden Girls Sept. 23	Beyond Tomorrow Aug. 26	9:00
			20/20	Falcon Crest Sept. 29	Mancuso, FBI * Oct. 13		Saturday Night with Connie Chung Sept. 23	Hunter Oct. 14	Local affiliate time	9:30
										10:00
										10:30
										11:00

# CBS, NBC, ponder changes to get more sizzle out of summer

**Networks, faced with independent and cable inroads, consider ways to increase new programing in dog days**

In an effort to restructure the pilot process that Warren Littlefield, executive vice president, prime time programs, NBC, calls "archaic and absurd" and to create more programing for the summer months, both CBS and NBC are considering a number of possible changes to existing production and programing schedules.

NBC, among its options, is considering increasing the number of series episodes produced each year, perhaps to 26 (a typical number is 22), and also possibly programing serials, which would have new episodes year-round. For its part, CBS is considering a trimester plan whereby the network will have its pilots produced in intervals, three times a year.

One of the main objectives of the restructuring is to enable the networks to program more original series during the summer, when HUT levels traditionally fall and, more recently, when cable and indies have gained ground on the networks, which use the summer months for reruns and unused episodes of failed series (BROADCASTING, Aug. 21). "Summer shouldn't be the dumping ground for what we don't believe in," said Littlefield. "If we can keep audience levels up [during the summer] we can ask advertisers to adjust their rates."

Of the plan to produce more series episodes, Littlefield said, "If we have enough lead time, we can produce episodes to last well into the summer." Though he said it would be difficult to produce many more episodes of one-hour series, up to 26 episodes of many half-hours could be produced, as well as additional episodes of *Unsolved Mysteries*, the reality-based hour-long program.

As to the possibility of scheduling serials, Littlefield said being able to produce 52 episodes a year would be a goal to work toward. "We might have to start by trying to produce 30 or 40, eventually getting to the point where we have enough for the entire year, but it's something we have to start looking at," he said. In order to make the plan work, Littlefield said, the series would probably have to be shot on tape, "to speed up the production process." He also said incredible lead time and a very large staff would be necessary to make the project work.

Currently, pilots are scripted and produced from January through April, with networks deciding which of those projects to pick up in May. According to Leslie Moonves, executive vice president, creative affairs, Lorimar Television, one advantage CBS will have by implementing its trimester plan will be the availability of talent that it would normally be in competition for during the January-through-April process. "The idea is to have more talent available in other months, other than in

January. The top talent would be more willing to do your pilot in September, for example, than they would in January, when they're offered 15 projects," he said.

Moonves said CBS wants to get "one-third or one-half of its pilots completed before January." In order to make the plan work, CBS intends to cut down the amount of time between receiving the scripts and putting those scripts in pre-production.

During the television critics press tour last month, executives at all three networks hinted that some restructuring of the process is necessary, in order to both cut costs and devise a way to produce more original programing.

Brandon Tartikoff, president, NBC Entertainment, said at the time that his network was considering reducing the number of pilots it bought, but giving series commitments to all of those it did buy. For example, NBC would buy 15 pilots and give series commitments to all 15, using some for the fall schedule, some as mid-season replacements, and the rest as original summer series. This year, NBC had more than 30 pilot projects, but only added five new series to its schedule.

Littlefield said the plan discussed during the press tour, while not dead, will probably not be implemented. "I think what you will see, whatever plan is used, is less pilots and more series," he said.

An ABC spokesman said the network has no plans now to dramatically restructure the process, "although some tinkering or refining may be in the works." —SC

## Crossing over to Cable

### USA Network buys ABC's 'MacGyver'



'MacGyver'

The USA Network has acquired five seasons' worth of ABC's *MacGyver*, scheduled to debut on the cable service in the fall of 1990. The exact number of episodes included in the deal was not available at press time, but the multiyear contract will include shows from the forthcoming 1989-90 season. *MacGyver*, which stars Richard Dean Anderson, premiered on ABC Sept. 29, 1985, and will begin its fifth first-run season on that network this month with a two-part episode, Sept. 18 and 25. This transaction continues the recent trend of high-profile, off-network programs going directly to cable and bypassing the syndication marketplace, such as Lifetime's acquisition of *L.A. Law*, The Family Channel's purchase of *Scarecrow and Mrs. King*, and USA's acquisition of *The Equalizer* □

### Cable system buys five Warner shows

Greater Rochester (N.Y.) Cablevision, a system of Warner Cable and American Television & Communications, which has been acquiring syndicated programing for its Flower City Network (BROADCASTING, July 31), has added Warner Brothers' *ALF*, *Perfect Strangers*, *The Hogan Family*, *Mama's Family* and *It's a Living* to its lineup of off-network series and movies.

The channel, which has been scheduling a combination of public service and sports programing, has been acquiring syndicated programing in preparation for a late September launch of WGRC Channel Five, the service's new name. The new programs join a package of MCA programs including *Charles In Charge* and *Out Of This World*.

Although prices paid for the Warner series were unavailable, station sources in the market say the original asking price for both *ALF* and *Perfect Strangers* was between \$9,000 and \$10,000 an episode.



'ALF'



'Mama's Family'



'Perfect Strangers'

# ABC to produce shows for others, including NBC

ABC Productions, network's in-house studio, will create programming for other networks and cable services, including two development projects in works for NBC and two for HBO

ABC's in-house production unit, headed by former ABC Entertainment President Brandon Stoddard, is no longer in house—ABC Productions (formerly ABC Circle Films) will now produce for outside customers as well. Stoddard, president of ABC Productions, announced last week that the production unit is developing two projects for NBC, two additional projects for premium cable service HBO, and is talking with the Lifetime basic cable service about another production deal.

Stoddard, ABC Productions president, hailed the division's entry into full-service production as the opening of "chapter one" of an unprecedented venture, but the action may be interpreted by major studio executives and programmers as an effort to shape an industry compromise on easing of the FCC's financial interest and syndication

rules. The broadcast networks are currently prohibited from receiving revenues generated by producers and syndicators for the off-network syndication programs sold to domestic markets. If the networks develop more in-house programming, however, studios and independent producers may feel a revenue crunch by the shortage of network program orders.

Stoddard said the trend over the next five to seven years will signal "a shift away from the studio system," with the networks emphasizing more in-house productions. He added: "Networks have been trying to control their own destiny. Network profits have fallen below \$100 million, with the exception of NBC, which made considerably more than that [this year]. The costs [of programming] are skyrocketing."

On the other hand, Stoddard said, the new venture will allow producers to avoid deficit-financing productions [and seeking ancillary revenues] by providing "an outlet for other people's ideas." He said ABC Productions will actively seek more production deals with writers and producers.

"Licensing fees are not reflective of network programming needs," Stoddard said. "A studio might have a program on for four weeks, deficit finance it, and lose money in the end. If the show has a longer run, it can make money taking it to off-network markets. The license fee system also does not reflect the needs of the producer."

Stoddard says the production unit is developing one mini-series project and regular series programs for NBC—NBC officials were unavailable for comment—with one mini-series and a feature film on the development plate for HBO. According to Stoddard, Lifetime (partially owned by Capcities/ABC) has expressed interest in a future project.

Stoddard added that programming for ABC will have "top priority," followed by any other outside projects. He also said that Executive Producers Eileen Berg and Scott Spiegel have been brought onto the full-time staff to help with the physical production of feature projects. Berg has done ABC Circle made-fors and Spiegel has worked previously in the feature division. —MF

## TITLE

## PRODUCER

## DISTRIBUTOR

**Born Lucky**  
**Celebrity Sweepstakes**  
**Challengers**  
**Coast To Coast**  
**Concentration**  
**Excuses, Excuses**  
**Free Ride**  
**How Much?**  
**Jokers Wild**  
**Last Straw**  
**Love Thy Neighbor**  
**Match Game**  
**Monopoly**  
**Name That Tune**  
**Odd Man Out**  
**The Price Is Right**  
**Quiz Kids**  
**Sale of the Century**  
**Scrabble**  
**Scruples**  
**Treasure Hunt**  
**Trump Card**  
**Wiseguys**  
**You Bet Your Life**

**Game shows**  
Barris Industries  
N/A  
Dick Clark Productions  
N/A  
Mark Goodson Productions  
Chris Beard Productions  
N/A  
Vin DiBona Productions  
Kline & Friends  
Marty Pasetta Productions  
N/A  
Billett/Edwards Productions  
Merv Griffin Enterprises  
N/A  
Howard Nass Productions  
Mark Goodson Productions  
Barris Industries  
N/A  
Reg Grundy Productions  
N/A  
G2 Entertainment  
(Dick Gold and Chuck Gerber)  
Stu Billett Productions  
Jay Wolpert Productions  
Richard Dawson Productions

Barris Industries  
N/A  
Buena Vista Television  
Select Media  
LBS Communications  
N/A  
MGM/UA Television  
N/A  
Orbis Communications  
Buena Vista Television  
GTG Entertainment  
N/A  
King World Prdn., Inc  
Orion Television Ent.  
Tribune Entertainment  
N/A  
Barris Industries  
N/A  
N/A  
Worldvision Enterprises  
N/A  
Warner Bros. Dom. Tele.  
Tribune Entertainment  
Warner Bros. Dom. Tele.

## Talk shows

**Linda Ellerbee**  
**Cristina Ferrare**  
**Jane Fonda**  
**Geraldo After Dark**  
**House Party**  
**Open House**  
**30 Minutes**  
**What's Your Beef?**  
**Women's Day**  
Untitled Late Night Strip

Lucky Duck Productions  
N/A  
King World Productions  
Maravilla Productions  
Buena Vista Television  
Group W/NBC Productions  
King World Productions  
Multimedia Productions  
Bud Grant Productions/Tribune Ent.  
N/A

Tribune Entertainment  
MCA TV  
King World Productions  
Tribune Entertainment  
Buena Vista Television  
Group W  
King World Productions  
Multimedia Productions  
Tribune Entertainment  
MCA TV

## Children's programming

**Gummi Bears**  
**Merrie Melodies**  
**The New Adventures of He-Man**  
**Tale Spin**  
**Tiny Toon Adventures**

Buena Vista Television  
Warner Bros.  
Jet Lag Productions  
Buena Vista Television  
Ambin Entertainment/Warner Bros.

Buena Vista Television  
Warner Bros. Dom. Tele.  
LBS Communications  
Buena Vista Television  
Warner Bros. Dom. Tele.

## Action/drama

**Adam 12**  
**Dragnet**

Arthur & Company  
Arthur & Company

MCA TV & MCA TV Int'l  
MCA TV & MCA TV Int'l

## Reality-based programming

**People's Exchange**

MGM/UA Television

MGM/UA Television

## Sitcoms

**What A Dummy!**

Arthur & Company

MCA TV

\* Not yet formally titled.

## Gearing up for NATPE

Producers and distributors line up product for sale in January; of new entries, majority are game shows

At least 43 first-run syndicated programs are being considered by producers and distributors as development projects for the 1990-91 season and beyond, according to industry sources (see chart at left). Heading into next January's NATPE International convention in New Orleans, 24 game show concepts (10 or more have yet to line up distributors) are in the incubation stages among program executives.

One television rep source says the crush of game show proposals will face a tough market with shows like *Wheel Of Fortune* and *Jeopardy!* dominating access and early fringe dayparts, leaving daytime and late fringe slots with the only possible openings for new entries. A King World Productions spokesman said *Monopoly* is now in development, but is being considered for possible 1992-93 entry.

Rich Colbert, senior vice president, domestic television, ITC Entertainment, said 92% of all first-run syndicated programming fails early in its run or, much of the time, on the drawing boards. But Colbert added: "Game shows have dominated syndication over the last 10 years. Game shows meet transitional time period needs, cross demographic lines, have strong family appeal, and, most importantly, are advertiser-friendly."

Highlighting the list of other possible

game shows, Richard Dawson (formerly of *Family Feud*) returns in a revival of *You Bet Your Life* (originally hosted by Groucho Marx, 1950-61), and a Hollywood production source says Dick Clark will MC *Challengers* (distributed by Buena Vista Television).

Former Blair Television executive Alan Bennett (The Bennett Group) is looking to revive *The Price Is Right*, joining other syndicated revivals *Concentration* (LBS Communications), *Joker's Wild* (Orbis Communications) and *Name That Tune* (Orion Television Entertainment).

Ten talk shows are being considered, possibly marking the syndication debuts for

Jane Fonda (King World Productions), Cristina Ferrare (MCA Television) and former NBC news anchor Linda Ellerbee (Tribune Entertainment Co.).

Shelly Schwab, executive vice president, MCA TV, told BROADCASTING that a late night talk show strip is being developed for fall 1990. He would only reveal that a "firm commitment" has been given to the half-hour "talkcomedy," and that a celebrity is close to being signed.

Two action/drama adventures have been identified, with MCA TV and MCA TV International handling domestic and foreign distribution of newly revived versions of *Adam 12* (NBC, 1968-75) and *Dragnet*

(NBC, 1952-59 and 1967-70). An MCA spokesman said overseas interest in both programs has been strong, and that WORTV New York has U.S. broadcast rights for each show's first 13 episodes. MCA TV will also offer a weekly first-run sitcom titled *What A Dummy!*. Arthur & Co. (producers of *Adam 12* and *Dragnet*) will produce 24 weekly installments, but no stars have been announced. The show will be available to stations in September 1990.

Five children's shows that have firm commitments and one reality-based show (*People's Exchange* from MGM/UA Television) should also be testing the waters at NATPE. —MF

## Radio uncertainty over FCC's indecency stand

### Station group managers, jocks unsure of what to do in wake of commission crackdown

FCC Chairman Alfred Sikes's sending of certified letters to three radio stations for possible violation of the federal statute prohibiting broadcast indecency (BROADCASTING, Aug. 28) has met with mixed reactions within the radio industry, with several broadcast executives declining to comment on the controversial topic.

While there seems to be a consensus that the murky area of what actually constitutes "indecency" must be addressed in some manner, other issues raised by those willing to comment include the optimum role, if any, to be played by the FCC in this area, perceived distortions between radio and TV standards and the broader ethical implications for the industry's future.

Mel Karmazin, president and chief executive officer of Infinity Broadcasting, for whose WXRK(FM) New York so-called "shock jock" Howard Stern works, explained that no broadcaster is looking for ways to break the law, and that the three stations receiving letters—KSJO(FM) San Jose, Calif.; WLUP(AM) Chicago, and WFBQ(FM) Indianapolis—were most likely conforming to "their version" of the rules regarding what constitutes indecency.

"We have advocated that the FCC make crystal clear what they mean by indecency," Karmazin said. "It may not be their responsibility to do so, and maybe ultimately the Supreme Court is going to have to come up with the definition."

Infinity will abide by whatever rules the FCC lays down for as long they stand, Karmazin told BROADCASTING, but reserves the right to challenge those rules. "If the commission wants to make 50 or 100 dirty words," he said, "or they want to say you're not allowed to discuss sex on television or radio, our company would conform until that time when the courts said their action was unconstitutional." Simultaneous with the commission's action, however, "we might file suit against it," said Karmazin.

Howard Stern would not comment, but Karmazin said: "Howard's not looking to break the law, either. If the commission banned discussion of sex, he would say:

'OK, we'll start talking about some other topic; we'll talk about politics or drugs or Leona Helmsley.'"

Tom Leykis, talk jock for KFI(AM) Los Angeles, is bothered by what he sees as inconsistencies in the government's concept of deregulation. "I find it fascinating," he said, "that Presidents Reagan and Bush have continued to appoint folks to the FCC who endorse deregulation and the concept of radio and TV stations being traded like pieces on a Monopoly board, yet when it comes to content, [they] have no interest in deregulation whatsoever. If conservatives really believe in the free market, then they should let the free market decide what is on the air and what will go off the air."

Leykis believes that the free market itself

**"Is the FCC using the pretense that it's OK to talk about sex in a serious connotation but not in a comedic connotation?"**

—Infinity's Mel Karmazin

will regulate content. The public and advertising community will ultimately reject a broadcaster if he "consistently broadcasts in bad taste with complete disregard for the public interest," he said.

"Certainly there are folks who are there strictly to shock and who have no talent," Leykis said. "If FCC regulations didn't exist, neither would the term 'shock jock'; there'd be nothing shocking about the performance of a Howard Stern or a Greaseman. What makes it shocking is that it's forbidden."

Doug (the Greaseman) Tracht, who replaced Howard Stern as morning host at WDC(FM) Washington, told BROADCASTING that "I don't consider myself indecent, and I operate under the full provisions of the FCC. I consider myself a professional broadcaster who doesn't need to use [indecency] to create a following."

Asked about the potential change for "shock radio" should the FCC take further steps against alleged indecency, Tracht said: "There is no one like me. People try to lump me in with these shock jocks and you forget that I've been doing this for 20 years." It is only recently, said Tracht, that "people who have no talent or finesse on the air, seeking to create an image, use shocking things to get a following. [They are] people who don't have the ability to weave a tapestry of stories or come up with a unique turn of phrase. I'd call myself a shocked jock." Tracht said. "I'm shocked that people would call me of the same ilk as the unwashed."

Bill Clark, president, Shamrock Broadcasting, who considers himself anti-indecency but "a very strong pro-First Amendment advocate for broadcasting," believes there is a discrepancy between the way the indecency issue is being looked at for television and radio.

"If there's indecency in broadcasting, which is, of course, a very ambiguous area," he said, "what really offends me is not the double entendre stuff (although some of it offends me), but what I see on television in prime time in some of the movies that are run unedited."

"It surprises me," Clark said, "that radio is being pursued on this issue as opposed to television. Frankly, I would hope that we would ultimately decide our own fate, and that we would have broadcasters who would have an obligation to their audience not to run tasteless material."

Karmazin also mentioned the radio versus television issue; albeit in a different context, citing a recent Oprah Winfrey show on fathers who had sex with their daughters. "I'm not suggesting that this was indecent," he said, "but is the FCC using the pretense that it's OK to talk about sex in a serious connotation but not in a comedic connotation?"

Many in the industry agree that until there is an indecency standard there is little point in accusing broadcasters of violating an ambiguous code. "If you want me to go at 55 miles an hour," said Karmazin, "then post a limit that says 55. Don't give me a ticket because I don't know what the speed limit is."

"I think the FCC is afraid to set an



indecent standard," said Leykis. "I think they're afraid any such attempt will be challenged all the way to the Supreme Court. It makes it a lot easier for the FCC to come off as the tough guy if they don't have to be specific about what's right and what's wrong. It's not fair for broadcasters to try to have to figure out what is indecent before the FCC comes down on them." —RG

## FCC approves McCaw takeover of LIN

**Hostile takeover of New York group owner given green light to proceed; FCC wants to know more about role of TCI's Malone as McCaw director**

McCaw Cellular Communications last week won a battle in its hostile tender offer for LIN Broadcasting Corp., based in New York, but still does not possess a controlling block of the company. The FCC issued an order last Thursday (Aug. 31) approving the transfer of LIN's broadcast and cellular licenses to McCaw.

The order is effective tomorrow (Sept. 5). However, McCaw said last week it had been tendered 2.3 million shares of LIN Broadcasting, which has more than 50 million shares outstanding. McCaw is extending its \$110-per-share tender offer for LIN Broadcasting until Sept. 22. According to a LIN spokeswoman, the company intends to "promptly" appeal the decision by the FCC staff.

The FCC conditioned its approval on McCaw's supplying it with a "description of John Malone's position and duties as a director of McCaw."

In addition to being a McCaw director, Malone is president of Tele-Communications Inc., the country's largest cable operator. LIN had argued that Malone's presence on McCaw's board triggers prohibited cable-television crossownership in areas where LIN stations cover TCI cable systems.

Raising a character issue, LIN also said the commission must investigate Malone's role in a cable renewal proceeding in Jefferson City, Mo., that resulted in a \$36 million antitrust judgment against TCI in 1986. The commission said if the additional information it requested does not demonstrate that Malone is "fully insulated, any necessary action can be taken, including submission of a specific recusal statement."

As for the character qualification issues arising from Malone and the Jefferson City case, the commission said: "If it is determined that Malone did participate in or know of the activities in the Jefferson City...proceeding, the commission can take any appropriate action...at such time." □

## For sale: two Noble AM-FM combos

**Group puts Connecticut and New York stations on block to make way for future major market purchases**

Noble Broadcast Group, one of the nation's largest privately held radio station group owners, is selling its AM-FM combos on Long Island, N.Y., and in New Haven, Conn. The owner of 18 stations expects to get at least \$75 million for the stations that the company purchased in 1986 for \$43 million.

Noble has retained First Boston Corp. to sell WAVZ(AM) New Haven-WKCI(FM) Hamden, Conn., and WBAB(AM) Freeport-WBAB-FM Babylon, N.Y., according to Noble Chairman and majority owner John T. Lynch. The sale will help the company meet its short-term goal of paying down its debt, Lynch said.

He added the company's longer-term goals are to expand into major markets and to establish a radio network. "We've got to be in major markets.... We'll be announcing an acquisition shortly," he said.

Earlier this year, Noble made a \$200 million offer to acquire the United Stations and Transtar radio networks, but was rejected. United Stations and Transtar, which have worked together closely in the past, merged last month (BROADCASTING, Aug. 21).

Noble retained First Boston one month ago to evaluate an unsolicited offer for the entire broadcast group, he said, an offer that was rejected. Noble said: "I'm 42 years old. It's too early for me to pack it in."

Lynch said that management at each station was attempting to put together a buyout offer for that combo. The general managers at the New York and Connecticut stations were not available for comment last Friday.

Noble Broadcast Group started in 1978 with XETRA-AM-FM Tijuana, Mexico (San Diego). In 1984 the company started an aggressive acquisition campaign with the purchase of KJOF(FM) Los Angeles for \$18.5 million. Noble sold the station in 1986 to Legacy Broadcasting for \$43.5 million, following the death of the company's original majority shareholder, Edward Noble, who founded the group with Lynch.

Since Lynch took over the group four years ago, Noble has grown to an 18-station group in 10 markets. In addition to the stations in Long Island, New Haven and San Diego, the company owns AM-FM combinations in Kansas City, Mo., Denver, Boston, Houston and Seattle. It owns stand-alone FM's in St. Louis and Toledo, Ohio.

Earlier this year Noble announced an agreement to sell its two Boston stations for \$39 million, but the sale did not go through. In May, the company said it was seeking opportunities to buy stations in the Los Angeles, San Francisco, Chicago and New York markets.

AOR-formatted WBAB-FM had the third

highest share among radio stations located in the Nassau/Suffolk counties' primary metropolitan statistical area this spring, according to Arbitron. The AM station simulcasts the FM along with news and talk programming.

Lynch said that Noble owns "a lot of land and property" that goes along with each of the combos up for sale. "We own all the transmitting sites and a couple of different buildings in New Haven and Long Island," he said.

Noble's New Haven FM, which broadcasts adult contemporary hits, was the highest rated station in New Haven this spring, according to Arbitron. The AM has a nostalgia format.

WAVZ is on 1300 khz with 1 kw full-time. WKCI is on 101.3 mhz with 50 kw and antenna 1,070 feet above average terrain. WBAB(AM) is on 1240 khz with 1 kw fulltime. WBAB-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain. —GM

## Spanish TV the latest to go private

**Government authorizes three channels; Italy's Berlusconi among investors**

Europe's commercial TV explosion has broken down the doors of another nation's media monopoly—Spain's.

Three new commercial TV networks, the first to compete with Spain's state commercial channels, will now be allowed on the air there following a long-awaited government grant in late August.

The Spanish government move ends a three-decade-long monopoly by the country's state-supported TV service and is in line with similar deregulatory movements in Italy, France and, most recently, the UK.

Spain, with nearly 11 million TV households, is Europe's fifth largest TV market and currently has two state-supported national services and five regional commercial channels.

Leading European media companies jumped at the chance to participate in the ventures with Spanish investors. Among those with a stake in the new channels are Silvio Berlusconi of Italy and Canal Plus of France, both of which have been actively looking to expand their European-wide interests.

International media mogul Rupert Murdoch and his News International Corp. was among those turned down. Publishing group Zeta and a group of Catalan entrepreneurs were also involved in losing bids.

The three channels, Tele 5, Antena 3-Television and Canal Plus, will start no later than next February, according to Spanish news agency Efe. Antena 3, an all-news service, could begin as early as October. It is expected to take a number of years before

the channels have a fully national reach.

Although commercial freedoms are available for the first time to private broadcasters, the new channels are subject to some programing and ownership restrictions.

The channel's 10-year license, for instance, incorporates a 50% European Community quota on commercial movie broadcasts. Other strictures are that 40% of the channels' programing must be Spanish and 10% must be produced by the channel.

Ownership limits also keep any one group or individual at a 25% ceiling, while foreign investors are also limited to a 25% interest.

Among the principal shareholders of Tele 5 is Silvio Berlusconi's Fininvest holding company, with 25%, publishing group Anaya and the National Organization of the

Blind.

Berlusconi, who owns Italy's leading commercial networks, has expanded his European interests widely in recent years, with his holdings including Spain's largest production facility. He is also a partner in France in the commercial channel La Cinq, and in Germany he has holdings in a leading commercial satellite service.

Tele 5 will offer a range of entertainment programs, including programs in popular variety show formats. No news service is planned by the channel.

Canal Plus is jointly owned by Prisa, publisher of Spain's leading daily, *El Pais*, a group of Spanish bankers and Canal Plus of France, with 25%. The French Canal Plus has also been seeking ways to expand on the success in France of its highly profitable pay TV service; for instance, by plan-

ning to launch a German-language satellite pay movie service.

Canal Plus Spain will offer films without commercial breaks, as well as sports, cultural, children's and information programing.

The third channel, Antena 3-Television, is backed by Spanish publishing companies and investors from the U.S., France, the United Kingdom and the Netherlands. The service will be 24 hours of news and sports.

Reform of the Spanish television system, which was launched in the mid-1950's under the regime of General Francisco Franco, has been expected since Socialist Prime Minister Felipe Gonzalez took office in 1982. A key step came in spring 1988 when the parliament passed the law authorizing the three new private networks. Bids for the channels were accepted late last spring. —AAG

## Racism, drugs top network news agendas

Among special programs are ABC's all-black production and NBC's viewer participation show 'The R.A.C.E.'

Network television in the final days of summer is focusing on some of the most difficult domestic issues confronting the country—race and drugs.

ABC News last week produced its highly promoted *Black in White America*, which attracted almost as much attention for how it was produced as for what it said. The hour-long documentary on Aug. 29 was the product almost exclusively of black producers, writers and correspondents. The production was the result of a decision by ABC News President Rooney Arledge that a hard look at one of the most enduring issues confronting the country—racism—required the editorial control of black journalists.

The program was basically divided into three segments. One was on wealthy blacks in San Diego struggling to maintain their black identity while complaining that their social and economic status is no protection against racism, as well as on a successful black CEO of a \$60 million company who said black leaders should emphasize individual initiative. Another was on blacks living in a drug-infested public housing project in Chicago. And the third was on the Tuskegee airmen in World War II who proved the American military wrong about blacks' ability to fly fighter planes by becoming a top fighter-plane outfit. Carole Simpson, Charles Thomas and George Straight were the correspondents.

The documentary opened with a piece showing the effect on blacks of living in a white society—young black children being shown pictures of children identical but for the color of their skin picked out the white ones as pretty and smart and the blacks as ugly and dirty.

The reviews were mixed. *The Washington Post*, in a sympathetic piece, said that "Black reminds us of how far we have to go before things truly will be better for most of those who live with being black in white America." *The New York Times* and *The Wall Street Journal* criticized the docu-



'Black in White America' included segment on black World War II pilots. Left: Alfred Anderson, called father of black aviation. Right: Charles Nesby Sr., his son, Top Gun pilot Chuck Nesby Jr., and Colonel Herbert Carter.

mentary for what the reviews said was careless use of the term "racism."

The documentary was not a major ratings success, according to Nielsen. It averaged a 9.0 rating and 17 share for the hour, trailing NBC's *Midnight Caller*, with an 11.5/22, and CBS's Tuesday movie (11.3/21).

This week, NBC News makes its own contribution to the study of racism in America, with a two-part prime time special on what the network says will be television's first public-attitude survey on race relations. *The R.A.C.E.* will be broadcast at 10-11 p.m. ET on Tuesday and Wednesday (Sept. 5 and 6). *The Racial Attitudes and Consciousness Exam*, which will be anchored by Bryant Gumbel, will be the final presentation of NBC News's summer showcase of prime time specials.

The special will use computer technology and social science to involve viewers at home in four cities—New York, Los Angeles, Milwaukee, and Jackson, Miss. When asked a question about their attitudes toward race-related situations, members of the four groups will punch their replies into hand-held microprocessors. The Quick Tally system, which will be linked to the New York studio by satellite, will permit the

responses to be gathered by the National Opinion Research Center, processed and converted into charts and graphs in less than five seconds. Along with the viewers at home, celebrity guests, including film director Spike Lee, author Maya Angelou, journalist Patrick Buchanan and Boston University President John Silber, will take the test and match their scores against national poll results compiled by NORC.

The drug-related project is an ABC News enterprise. A series of pieces under the title *Drugs: A Plague Upon the Land* began yesterday (Sept. 3), with reports on *This Week with David Brinkley* and *World News Sunday*, and is to continue throughout the week on *World News Tonight*, *Nightline*, *Good Morning America*, *Prime Time Live* and other ABC News programs. The series will center on President Bush's speech on the administration's anti-drug program on Tuesday (Sept. 5), beginning at 9 p.m. ET. ABC News anchorman Peter Jennings will anchor the live coverage. And ABC News will poll Americans on their views regarding the drug problem and the President's plan to deal with it. The results will be broadcast on *World News Tonight* and *Prime Time Live*. —LZ



SEE RADIO TRACK  
IN ACTION  
AT RADIO '89  
BOOTH 125-129

Once you push this button,  
the competition will have  
nowhere to hide.

**Introducing *Radio Track*:**  
**The computerized airplay monitoring  
system that takes the guesswork out of  
critical programming decisions.**

Let's face it, it's a war out there. It's an ongoing struggle to capture listeners' hearts, so you can loosen advertisers' purse strings.

Now, Broadcast Data Systems brings you a powerful new weapon in the battle for market share. It's called Radio Track. And it's the first-ever airplay monitoring system that gives you *completely accurate* information on which songs your competitors and format leaders across the country are playing, how frequently, and at what times of day.

**At last...reliable airplay information  
at the push of a button.**

Only Radio Track continually monitors airplay at stations nationwide. It gives you easy, online access to competitive airplay information *within hours of actual broadcast*. And it lets you see at a glance what the top stations in your format are doing to keep ahead of the pack.

So forget about manual airplay monitoring. Or waiting for the charts to come out. Or wasting time and money gathering information that's suspect at best. Instead, say hello to Radio Track. It's ready to help you out-program the competition.

*For more information, or a free demonstration of this remarkable online system, call today.*

**RADIO TRACK**  
*You won't get fooled again*

Broadcast Data Systems

1515 Broadway, New York, NY 10036 □ Tel: 212-536-5305 □ Fax: 212-536-5310

# Stock Index

	Closing Wed Aug 30	Closing Wed Aug 23	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC....	509 1/4	503 1/2	5 3/4	01.14	22	8,265
N (CBS) CBS.....	214 3/8	213	1 3/8	00.64	18	5,056
A (CCU) Clear Channel.....	12 1/4	12	1/4	02.08	20	47
A (HTG) Heritage Media.....	4 3/8	3 7/8	1/2	12.90	-3	97
O (JCOR) Jacor Commun.....	6 7/8	7	- 1/8	-01.78	-7	68
O (LINB) LIN.....	107	106	1	00.94	64	5,464
O (OBCCC) Olympia Broad... ..	2 1/4	2 1/4		00.00		5
O (OSBN) Osborn Commun... ..	14	13 3/4	1/4	01.81	-12	71
O (OCOMA) Outlet Commun... ..	28 1/2	28 1/4	1/4	00.88	42	186
A (PR) Price Commun.....	6 3/4	6 7/8	- 1/8	-01.81	-3	49
O (SAGB) Sage Broadcasting ..	3 3/4	3 3/4		00.00	-5	14
O (SCRIP) Scripps Howard.....	81	79	2	02.53	47	836
O (SUNNC) SunGroup Inc.....	1 5/8	1 5/8		00.00	-2	3
O (TLMD) Telemundo.....	5 1/4	5 1/8	1/8	02.43		88
O (TVXGC) TVX Broadcast.....	215 1/6	3	- 1/16	-02.08		21
O (UTVI) United Television.....	36	36		00.00	45	393

	Closing Wed Aug 30	Closing Wed Aug 23	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo.....	38	38 3/4	- 3/4	-01.93	64	753
N (AFL) American Family.....	18	17 3/4	1/4	01.40	13	1,458
O (ACOMA) Assoc. Commun.....	37 1/2	35 1/4	2 1/4	06.38		536
O (BMAC) BMA Corp.....	36 1/2	35 3/4	3/4	02.09	19	354
N (CCN) Chris-Craft.....	36 3/4	37 5/8	- 7/8	-02.32	43	826
O (DUCO) Durham Corp.....	32 1/4	32 1/4		00.00	19	272
N (GCI) Gannett Co.....	47 1/4	47 1/8	1/8	00.26	20	7,609
O (GACC) Great Amer. Comm. ..	10 7/8	11	- 1/8	-01.13	-4	341
N (JP) Jefferson-Pilot.....	38 1/8	38 1/2	- 3/8	-00.97	14	1,469
N (KRI) Knight-Ridder.....	57 1/2	57 1/8	3/8	00.65	22	3,053
N (LEE) Lee Enterprises.....	32 3/8	31 7/8	1/2	01.56	19	799
N (LCL) Liberty.....	35 5/8	35 3/4	- 1/8	-00.34	12	308
N (MHP) McGraw-Hill.....	80 3/8	81	- 5/8	-00.77	21	3,900
A (MEGA) Media General.....	39	37 3/4	1 1/4	03.31	105	1,004
N (MDP) Meredith Corp.....	36 1/8	36 1/4	- 1/8	-00.34	21	687
O (MMEDC) Multimedia.....	106	104	2	01.92	42	1,173
A (NYTA) New York Times.....	31 1/4	31 1/2	- 1/4	-00.79	16	2,476
N (NWS) News Corp. Ltd.....	26	26 3/8	- 3/8	-01.42	10	6,931
O (PARC) Park Commun.....	35 1/4	35	1/4	00.71	25	486
O (PLTZ) Pulitzer Publishing... ..	30	30 1/4	- 1/4	-00.82	15	314
N (REL) Reliance Group Hold. ..	7 3/4	7 3/4		00.00	24	577
O (RTSYS) Reuters Ltd.....	46 3/4	46 3/8	3/8	00.80	26	19,350
O (STAUF) Stauffer Commun.....	138	138		00.00	46	138
N (TMC) Times Mirror.....	41 1/4	41	1/4	00.60	16	5,304
O (TMCJ) TM Communications ..	5 1/6	5 1/6		00.00	-1	1
N (TRB) Tribune.....	58 3/8	59 1/2	- 1 1/8	-01.89	20	4,367
A (TBSA) Turner Bcstg. 'A'.....	55 5/8	54 1/8	1 1/2	02.77	-17	2,557
A (TBSS) Turner Bcstg. 'B'.....	51 1/2	49 3/4	1 3/4	03.51	-16	1,246
A (WPOB) Washington Post... ..	288 1/2	283	5 1/2	01.94	22	3,711

	Closing Wed Aug 30	Closing Wed Aug 23	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (ALLT) All American TV.....	3 1/8	3 1/8		00.00		3
O (BRRS) Barris Indus.....	10 5/8	9 3/4	7/8	08.97	-4	115
A (CLR) Color Systems.....	2 1/2	2 1/8	3/8	17.64	-2	13
N (KPE) Columbia Pic. Ent....	20 1/4	20 3/4	- 1/2	-02.40	1012	2,242
O (CAVN) CVN Cos.....	20 1/8	20	1/8	00.62	31	354
O (DCPI) dck clark prod.....	5 3/4	5 1/2	1/4	04.54	575	47
N (DIS) Disney.....	117 5/8	114	3 5/8	03.17	28	15,809
O (FNNT) Financial News.....	7 3/8	6 5/8	3/4	11.32		89
A (FE) Fries Entertain.....	2 1/8	2 1/4	- 1/8	-05.55	-3	10
N (PCI) Gulf + Western.....	58 5/8	58 3/4	- 1/8	-00.21	18	6,811
A (HHH) Heritage Entertain... ..	2 3/8	2 1/4	1/8	05.55	-7	12
A (HSN) Home Shopping Net. ....	3 1/2	3 3/4	- 1/4	-06.66	14	313
N (KWP) King World.....	32 1/2	33	- 1/2	-01.51	11	813
O (KREM) Kings Road.....	13 3/2	3/8	1/32	08.33		2
N (MCA) MCA.....	65 1/2	65 1/4	1/4	00.38	28	4,783
N (MGM) MGM-UA Commun.....	19 5/8	19 1/4	3/8	01.94	-9	988
A (NHI) Nelson Holdings.....	3 3/4	3/4		00.00		20
O (NNET) Nostalgia Network... ..	2	2 1/16	- 1/16	-03.03	-2	11
N (OPC) Orion Pictures.....	21 1/4	21 1/4		00.00	39	369
N (PCC) Pathe Commun.....	3 1/4	3 1/8	1/8	04.00		36
N (PLA) Playboy Ent.....	15	14 1/4	3/4	05.26		141
O (QNTX) Qintex.....	8 1/8	9 1/8	- 1	-10.95		171

	Closing Wed Aug 30	Closing Wed Aug 23	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (QVCN) QVC Network.....	19 1/8	19 3/8	- 1/4	-01.29	31	192
O (RVCC) Reeves Commun... ..	6 1/2	6 5/8	- 1/8	-01.88	59	82
O (RPICA) Republic Plc. 'A'....	11	10 1/2	1/2	04.76	157	47
O (SP) Aaron Spelling Prod....	8	8 1/4	- 1/4	-03.03	11	258
O (JUKE) Video Jukebox.....	5	5 1/4	- 1/4	-04.76	-41	40
N (WCI) Warner.....	64 1/2	65 3/8	- 7/8	-01.33	22	10,461
O (WONE) Westwood One.....	11 1/2	11 1/2		00.00	-54	166

	Closing Wed Aug 30	Closing Wed Aug 23	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O (AMEA) A.M.E. Inc.....	12	12 1/4	- 1/4	-02.04	29	59
O (AGRP) Andrews Group.....	6 1/8	5 1/2	5/8	11.36	-2	55
O (BSIM) Burnup & Sims.....	20 1/8	20	1/8	00.62	23	321
N (CQ) Comsat.....	38	37 3/8	5/8	01.67	10	700
N (CDA) Control Data Corp....	18 7/8	19 3/8	- 1/2	-02.58	-269	797
N (DNB) Dun & Bradstreet.....	59	58	1	01.72	21	11,044
N (FCB) Foote Cone & B.....	30 3/8	30	3/8	01.25	18	255
O (GREY) Grey Advertising....	154	156	- 2	-01.28	13	183
O (IDBX) IDB Communications ..	8 1/2	8 1/4	1/4	03.03	170	42
N (IPG) Interpublic Group.....	33 3/8	33 3/8		00.00	18	1,166
O (OMCM) Omnicom Group.....	23 5/8	23 1/2	1/8	00.53	14	583
N (SAA) Saatchi & Saatchi....	15	15		00.00	6	2,348
O (TLMT) Telemation.....	2	2		00.00	-33	9
A (UNV) Unitel Video.....	14	14 1/8	- 1/8	-00.88	22	30

	Closing Wed Aug 30	Closing Wed Aug 23	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A (ATN) Acton Corp.....	19 5/8	19 1/2	1/8	00.64	-18	31
O (ATCMA) American TV and Comm.....	49 1/8	49 3/4	- 5/8	-01.25	73	5,352
O (CTEX) C-Tec Corp.....	22 1/2	21 3/4	3/4	03.44	24	374
A (CVC) Cablevision Sys. 'A' ..	44 5/8	44	5/8	01.42	-5	980
N (CNT) Centel Corp.....	59 7/8	56 3/4	3 1/8	05.50	35	3,791
A (CTY) Century Commun.....	22 1/4	22	1/4	01.13	-65	966
O (CMCSA) Comcast.....	28 3/8	27	1 3/8	05.09	-39	1,901
A (FAL) Falcon Cable Systems ..	20	20 5/8	- 5/8	-03.03	-111	127
O (JOIN) Jones InterCable.....	18 1/4	18 1/2	- 1/4	-01.35	-14	226
T (MHPQ) Maclean Hunter 'X' ..	12 7/8	13 3/4	- 7/8	-06.36	35	948
T (RCI.A) Rogers Commun. 'A' ..	136	141	- 5	-03.54	-230	1,835
T (RCI.B) Rogers Commun. 'B' ..	117 1/4	117	1/4	00.21	-198	1,582
O (TCAT) TCA Cable TV.....	18 1/2	18 3/4	- 1/4	-01.33	42	446
O (TCOMA) Tele-Commun.....	39 5/8	37 1/2	2 1/8	05.66	127	6,994
N (TL) Time Inc.....	137 3/4	141 3/4	- 4	-02.82	29	7,809
O (JAECA) United Art. Ent. A ..	22 1/8	21 3/8	3/4	03.50	-33	1,461
O (JAECE) United Art. Ent. B ..	23 1/8	21 3/4	1 3/8	06.32	-34	1,527
N (VIA) Viacom.....	57 1/2	56 5/8	7/8	01.54	-16	3,068
N (WU) Western Union.....	1	1 3/8	- 3/8	-27.27		39
O (WSMCA) WestMarc.....	30 1/8	29 3/8	3/4	02.55	-35	490

	Closing Wed Aug 30	Closing Wed Aug 23	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS MANUFACTURING</b>						
N (MMM) 3M.....	78 1/4	78	1/4	00.32	14	17,554
N (ARV) Arvin Industries.....	20 1/2	20	1/2	02.50	20	381
O (CCBL) C-Cor Electronics... ..	14 1/2	13	1 1/2	11.53	14	59
N (CHY) Chyron.....	3 7/8	4 1/4	- 3/8	-08.82	-38	43
A (COH) Cohu.....	11 1/2	11 5/8	- 1/8	-01.07	7	21
N (EK) Eastman Kodak.....	48 5/8	50 3/4	- 2 1/8	-04.18	11	15,774
N (GRL) Gen. Instrument.....	31 1/2	31	1/2	01.61	12	1,065
N (GE) General Electric.....	58	57	1	01.75	14	52,371
N (HRS) Harris Corp.....	35 1/4	34	1 1/4	03.67	18	1,364
N (MAL) M/A Com. Inc.....	6 7/8	7 1/8	- 1/4	-03.50	12	162
N (IV) Mark IV Indus.....	17 1/2	15 1/8	2 3/8	15.70	8	189
O (MCDY) Microdyne.....	4	3 7/8	1/8	03.22	-26	16
O (MCOM) Midwest Commun... ..	7 1/4	6 1/2	3/4	11.53	29	21
N (MOT) Motorola.....	58 3/8	57 1/8	1 1/4	02.18	16	7,571
N (OAK) Oak Industries.....	1 3/8	1 1/4	1/8	10.00	8	113
A (PPI) Pico Products.....	1 1/8	1	1/8	12.50	-1	3
N (SFA) Sci-Atlanta.....	21 1/8	19 3/8	1 3/4	09.03	-15	503
N (SNE) Sony Corp.....	60 3/4	61 3/4	- 1	-01.61	34	15,720
N (TEK) Tektronix.....	21 5/8	21 1/4	3/8	01.76	120	608
O (TVTK) Television Tech.....	1/2	1/2		00.00	50	3
N (VAR) Varian Assoc.....	27 3/4	27 1/4	1/2	01.83	10	575
O (WGNR) Wegener.....	3 3/4	3 7/8	- 1/8	-03.22	11	27
N (WX) Westinghouse.....	67 7/8	67 3/8	1/2	00.74	11	9,771
N (ZE) Zenith.....	16 5/8	17	- 3/8	-02.20	415	444
Standard & Poor's 400.....	401.92	394.64		7.28		01.85

T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as

published by Standard & Poor's or as obtained by Broadcasting's own research.

# DESIGNING A SATELLITE RADIO NETWORK?

**Then take some sound advice and don't overlook these essential features:**

- low-cost satellite channels
- in-place downlinks at thousands of stations nationwide
- uplinks in major markets
- consulting and technical support
- 24 hour-a-day troubleshooting
- back-up satellite services

Many well known radio broadcasters have taken our sound advice and have chosen NPR not only for the nearly 10 years of satellite experience we bring to the industry, but for our 17 years of broadcasting experience too. As broadcasters, we understand the need for high audio quality/ system reliability and network flexibility.

So why don't **you** consider NPR SATELLITE SERVICES for your radio network requirements! Call us at (202) 822-2626. Talking Book of Minnesota State for The Blind

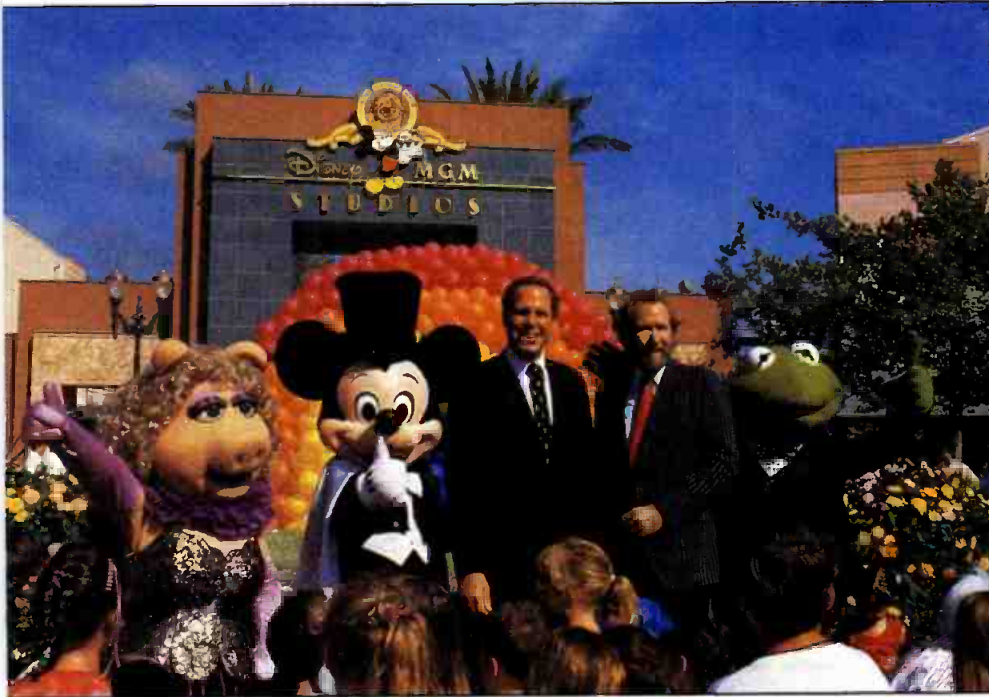


**NATIONAL PUBLIC RADIO  
Satellite Services**

2025 M Street, NW Washington, DC 20038

IRN The Motor Racing Network • Satellite Music Network  
EXACO-Metropolitan Opera Network • SkyLight Satellite Network  
The Christian Science Monitor Syndicate, Inc. • The Other Americas Radio • American Book Exchange Productions • National Asian American Communications Association • South Carolina Educational Radio Network • Peach State Public Radio Network • New Voices Radio • The Johnson Foundation • Palmer Communications, Inc. • Pacific Community Broadcasters Federation of Community Broadcasters • Minnesota Public Radio Regional Network • The Radio Talking Book of Minnesota State for The Blind • Minnesota News Network • Diamond Communications • IBN • Billy Graham Evangelistic Association • RTCORP Corporation • Radio Links Entertainment Features • Network News • Kentucky Network • Tennessee Radio Network • South Carolina Sports Network • Vanderbilt University of South Carolina Sports Network • The Star Foundation • M.R.N. The Motor Racing Network • Satellite Music Network • EXACO-Metropolitan Opera Network • SkyLight Satellite Network • The Christian Science Monitor Syndicate, Inc. •

## Disney to control Muppet purse strings



All in the Disney family: (l-r) Miss Piggy, Mickey, Eisner, Henson and Kermit

**Acquires Jim Henson Associates, including domestic and foreign product and merchandising rights to characters, excluding 'Sesame Street'; Henson enters long-term production agreement with Disney**

The Walt Disney Co. last week arrived at an agreement in principle to acquire Jim Henson Associates Inc., and will enter a long-term exclusive production arrangement (BROADCASTING, Aug. 14) with the man who created the Muppets and other popular children's characters over the last 34 years. Disney Chairman and Chief Executive Officer Michael D. Eisner and Henson, present for the announcement last Monday (Aug. 28) in Lake Buena Vista, Fla., came to terms on a deal providing Disney with nearly all rights to domestic and foreign product produced by Henson Associates.

Hollywood sources and published reports place Disney's investment offer at \$150 million for Henson's entire film and TV libraries, including *The Muppet Show*, *Muppet Babies* and *Fraggle Rock* series. Disney will also acquire merchandising, publishing and other rights to Henson's Muppet characters, including Kermit, Miss Piggy, Animal, Fozzie and Gonzo. Henson will continue to hold exclusive rights to all characters he created for the Public Broadcasting Service's *Sesame Street*.

At the Florida ceremony, Eisner hailed

the agreement as "a business association made in heaven." He said: "Jim Henson is an extremely creative man who has successfully translated his art of puppetry into high-quality mass entertainment, bringing enjoyment to people of all ages in every corner of the world." Disney Studios Chairman Jeffrey Katzenberg characterized the possible new union as "the perfect marriage for The Walt Disney Company."

In a phone conversation from his London-based Henson International Produc-

tions headquarters, Henson told BROADCASTING HIT will fold under the Disney banner, but his Creature Workshop (also in London) will continue to produce projects for outside buyers as well as for Disney. He added that Jim Henson Productions will be formed to produce exclusive productions for Disney and will be opening an office in Los Angeles less than two months from now (in addition to current offices in New York and London), with a remote possibility of it locating at Disney's Burbank, Calif., studios.

"The Creature Shop will maintain its autonomy," emphasized Henson. "Its first priority will be to produce projects of mine, second, to Disney, and third, to outside projects, if we don't keep it busy enough." About Jim Henson Productions, he said: "All work we do, will go to Disney" as part of the exclusive agreement. Henson says he expects licensing revenue will be generated from all product aired on the broadcast networks and The Disney Channel, in addition to any programs distributed by Disney Home Video and the feature film unit.

Richard Nanula, Disney's director of strategic planning, says the agreement will call for Disney to acquire "all of his productions with very few exceptions." Of those "exceptions," Nanula cited possible Creature Workshop productions and *Sesame Street*. He added: "Disney will handle all the distribution in all the markets [foreign and domestic]."

Henson said the deal evolved out of a meeting last May that he had with Eisner regarding a new Muppets movie venture and grew to the "thought of possibly pulling this into a bigger deal and folding us into the company." On the timing of the

### New York moves

WWOR-TV New York's test of two new first-run prime time dramas this fall (BROADCASTING, Aug. 28), is just one part of the station's strategy to challenge perennial independent market leader WNYW-TV. WWOR-TV is adding another high-profile off-network comedy this season, *Who's the Boss?*, and three other new comedies to expand a comedy block launched last year with *The Cosby Show* and *Kate & Allie*. The expanded block will run from 5 to 8 p.m., and comprises *Boss*, *The New Leave it to Beaver*, *McHale's Navy*, *Silver Spoons*, *Cosby* and *Kate & Allie*. Also for prime time, the station has acquired the first-run *Mystery Wheel of Adventure*, a package of 10 original movies, that will air Sundays at 8 p.m.

For daytime, the station will launch a new three-hour live, locally produced news-talk-entertainment show this month called *Nine Broadcast Plaza*, scheduled for 10 a.m.-1 p.m. (BROADCASTING, Aug. 21).

In late night, the station moved *Arsenio Hall* to 11:30 p.m. to compete directly with *The Tonight Show*, beating it in the first sweep period there (July) by 20%, and capturing first place in the period. For the new season, WWOR-TV has scheduled Orion's new *Crimewatch Tonight* as Hall's lead-in at 9 p.m.

Once considered the also-ran in the New York independent market, WWOR-TV now has a solid hold on second place among indies.

# How Most People Reacted When Told We Could Improve Their Image.



Introducing the new CAT100R, a startling new development from Uniden Satellite Television. The CAT100R features direct entry in 1 MHz steps, so you get pinpoint tuning. Pictures come through with incredible clarity, and the sound, in unbelievably rich stereo.

The CAT100R can also operate on both C and Ku bands. It's MAC-compatible. And since it's from Uniden, you're assured of the highest quality and best features at an astonishing price.

So if you're the least bit image-conscious, the only choice is Uniden's CAT100R. *Putting you face to face with a world of entertainment.*



**uniden**<sup>®</sup>  
Commercial Satellite Television

For more information write: 4700 Armon Carter Blvd., Ft. Worth, TX 76155 or call (817) 858-3468

move, Henson added: "It was not a calculated thing at all. It came out of a conversation a few months ago and escalated into a major deal.

"I originally had an exploratory conversation with Ron Miller [former president of then-titled Walt Disney Productions Inc.] to work as a possible creative force in the company. It was an idea that occurred to me a number of years ago. I have always been a fan of this company." When asked if Disney was just trying to absorb a competitor with the acquisition, Henson replied: "If I thought that was their aim, I wouldn't have made the deal. I don't think that is true. If I thought they were going to put us on the back shelf, I wouldn't have done it."

From the Disney side of the fence, Nanula says Henson "will be allowed a great deal of autonomy." Nanula added: "It makes a lot of strategic sense for both parties. Michael [Eisner] and Jim [Henson] have known each other over the last 20 years. All it took was some studying and negotiating. We're shooting to have the deal completed in the next couple of months." He also said Henson will be able to maintain his current commitments, including his fall 1989 series *The Ghost of Faffner Hall* for HBO. Henson says the show has a 13-episode commitment and that he will honor any other renewals of the program.

"In terms of what Michael has said, I will have a good deal of creative control."

Henson said. "I feel very comfortable working with Michael and Jeffrey Katzenberg. Both men work collaboratively—this is the way I have always worked—I look forward to working with these guys. A great deal of time is talking and making deals. As far as I'm concerned, it feels like I will be able to spend more time working creatively than I have in the past."

Disney is also using the new association as an additional draw to its theme parks with special Muppet attractions and rides. Construction has already begun on a state-of-the-art three-dimensional Muppet theater at the Florida Disney-MGM Studios Theme Park. The theater will feature a high-tech audioanimatronics display (to be co-produced by Henson and Walt Disney Imagineering), in what Henson says will partially resemble the "Captain EO" video-effects attraction at Disney's theme parks. The project is slated to be completed by May 1 to compete against the same-day opening of Universal Studios Florida, which will feature Hanna-Barbera cartoon characters.

Henson added that Muppet characters will mix with Disney characters during theme park parades, but video and film renditions of each company's properties will in all probability remain separate entities. He also said there had been no discussions of any Henson-animated programing joining the ranks of Disney's Buena Vista Television syndicated block of cartoons. —MF

## Jane Wallace to host Lifetime talk show

Lifetime Television, the cable service that last month announced plans to present 15 world premiere movies beginning in April 1990, continued the expansion of its original programing schedule with the signing of journalist Jane Wallace for her first cable venture, an hour-long, weekday talk show.

*The Jane Wallace Show* will be seen



Wallace

Monday through Friday at 1 p.m., ET, beginning October 23, and will be taped be-

## Syndication/Marketplace

**Harmony Gold** said it has acquired the rights to several documentaries from Tokyo Broadcasting Systems, which Harmony said it would distribute to the worldwide television marketplace. Domestically, Harmony said the shows would probably be licensed to cable. The company also has optioned the rights to several series from the Japanese network. "We hope that this will be just the beginning of an extensive relationship that will lead to further acquisitions and co-productions" with Tokyo Broadcasting Systems, said Norman Siderow, vice president of acquisitions and development, Harmony Gold.

**Select Media** has tapped Frank Deford, the editor-in-chief of the new all-sports daily, *The National*, to provide commentary for *InSport*, the program distributor's new weekly sports magazine show debuting Sept. 9. The show has cleared 85% of the country on 112 markets, including all the top 30 markets, Select said.

**King World's Inside Edition** has created a Los Angeles bureau and named Bill Walker bureau chief. The program has also tapped former *Entertainment Tonight* correspondent Scott Osborne, former KABC-TV anchor Cynthia Allison, and producer David Niven Jr., as correspondents for the bureau. *Inside Edition* reporter Steve McPartlin will transfer there from New York. The bureau will have 20 staffers. That word came one week after KWP announced the opening of a Washington bureau for the program, to be headed by former ABC News producer Cherie Simon. Av Westin, senior vice president, KWP, said that bureau would, in effect, attempt to turn tips from Washington sources into investigative pieces of national scope.

The upcoming new program, *Inside Video This Week*, has cleared 80.4% of the country on 92 stations. The show, which will provide a weekly look at goings-on in the home video market,

premieres Sept. 22. The barter program is being produced by **Bluebonnet Productions**, distributed to stations by **M.G. Perin**, and sold to advertisers by **All American Television**.

**Raymond Horn Syndication** said its program, *America's Black Forum*, has been renewed for a 12th year by stations covering 70% of the country. New stations carrying the show include: WABC-TV New York, WXYZ(TV) Detroit and WTVJ(TV) Miami. The new season premiere is Oct. 1.

*The Byron Allen Show*, **Genesis Entertainment's** foray into weekend late fringe, has cleared 149 stations and achieved 94.3% coverage nationwide. Genesis says 135 of the stations carrying the show are either network-owned or -affiliated stations. The one-hour weekly variety show will premiere Sept. 9.

In other news, Genesis reports that *The Best of the National Geographic* has added 17 stations to its carriage list. Among new clients are CBS stations WTVT-TV Tampa, WCPX-TV Orlando and KCTV-TV Kansas City; NBC stations WKYC-TV Cleveland, KCNC-TV Denver and WGRZ-TV Buffalo; and ABC stations WRTV-TV Indianapolis, WISN-TV Milwaukee and KTVX-TV Salt Lake City.

*The Mystery Wheel of Adventure*, **DLT Entertainment Ltd.'s** series of 10 two-hour movies premiering in first-run syndication October 9, has been cleared in over 76% of the country, including 90 stations and 30 of the top 30 markets. *The Saint* movies, starring Simon Dutton, will feature guest appearances by Pamela Sue Martin, Morgan Brittany, Gayle Hunnicutt, John Astin and Vince Edwards. Patrick MacNee and Lloyd Bochner will guest star in *The Dick Francis Mysteries*, featuring Ian McShane as David Cleveland.



# *With the whole world turning to Stereo . . .*



## *Why in the world broadcast in AM Mono?*

### **Modernize with C-QUAM® AM Stereo!**

Face it. We live in a stereo world. And you join a family of winners when you choose C-QUAM AM Stereo. You'll find . . .

- Over 750 C-QUAM AM stations around the globe
- Nearly 18 Million C-QUAM decoder IC's shipped to receiver manufacturers
- 4 countries to date with a C-QUAM AM Stereo standard
- IC technology, broadcast equipment, receiver design, international seminars and technical/marketing support . . . from studio to listener, Motorola is totally committed to AM Stereo!

For details on the Motorola C-QUAM AM Stereo system, call Steve Kravitz collect at 312/576-0554. Fax 312/576-5479.



*Model 1400 Exciter  
Model 1410 Monitor*



**MOTOROLA**  
C-QUAM® SETTING THE INDUSTRY STANDARD

C-QUAM® IS A REGISTERED TRADEMARK OF MOTOROLA, INC.

fore an audience at Lifetime's Astoria Studios. Production will begin Oct. 17. Wallace, who joined CBS News in 1981 and later served as a principal correspondent for *West 57th*, will focus on a broad range of topics aimed at women.

"I think Jane found it interesting that we were a network that was trying to do responsible things for women," said Pat Fili, senior vice president, programming and production. "I think she really liked the idea of doing a talk show that would handle issues in a responsible way and exploring subjects out of which women could get solid information."

"I'm not like the people currently doing talk shows," Wallace told BROADCASTING. "I come from a very straight news background, and I don't see us being as 'tabloid' as the other shows. We take women, and the issues that face them, seriously. They're deserving of a high level of discussion."

The program is still in the planning stages, but it will not concern itself with "sensationalistic topics," Fili said, as the emphasis will be on the providing of solid information. "This is not to say that we won't be doing some topics that are racy," Wallace said, "but we're hoping to do them in a way that sheds new light on them, in a more intellectually responsible way." Each show will focus on one specific topic, and taped reports or live satellite remotes from around the U.S. will be used to enhance national involvement. □

## Prime Network signs senior baseball

Prime Network has amended its claims that it does not seek to compete head on with national cable sports programmers ESPN and SportsChannel America (SCA), announcing it has landed exclusive rights to a sports product with formidable national appeal, the newly formed Senior Professional Baseball Association. No terms of the three-year agreement were announced.

Denver-based Prime, a consortium of regional channels, said it will air 30 of 72 regular season SPBA games, two each week at 7:30 p.m. ET Fridays and noon ET Sundays, as well as the league's Jan. 21 all-star game and early February postseason next year. All eight teams will field former Major League Baseball players over 35 years old—including, this year, potential Hall of Famers Graig Nettles, Luis Tiant and Steve Yeager—and will be based in Florida cities where Prime Network affiliate Sunshine Network will originate coverage. Prime said it will uplink the games from Houston, via GE Americom satellite Satcom FIR, to a national audience of more than 18 million.

A self-described "programming partnership," Prime Network comprises four Affiliated Regional Communications regional cable sports channels owned by Tele-Communications Inc. and Bill Daniels & Associates: Sunshine Network, Home Sports Entertainment (Dallas), Prime Sports Network (Denver) and Prime Sports Network-Midwest (launching this fall in Indianapolis). Daniels-owned Prime Ticket (Los Angeles) will also telecast the SPBA season. Channels in Pittsburgh, San Francisco and Seattle are planned, and informal program-sharing agreements exist with regionals based in Washington, New York and Detroit.

Prime Network President Ed Frazier had said last month that Prime is "not looking at competing with SCA or ESPN as national programmers" (BROADCASTING, Aug. 14). But, according to Daniels, Frazier now "hopes to expand Prime Network's national programming, including SPBA games, by establishing regional sports networks in other major television markets, management agreements with existing regional sports networks [and] providing sports programming to cable operators in other markets and...to the TVRO industry." Frazier could not be reached for comment.

## Week 49 goes to NBC, Fox's 'Married' moves into top-20 ranking

NBC won week 49 (ended Aug. 27) with an 11.4/21.3 over ABC's 9.7/18.1 and CBS's 9.6/18. Last year the numbers were NBC, 12.2/22.3; CBS, 9.7/17.8, and ABC, 8.9/16.3.

In the evening news race, CBS took the week with a 9.7/21 over ABC's 8.5/19 and NBC's 8.0/18. A year ago it was ABC on top with a 9.3/20, CBS second with a 9.0/20 and NBC last with an 8.6/18.

Fox's *Married...With Children* grabbed its best rating to date (13.4/22) and pushed the network's programming into the top-20 category. *Married* had its next best night during week 45, when it scored an 11.2/20.

For the book of days, NBC won Monday, Wednesday, Thursday and Saturday. ABC won Tuesday and Friday, which left CBS with a Sunday-night win.

Nielsen	Net	Nielsen	Net
1.	19.5/33 A	Roseanne	
2.	19.0/34 N	Cheers	
3.	17.5/32 N	Different World	
4.	16.4/32 N	Cosby Show	
4.	16.4/29 N	Dear John	
6.	16.0/29 A	Wonder Years	
7.	14.7/28 A	Who's the Boss?	
7.	14.7/25 N	NBC Monday Movie	
9.	14.5/29 A	Mr. Belvedere	
10.	14.2/25 N	Night Court	
11.	14.1/27 A	Perfect Strangers	
12.	14.0/24 C	CBS Sunday Movie	
13.	13.9/23 C	Designing Women	
14.	13.7/23 C	Murphy Brown	
15.	13.6/27 N	Golden Girls	
15.	13.6/23 A	Anything But Love	
17.	13.4/26 N	Empty Nest	
17.	13.4/22 F	Married...With Children	
19.	13.3/28 A	Full House	
19.	13.3/25 A	Just the Ten of Us	
21.	13.0/28 C	60 Minutes	
21.	13.0/23 C	Murder, She Wrote	
23.	12.7/24 N	L.A. Law	
24.	12.5/24 N	Unsolved Mysteries	
24.	12.5/22 N	Hogan Family	
24.	12.5/21 C	Murphy Brown, special	
27.	12.4/24 A	Growing Pains	
27.	12.4/23 A	Head of the Class	
29.	12.1/24 A	20/20	
29.	12.1/21 C	Jake and the Fatman	
31.	12.0/22 N	Matlock	
32.	11.6/22 N	Yesterday, Today and Tomorrow	
32.	11.6/22 N	Midnight Caller	
34.	11.3/19 C	Newhart, special	
35.	11.2/20 N	ALF	
35.	11.2/19 N	In the Heat of the Night	

Nielsen	Net	Nielsen	Net
37.	11.0/20 C	Newhart	
37.	11.0/19 N	FM	
39.	10.9/20 C	Kate and Allie	
39.	10.9/20 A	NFL Preseason Football	
41.	10.6/19 F	Totally Hidden Video	
42.	10.4/18 N	NBC Sunday Movie	
43.	10.1/20 N	Hunter	
44.	9.9/19 C	CBS Friday Movie	
45.	9.8/18 F	America's Most Wanted	
46.	9.5/18 A	Prime Time Live	
47.	9.3/15 F	Open House	
48.	9.1/19 N	13 East	
48.	9.1/17 C	48 Hours	
48.	9.1/16 C	CBS Tuesday Movie	
51.	8.8/15 A	ABC Sunday Movie	
52.	8.7/17 C	Wiseguy	
53.	8.6/16 A	thirtysomething	
54.	8.2/18 N	Amen	
54.	8.2/15 C	Equalizer	
56.	8.1/14 A	Coach	
57.	7.9/15 N	Family Ties	
57.	7.9/15 A	China Beach	
59.	7.8/16 N	NFL Preseason, Friday special	
59.	7.8/14 N	My Two Dads	
61.	7.7/15 C	Best of Knots Landing	
61.	7.7/14 A	Hooperman	
63.	7.6/14 A	Mission: Impossible	
64.	7.0/14 A	ABC Mystery Movie	
65.	6.9/14 C	West 57th	
65.	6.9/13 C	Smothers Brothers	
67.	6.4/12 A	MacGyver	
68.	6.2/14 C	Paradise	
68.	6.2/12 A	Man Called Hawk	
70.	6.1/13 N	Magical World of Disney	
71.	6.0/12 C	Beauty and the Beast	
72.	5.9/11 C	CBS Summer Playhouse	

Nielsen	Net	Nielsen	Net
73.	5.8/13 F	Cops	
74.	5.5/12 F	21 Jump Street	
75.	5.4/11 C	Tour of Duty	
76.	5.3/11 A	ABC Family Classics, special	
77.	5.2/11 A	incredible Sunday	
78.	4.9/8 F	Tracey Ullman Show	
79.	4.5/9 F	Reporters	
80.	3.7/7 F	Gary Shandling's Show	
81.	2.9/6 F	Beyond Tomorrow	

### Syndication \* Scorecard

(Week ending August 20)

1.	11.6	Wheel of Fortune, syn.	228	99
2.	10.7	Jeopardy!	213	99
3.	9.4	Cosby Show	198	98
4.	8.6	Oprah Winfrey Show	212	98
5.	7.8	Wheel of Fortune, wknd.	201	89
6.	7.2	Star Trek	230	97
7.	7.1	Current Affair	148	91
8.	6.8	Entertainment Tonight	175	96
9.	6.5	Port XIII: Heartburn	147	89
10.	6.2	Univ. Pic. Debut Network	121	94
11.	5.6	Mama's Family, syn.	193	93
12.	5.5	Donahue	227	99
13.	5.3	Geraldo	198	98
14.	5.2	People's Court	188	94
15.	5.1	Family Feud, syn.	129	86

The following programs are included, but not ranked.

5.5	Wrestling Network	159	91
11.5	World Wrestling Fed.	256	97

Meet the newest member of the Broadcasting family.

# Broadcasting & Cable Yearbook '89

The Fifth Estate

TELEVISION CABLE SATELLITE

## Broadcasting & Abroad

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

## Broadcasting & May 15

The Fifth Estate

# Broadcasting & Cable



TNT's original Margaret Bourke-White

## Cable Programming: Borrowed, More New

...chiefly the

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. ... means no intention of discarding past programming and Hollywood-purchased programming. ... significant place in the ...

**Broadcasting & Cable** is the only publication whose primary focus is to track the programming of the national cable networks and the regional and local services that are now just coming into their own.

The scope is all inclusive: program production and acquisition, ownership and finance, affiliate relations and marketing, advertising, promotion, public relations—and the people who make it happen.

To cover the rest of the cable story, you simply add the strength and experience of the weekly **Broadcasting**.

**Broadcasting & Cable** and **Broadcasting**. Together, they're more than you'll ever need to know.

**Broadcasting & Cable** advertising rates are particularly attractive. Mechanical requirements match those of the weekly **Broadcasting**. For details on space reservations and closing dates, call any of the numbers listed below.

**BROADCASTING & CABLE**

**New York**  
(212) 599-2830

**Washington, D.C.**  
(202) 659-2340

**Los Angeles**  
(213) 463-3148

**Schiff & Assoc.**  
(Western Equipment)  
(213) 393-9285

**Lewis Edge & Assoc.**  
(Eastern Equipment)  
(609) 683-7900

**Pattis/3M**  
Chicago (312) 679-1100  
Los Angeles (213) 462-2700  
Toronto (416) 482-6288  
New York (212) 953-2121  
Hawaii (808) 545-2700  
London (01) 427-9000

## Radio '89: All that jazz, country and MOR...

**Among highlights of four-day annual NAB gathering are more than 70 panel sessions, engineering conference and star-studded awards ceremony**

The National Association of Broadcasters Radio '89 promises to be all things to all people. That is how NAB is plugging the convention, which opens next week (Sept. 13-16) at the New Orleans convention center. The four-day show offers more than 70 panel sessions, a packed exhibit hall, a two-day engineering conference, a gala awards ceremony, and a chance to exchange information and ideas.

Registration for the radio show is already up 17% over last year (some 6,500 attended the conference in Washington in 1988). Some 170 exhibitors will fill the more than 40,000 square feet of the exhibit hall, and nearly 100 suites are reserved at the Hilton, Westin and Doubletree hotels (a third hotel was needed to accommodate the overflow). The exhibit hall is open Sept. 14-16.

The speakers list alone should appeal to all segments of the radio industry. For station managers, the Friday management luncheon (Sept. 15) features D. Wayne Calloway, PepsiCo board chairman and chief executive officer. In the sales arena, Red Auerbach, who has been coach, general manager and president of the Boston Celtics basketball team, appears Saturday morning (Sept. 16) to discuss how to "build a winning team."

Jack Trout, president of Trout & Ries Inc., a New York-based marketing firm, will share his promotion and marketing tips at a Friday morning session. And for program directors, Thursday afternoon (Sept. 14) speaker Patricia Zigarmi, co-author of *Leadership and the One Minute Manager*, tackles the subject of dealing with difficult talent.

NAB is putting a greater emphasis on programming in this year's convention agenda. Indeed, the Marconi Radio Awards ceremony Saturday night is intended to highlight the industry's star power (see box, page 45). The black tie ceremony is being promoted as radio's version of the Emmy Awards.

The Crystal Radio Awards, which recognize 10 stations for their community service, will be presented at a Thursday luncheon. Hosting that

ceremony is John Gambling of WOR(AM) and Wendell Goler, White House correspondent for the Associated Press. NAB's national radio award recipient is Ray Livesay, chairman of the J.R. Livesay Radio Group and long-time daytime-radio advocate. He will be honored at the Friday luncheon.

Some 18 format rooms are scheduled, and a programming production showcase will be held Friday afternoon (4-6 p.m.) in the exhibit hall. Some 40 companies are expected to participate, and free pizza will be served by Pizza Hut. The Broadcast Industry Council to Improve American Productivity and Pizza Hut are co-sponsoring "Reader's Day," a public service campaign aimed at fighting illiteracy, for which they hope to enlist radio station support.

Several activities are planned for the exhibit hall. Thursday afternoon from 4 p.m. to 6 p.m. the floor comes to life with a carnival-like atmosphere with free food and hundreds of prizes to be given away. And on Saturday from 11:30 a.m. to 1 p.m., a walk-around lunch in the exhibit hall featuring Cajun cuisine is slated.

Program directors have a variety of sessions from which to choose. On Thursday morning, "Morals vs. Mornings" is likely to draw a crowd as panelists discuss the controversial programming that has been tar-

geted by religious groups and others as indecent. Carolyn Fox, WHJY(FM) Providence, R.I., will be joined by Bob Larson, International Broadcasting Network, and Ed McAteer, Religious Roundtable.

The "Diary Debate" is a Saturday afternoon session that examines the debate surrounding the redesigned Arbitron diary. Radio programmers can also hear panelists discuss how to recruit and train on-the-air talent during a Saturday morning workshop.

From a management viewpoint, Thursday's "Five Factors in Buying a Station" could provide new insight. That same day, Bill Moyes, from The Research Group, will unveil the results of a special report called "MegaSales: How America's Most Successful Radio Sales People Do It." A Friday afternoon session on women managers—their "attitudes, actions and achievements"—is yet another convention highlight.

From a marketing standpoint, on Thursday afternoon, radio operators can listen to panelists discuss how to develop a marketing plan with Bill Figenshu of Viacom. Rob Balom of The Benchmark Co., Austin, Tex., is conducting a session on developing sales strategies for the 1990's on Friday. "Why I Don't Buy Your Radio Station" is directed toward sale directors looking for advice on how to "respond to media buyers who choose to advertise on TV." That discussion occurs Friday afternoon.

On Saturday, "Promotions: Selling Your Soul" will explore how stations can "strike a balance between programming promotions and sales promotions." Also in the promotion category, conventioners can hear firsthand about events marketing—how to "budget manpower and resources, recruit volunteers and obtain sponsorship"—at a Friday afternoon panel.

As for legislative and regulatory issues concerning radio, several congressmen are slated to attend the convention. For example, on Friday morning Representatives Billy Tauzin (D-La.), Howard Coble (R-N.C.), and Hamilton Fish Jr. (R-N.Y.) will share their views on grassroots lobbying and its importance. On Saturday, "Radio Only: Prospects for License and Technical Reform in the 101st Congress" features Congressmen Matthew Rinaldo (R-N.J.) and Jim Slattery (D-Kan.).

-KM



## Arbitron revisions

The Arbitron Radio Advisory Council has passed two resolutions. The first said that the Arbitron Co. will increase its sample size by 33% in no more than a three-year period at no additional costs to subscribers while maintaining the same number of published reports in each market. The second, in response to the FCC's relaxations of its one-to-a-market rules, revised Arbitron's simulcast definitions to include an addition to their current policy—"two or more stations home to the same metro."

## Radio '89 schedules four days for medium's technical side

Radio engineering sessions have been scheduled every day during Radio '89. Topics will include AM and FM technical improvement, digital radio stations, remote control of transmission facilities, AM directional antennas, shortwave broadcasting and expanded use of personal computers at radio stations.

An AM session set for Saturday morning (Sept. 16) will focus mainly on how the band will be affected by the newly FCC-mandated National Radio Systems Committee (NRSC) standard. Bill Ammons of Circuit Research Labs, Tempe, Ariz., will describe the procedures necessary to conform to the standard, while Almon Clegg of Denon Inc., Parsippany, N.J., will talk about the changes that can be expected in consumer AM radios as stations convert to NRSC. John Bisset of Delta Electronics, Alexandria, Va., will describe how to use a splatter monitor to measure whether a station's emissions conform to the NRSC limit of 10 khz.

There are tentative plans for another AM event, a demonstration of stereo music simulcast over WNOE-AM-FM New Orleans. The purpose of the demonstration is to provide a quality comparison of the state of the art of both AM and FM stereo today. If technical complications involving interference-causing factors in the convention center can be solved, the demonstration will be held at the NAB booth in the exhibit hall.

FM topics, to be covered on Friday afternoon, will be more varied. Robert A. Surette of Shively Laboratories, Bridgton, Me., will discuss the design and performance of directional antennas, which have recently been authorized for wider use in the FM band by the FCC. Another recent commission action has been to allow a majority of Class A FM stations to double their power from 3 kw to 6 kw. Those upgrades will be discussed by Wes Whiddon of Group W, Houston. Also to be covered will be the NRSC-sponsored field testing of multipath distortions on FM.

An all-day seminar on digital radio stations will be held on Wednesday. Topics will include digital audio storage, CD player maintenance, digital transmission, post-

production techniques and transmission. The seminar luncheon speaker will be Steve Lyman, senior technical officer, Canadian

Broadcasting Corp., whose talk is entitled "Practical Problems Encountered in Building a Digital Audio Suite." □

## Back from the USSR

**In spirit of glasnost, Washington, New York and Seattle stations broadcast live from Moscow, other Soviet cities**

During a turbulent year in the Communist world, the Soviet Union has chosen to continue its glasnost policy and further open its society to Western influences—including rock and roll music. This summer, American radio stations have been invited to Russia by the Soviet government to broadcast live back to the U.S.

American rock stations going to the Soviet Union appears to be becoming a trend. "Shortly after we did our broadcast, the Soviets informed me that they were being deluged with requests from American radio stations to broadcast from their facilities," said Andy Beaubien, program director for Legacy Broadcasting's WCXR-FM Woodbridge, Va. (Washington), which went to Moscow in June.

"Glasnost is creating the possibility of broadcasting live from Moscow and I think a lot of stations are going to take advantage of it," said Ted Utz, station manager of Legacy's WNEW-FM New York, who returned from a Soviet trip last month. "How long it will last, I don't think anybody knows. The Soviet Union has a long way to go when it comes to catching up with the rest of the world" as far as patience with free speech, he said.

The first radio station to go over was Shamrock Broadcasting's KXRX(FM) Seattle, which visited the Soviet Union as part of a two-week tour in late May that also included visits to cities in other parts of Europe. The station traveled to three Soviet cities, Moscow, Leningrad and Tashkent, a city near the Soviet Union's borders with Afghanistan and China, which has been designated as Seattle's "sister city." The station broadcast four hours a day to Seattle, except during the stay in Leningrad, when technical problems arose. Programming included the station's usual adult contemporary rock music and interviews with Soviet people.

WCXR-FM broadcast its morning show, *Harris in the Morning*, from the headquarters of Gosteleradio, the Soviet radio and TV agency, in Moscow during the week of



WNEW-FM's crew in Moscow (l-r): Donna Fiducia; Dave Herman; Marty Martinez; Ted Utz; Jim Buff, and Curt Chaplin.

June 26. Along with its regular format of classic rock music, the station presented several live and taped interviews with people in the city. Many of the interviews were with individuals involved in the arts and the media, Beaubien said, but the station was not restricted to those subjects. Other interviewees ranged from high school students to government officials.

"We never felt that we were prevented from talking to people and people were extremely open, frank and honest about things," Beaubien said, adding that Soviet officials were asked beforehand if there were topics that should not be discussed, and the station was given the freedom to talk about anything.

Access to people on the streets was also easy for album rock station WNEW-FM, according to morning host Dave Herman. Most of its interviews were with Moscow youth. A happy coincidence for the station

## Marconi Radio Awards

NAB is going for glamour and glitz at this year's radio convention, when it presents for the first time at a gala black tie dinner, its Marconi Radio Awards. The ceremony on Saturday night (Sept. 16) brings the four-day conference to a close. The awards cover 23 categories including station of the year, personality of the year, and legendary station, among others. Hosted by Dick Clark, the event includes top entertainers: Donna Summer; Paul Shaffer and the World's Most Dangerous Band; John Candy; Mack & Jamie, and Jeff Altman. Moreover, the awards, which NAB says will be radio's version of the Emmy's, will be presented by industry personalities, including Rick Dees, KIS-FM Los Angeles; Larry King, Mutual Broadcasting; Bob Kingsley, watermark, Los Angeles; Sally Jessy Raphael, ABC Talkradio, New York; Dick Purtan, wczy-FM Detroit; Wolfman Jack, and Bob & Tom, WFBQ(FM) Indianapolis.

was that its planned dates for the Soviet trip coincided with the "Moscow Peace Festival" concert held on Aug. 13. Herman's show originated from Lenin Stadium, the concert site, during the station's week-long stay.

Heavy metal rock was played at the concert, featuring groups including Bon Jovi, Motley Crue, the Scorpions, Skid Row, Cinderella and a Russian band, Gorky Park. Herman was somewhat surprised that the Soviet government "allowed a heavy metal, headbanging music festival.... This is rock and roll that some American cities don't allow to be performed."

In contrast, Beaubien said he found little evidence that many of the Russian people were familiar with WCXR-FM's playlist of 1960's and 1970's rock. "They know who the Beatles and The Rolling Stones and Elton John are, but that type of music is not readily available to them," he said.

None of the stations broadcast their shows live to audiences in the Soviet Union. The signals were broadcast live in the U.S. only. However, both WCXR-FM and WNEW-FM provided Radio Moscow with taped highlights of their broadcasts which were played back later to Russian audiences. Beaubien, who heard the one-hour WCXR-FM show on short wave after returning to Washington, claimed that it was the first U.S. radio show to be broadcast on Radio Moscow.

Both of the Legacy stations said that they got the idea to go to Russia while looking for ways to do something new with their morning shows. In WNEW-FM's case, there was a desire to cover what it considered was a breaking music news story—the growth of rock in the Soviet Union, or "Rocknost," as Herman called it. Part of the appeal of a trip to Moscow for WCXR-FM was the "capital to capital" radio bridge between the cities angle, Beaubien said. "Washington is a special town in terms of the audience. The audience is really very internationally minded."

All three stations gained permission to enter the Soviet Union by first getting authorization from Gosteleradio. That step turned out to be the most difficult for WCXR-FM. It took some time for them to find the right contact at Gosteleradio, Beaubien said. After that, however, the Soviet government was very receptive to the idea. "Had they been cool to it, it never would have happened. But the mood of the country being what it is, with glasnost and cultural exchanges, it led them to be very open to the idea and get their message across," Beaubien said.

WNEW-FM avoided the early difficulties of contacting the correct Soviet officials by working through Belka International, a firm specializing in liaisons between the Soviet government and U.S. media organizations. But there were some complications after the station's crew arrived in Moscow.

The station had originally informed the Soviets that it would be broadcasting out of Gosteleradio in Moscow, as WCXR-FM did. But just before leaving, WNEW-FM learned that Westwood One had already set up studio and uplink equipment at Lenin Stadium for the Moscow Peace Festival. Westwood lent the facilities to the station during the

week which resulted in considerable cost savings for WNEW-FM. Although Soviet officials at first objected to the new plans, they eventually agreed. "We feel quite certain that the reason they wanted us so badly to be in their own studios would be that they would really have more control over the broadcasts," Herman said. "They had no idea of what we were going to say or do and once we got to Lenin Stadium, there wasn't even a single plug they could pull on us."

As for the technical arrangements, WNEW-FM and WCXR-FM completed their trips with almost no flaws. Satellite communications from Moscow turned out to be as easy as setting up an uplink in any Western city because of a permanent link that has been established there by IDB Communications.

But when KXRX left Moscow it ran into several difficulties. Transmissions outside of the capital had to be coordinated with the telephone and telegraph officials. "They

didn't want to cooperate. They made everything difficult. They dragged on authorizing anything until the day we left [the U.S.]," said KXRX engineer Don Winget. Those difficulties prevented the planned broadcast from Leningrad.

Winget also complained that Soviet authorities monitored all of the station's transmissions and that part of one broadcast was "clipped" by Soviet engineers, although he could not be certain that it was done purposely. Like Herman, he suspects that there may have been attempts to censor the radio shows. But Winget had only praise for Gosteleradio, which provided studio space for KXRX in all three locations.

The stations said that it is too early to analyze whether the Soviet trips increased their popularity in their markets. But they were impressed with the general reaction of people they met on the streets. "You get in a cab and they find out you're from WNEW and they ask, 'How was Russia?'," said Utz. —RMS

## Boston news executives resign over use of Barney Frank interview

**WEEI(AM) managing editor and acting news director quit when dub of interview requested for station's board is sent, instead, to Republican state committee**

The major story that has blown up around Massachusetts Representative Barney Frank's acknowledgment of his involvement with a male prostitute has not cost the Democratic congressman his job. But it did lead last week to the resignations of two top managers of Boston's all-news WEEI(AM). Managing editor Chris Ingram and acting news director Rosemary Lappin quit on Tuesday (Aug. 29) in a dispute with management over the use made of a tape of an interview with Frank. A dub of the interview the staff had been told was for the use of the station's board of directors was said to have been sent, instead, to the Republican state committee, which the staff was told requested it.

Ingram indicated he and Lappin were concerned about a perception problem. "We're not in the business of doing interviews that could be perceived as having been done for a special interest," he said. His problem, he added, was not with the Republican party, but, rather, with management. "It misrepresented the purpose of the request for the dub and set us up as an organ for the Republican party." And Lappin told the *Boston Herald*: "I believe there is no question this tape was being used for partisan considerations, and we at WEEI were being used and our ethics violated."

Ingram said the incident was not an isolated one. The owners of the station, Mike and Helen Valerio, are active members of the Republican party. And Ingram said that over the years they have attempted to use the station to further Republican causes. He said that during the presidential campaign last year, Mike Valerio asked the staff to attempt to find "dirt" on Democratic presidential candidate Michael Dukakis. Ingram said that project

was abandoned after the news director at the time, John Rodman, objected, saying that kind of investigation could be done only if both campaigns were targeted. Rodman was fired six weeks ago.

The station issued a statement Tuesday saying only that management has "never interfered with the content of news" at WEEI.

The 12-minute live interview had been conducted, by telephone, beginning at 6:41 a.m. on Friday (Aug. 25). The station, like most of the rest of the media in the U.S., had been eager to talk to Frank after the *Washington Times* broke the story in its Friday editions that the congressman had hired—and later fired—a male prostitute as a personal aide. Lappin has said that at about 8 a.m., the secretary of WEEI General Manager Mike Wheeler asked her for a dub of the interview and that Wheeler later told her it was for the board. The dub was sent by courier to the headquarters of a restaurant owned by the Valerios—Papa Gino's, in suburban Dedham—where the board was meeting. Ingram said that "someone at a high level" told Lappin he was at the board meeting when the request for the tape was received from state Republican officials.

GOP spokesman Ted Frier said he was present in party headquarters in Watertown when the tape was delivered by a staffer but that he did not know the source. Frier said the executive secretary of the party, Alexander Tennant, wanted to play the tape at a press conference to be held that morning calling on Frank to resign.

But there was an ironic twist to the story. The tape was never used. Frier said the sound quality was very poor. Besides, he said, there was nothing on the tape "that wasn't known from the newspapers by 10 o'clock that morning." Frier said he told Tennant "there's no point" to running it.

Calls to General Manager Wheeler were not returned. He was later said to have gone on vacation. —LZ



## Roy Stewart: FCC veteran gets top Mass Media post

**Since joining commission in 1965, Stewart has gained appreciation of marketplace forces in regulation; receives high marks for overseeing 'thousands' of TV applications**

On his last day as FCC chairman (Aug. 4), Dennis Patrick sent longtime FCC staffer Roy Stewart a blue and gold FCC seal for his office wall. On the back was the hand-written inscription: "To my favorite semi-reformed liberal."

Stewart, then chief of the Mass Media Bureau's video services division and now designated by newly appointed Chairman Alfred Sikes to succeed Lex Felker as chief of the bureau on Oct. 1, readily acknowledges that Patrick's characterization of him is more or less on the mark.

"I grew up at the FCC in an era when regulation was the key," says Stewart, who joined the agency in 1965 with a law degree from Cornell (1963) and the liberal Democratic point of view that was in vogue at the time. "The public interest was determined by the rules and regulations and policies, and Heaven help you if you missed applying one of those."

But, he says, after he was appointed chief of the assignment and transfer branch of the FCC in 1974 by then Chairman Richard Wiley, he, along with the rest of the commission, began undergoing a gradual change in "regulatory attitude" that has continued to today.

"While it still says Democrat, I think I have grown to a better understanding that the marketplace, the competitive aspects of the marketplace, can suffice for extensive regulation," he says.

Stewart says he recognized his own transformation several years ago when he found himself on a panel at a conference with several academics who argued that the public interest should be determined by rules and regulation. "I tried to explain that we should allow the public to play a greater role in determining the public interest and strip away some of the superficial regulations and let the public decide what they wanted to listen to and see."

Asked if he feels Patrick or his predecessor Mark Fowler took the marketplace-for-regulation concept too far in that area, Stewart balks at first. But later he says, "I think the FCC has some responsibility in the area of children's programming, not necessarily in program content, because there are difficult First Amendment problems, but perhaps in the area of commercialization." Under Fowler, the FCC did away with limits on commercials in children's programming.

Stewart begs off all questions having to do with FCC policy, saying he wants to wait until he is settled in his new job and has had a chance to talk things over at length with Sikes and become familiar with his agenda.

But Stewart says he has a nonpolicy

agenda of his own. At the top of it is to make the processing of applications by the video and audio services branches as efficient as possible.

That goal is made difficult because federal budget-cutting over the past few years has led to a hiring freeze and attrition among key employees, especially in the FM branch of the audio services, which has been swamped with new station applications, Stewart says.

Stewart plans to fill the engineering and clerical slots as the budget allows as quickly as possible and look for ways to better use existing staff. And to reduce the "significant backlogs" in the FM branch, he says, he will work with Audio Services Division Chief Larry Eads and, he hopes, with the Federal Communications Bar Association in order to streamline the processes.

In any event, Stewart says, he will not sacrifice quality to cope with the quantity. "There is a tendency when you are dealing with volume to attempt to get the volume out" and forsake quality, he says.

Stewart also says he will urge the FCC to come down hard on applicants who misrepresent their qualifications or other information on applications. Harshness is needed because the FCC, as part of its deregulatory move, has substituted certification for documentation on applications. To maintain the integrity of the process, he says, the FCC has to be able to rely on

## Sikes taps Pettit, Solheim

FCC Chairman Alfred Sikes was on vacation last week, riding the rapids of the Salmon River in Idaho. But before he left, he made two other key appointments: Robert Pettit as general counsel and Linda Townsend Solheim as director of the Office of Legislative Affairs. And, according to FCC sources, he plans to name Richard Firestone as chief of the Common Carrier Bureau.

Pettit, 37, who will succeed Diane Killory Oct. 5, a communications attorney with the Washington law firm of Wiley, Rein & Fielding, has plenty of FCC experience. He was introduced to the FCC as a summer intern in the office of Richard Wiley, then FCC chairman and now a partner with Wiley, Rein. Upon receiving his law degree from Duke University (1977), he went to work at the agency as staff attorney in the FCC's Broadcast Bureau (now Mass Media Bureau). In 1982, he joined the staff of FCC Commissioner Mimi Weyforth Dawson and served four years as her senior legal adviser before leaving government service in 1986 for Wiley, Rein.

Pettit rejoined Dawson, then at the Department of Transportation, in the waning months of the Reagan Administration. Dawson was deputy secretary; Pettit, associate deputy secretary. After that, he returned to Wiley, Rein until being tapped for FCC general counsel by Sikes. Pettit has a BA from the University of Missouri and a JD from Duke University. He, his wife, Jane, and their two children live in Washington.

Firestone and Solheim worked with Sikes when he was head of the National Telecommunications and Information Administration. Both served as chief counsel.

Solheim, 36, was NTIA's chief counsel for three years starting in 1985. In 1988, she became deputy general counsel of the Department of Commerce—NTIA is an arm of Commerce—and served in that capacity until the end of the Reagan Administration. Since February 1989, she has been counsel to the chairman of the U.S. International Trade Commission. Her experience on Capitol Hill includes stints as counsel to the Senate Committee on Governmental Affairs and minority counsel to the Senate Judiciary Committee. She has a BA (1972) and a JD (1976) from the University of South Carolina. She, her husband, John, and daughter live in Arlington, Va.

After six years as an assistant attorney general in Ohio, Firestone went to work at NTIA in the Office of Policy Analysis and Development in 1979 and three years later transferred to the chief counsel's office where he served as assistant chief and later deputy chief. After stints as acting chief, he was made chief in 1979. Firestone, 41, received a BA (1970) and JD (1973) from the University of Michigan. He lives with his wife, Bonnie, and three children in Annandale, Va.

the certifications.

A profile of Stewart published in BROADCASTING four years ago ("Fifth Estate," Sept. 30, 1985) remarked that Stewart has "a reputation for getting the job done." That still holds true.

As chief of the video services division, Stewart's main job has been to oversee the processing of thousands of television applications—new stations, renewals, facilities changes and ownership changes—that pour into the commission each year. Trade association officials, communications attorneys, broadcasters and other FCC officials all give Stewart high marks.

Stewart has made himself and division officials available as advisers to buyers and sellers of broadcast properties. "We have spent a lot of time...helping parties structure transactions in a manner consistent with the FCC ownership rules," he says.

The advice helps parties avoid "pitfalls" that stretch out processing time and benefit no one, he says. "In the sales area, the longer the application is pending, the more the buyer doesn't get what he or she bargained for."

Looking back, Stewart counts among his principal accomplishments his role in shaping the policy that allows for hostile takeovers of public companies with broadcast holdings. Prior to the adoption of the two-step process, as Stewart calls it, such companies were virtually immune to hostile takeovers because of a provision of the Communications Act forbidding the transfer of broadcast properties without prior FCC approval. To block a hostile takeover, the takeover target merely had to draw the threatening company into a lengthy regulatory battle at the FCC by challenging its qualifications.

The two-step process allows the party making a hostile tender offer to set up a trust to "take down" the stock of its target immediately and put off until later winning FCC approval to receive the stock from the trust. "We did not let the Act be a bar to stockholders' having the ability to receive the benefits of a tender offer even if it was a hostile offer," Stewart says.

Stewart says he does not know Sikes well. Asked how he then came to be tapped for the key bureau job, Stewart points out that Sikes's new chief of staff, Charles Schott, may have had something to do with it. During the chairmanship of Mark Fowler in the early 1980's, Schott was in the Bureau as chief of the policy and rules division.

Stewart is proud of his wife, Patricia, and her decision to go to law school several years ago (at George Washington University) and forge her own career. She is now an assistant U.S. attorney, prosecuting felony drug cases across town in federal district court. He is equally proud of his two daughters: Teresa, a student at Penn State, and Cristina, a senior at W.T. Woodson High near their home in Annandale, Va.

Stewart's extensive knowledge of the FCC's processes, especially of what it takes to get a transfer application through the

# Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

**Broadcasting Magazine**

3 years \$190     2 years \$135     1 year \$70     6 mos. \$35

(International subscribers add \$20 per year) (6 mos. term must be prepaid)

**Yearbook '89** (SAVE \$50 off cover price)

The complete guide to radio, television, cable and satellite facts and figures—\$65 (prepaid orders only) while supplies last. Please give street address for delivery.

To order by MASTERCARD or VISA, phone toll free 1-800-638-7827

Name \_\_\_\_\_  Payment enclosed

Company \_\_\_\_\_  Bill me

Address \_\_\_\_\_ Home? Yes  No

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  No

For renewal or address change  
place most recent label here



bureaucracy, would seem to qualify him for a highly paid job with a communications law firm. But Stewart says he is not interested. "There have been times when I

talked to law firms, but I very much like the jobs I've had here," he says. "I've had some impact on the policy that affects broadcasting. The people I've worked with

have been outstanding. And...I always had in the back of my mind, wouldn't it be nice if I could rise to the level of chief of the Mass Media Bureau someday?" -HAJ

## FCC says 16 more stations ripe for indecency action

**Complaints have made prima facie cases, but will be reviewed by chairman and commissioners for decision on whether to send letters to stations involved**

The FCC's latest crackdown on broadcast indecency may not stop with the actions initiated against three radio stations two weeks ago (BROADCASTING, Aug. 28).

According to FCC sources, the FCC Mass Media Bureau's enforcement division has identified 16 other radio stations as potential targets for immediate action. In each case, the sources said, complainants have made what FCC staffers consider *prima facie* cases against the stations—that is, a showing sufficient to warrant the FCC's sending inquiry letters to the stations informing them they may have violated the broadcast indecency statute, as it did Aug. 24 in the case of the three radio stations.

But despite the staff findings, the issuance of inquiry letters is not inevitable. Although the Mass Media Bureau is, in theory, able to send out the letters on its own authority, the FCC has adopted a policy of not taking action on any indecency complaints without the go-ahead of the

chairman and a consensus of the other commissioners and the general counsel.

The FCC is being careful about which complaints it acts on and which it dismisses, since each action further defines for broadcasters what is acceptable and what is not. What it finds indecent in one case, it has said, it will find indecent in another.

During the 28 months of Dennis Patrick's just-ended chairmanship, the FCC acted against just one station—KZKC(TV) Kansas City, Mo.—for broadcasting indecent programming. (The FCC was later forced to vacate the \$2,000 fine it imposed on the station due to a related court action.) The Patrick commission also dismissed complaints against five stations in April 1988.

However, Patrick's successor, Alfred Sikes, signaled his intention to be far more aggressive in enforcing the anti-indecency statute by initiating action against three stations just three weeks after taking office. FCC Commissioners James Quello and Sherrie Marshall support a strong anti-indecency effort.

Each year, the FCC receives thousands of complaints about indecency and obscenity on radio and television. According to Roger Holberg, of the complaints and in-

vestigations branch of the Mass Media Bureau's enforcement division, the agency received 3,482 indecency complaints (2,424 by mail, 1,058 by telephone) during the year ending July 31, 1989. And that was an unusually light load, Holberg said. In prior years, he said, they have come in at the rate of about 6,000 per year.

However, over the past two years, the FCC complaints staff has found complaints against only 102 stations that possess the supporting documentation the agency has said it needs to pursue enforcement actions. The necessary documentation includes audio or videotapes or "substantial" transcripts of the allegedly objectionable programming and the time and date it was aired.

Because of a federal appeals court ruling, the FCC is currently blocked from taking enforcement actions against stations for programming aired at night. But it is, according to FCC lawyers, still free to act against daytime broadcasts.

Due to the daytime-only restriction, the FCC has set aside pending further legal action complaints against about 65 stations (mostly television) because the alleged violations occurred after 8 p.m.

After reviewing the complaints against

## BONNEVILLE INTERNATIONAL CORPORATION



### MISSION AND COMMITMENTS

We are committed to building our resource base and economic strength through skillful and profitable application of our human, financial, and technological resources.

**KAAM-AM**  
**KZPS-FM**  
Dallas  
**KBIG-FM**  
Los Angeles

**KIRO-TV**  
**KIRO-AM**  
**KSEA-FM**  
Seattle  
**KMBZ-AM**  
**KMBR-FM**  
Kansas City

**KOIT-FM**  
**KOIT-AM**  
San Francisco  
**KSL-TV**  
**KSL-AM**  
Salt Lake City  
**WNSR-FM**  
New York City  
**WTMX-FM**  
Chicago

**Bonneville Broadcasting System**  
Chicago  
**Bonneville Entertainment Company**  
Salt Lake City

**Bonneville Media Communications**  
Salt Lake City  
**Bonneville Telecommunications Company**  
Salt Lake City

**Bonneville Washington News Bureau**  
Washington, D.C.



**BONNEVILLE INTERNATIONAL CORPORATION**  
A Values-driven Communication Company

Bonneville's 1989 "Values Report" lists the community service efforts of Bonneville properties. For a copy of the report, call or write: Values, Bonneville International Corporation, Broadcast House, Salt Lake City, Utah 84110-1160; telephone 801-575-5690.



2 5 YEARS OF COMMUNITY SERVICE

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

# Broadcasting/Cable Yearbook '89

The standard of excellence from the company that sets the standards.



**Poised For The Future.**  
Listed on the American Stock Exchange.

RADIO TELEVISION CABLE SATELLITE

Radio  
Cable  
Television  
Satellites  
Technology  
Programing  
Professional Services  
Advertising & Marketing  
Associations  
Government  
And more!

**SAVE \$50**



While supplies last save \$50 off the \$115 cover price on the latest edition of the directory that has powered industry deals and decisions since 1935!

YES! I want the new 1989 Broadcasting/Cable Yearbook published in March 1989. Send me \_\_\_\_\_ copies at \$65 each (prepaid orders only-my payment is enclosed). (D.C. and California orders add 6% sales tax.)

Mail this form with payment to:  
Circulation Dept.  
Broadcasting Publications Inc.  
1705 De Sales St. NW  
Washington, DC 20036-4480

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Street Address \_\_\_\_\_  
Check here if home address   
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Check enclosed  
 Charge my:  VISA  MASTERCARD  
Card # \_\_\_\_\_  
Expires \_\_\_\_\_  
Signature \_\_\_\_\_

Order **TOLL-FREE** using **VISA** or **MASTERCARD**: 1-800-638-7827

nearly 40 stations for daytime broadcast, the FCC sources said, the Mass Media Bureau's enforcement division found 19 stations that it believed may have violated the law and should be subject to enforcement actions. The three stations to which the FCC sent inquiry letters Aug. 24—KSJO(FM) San Jose, Calif., WFBQ(FM) Indianapolis and WLUP(AM) Chicago—were culled from the 19.

The FCC complaints branch declines to identify the 16 stations that could draw its anti-indecency fire, but it is willing to open its files containing the documented complaints against the 102 stations. They are in a small office of the FCC official who keeps and initially reviews them, senior investigator Thomas Winkler.

The complaints in Winkler's office, which fill a file cabinet, a table top and several boxes, come from individuals and anti-indecency groups like Decency in Broadcasting, Morality in Media of Minnesota, National Federation of Decency and Donald Wildmon's American Family Association.

The following are some examples of the nearly 40 documented daytime complaints from which were drawn the three indecency actions, and from which will come the 16 potential new ones.

Many of the complaints involving daytime broadcasts are aimed at so-called shock jocks on radio stations. In a May 23, 1989, letter, Wildmon complained of the following morning broadcast: "Suddenly, they found that women were coming in and expressing...they wanted men who were

big...More, they discovered that size did make a difference to the vaginal opening, to their clitoral stimulation."

A New Jersey woman complained of hearing the following on Dec. 16, 1988: "We'll be right back after this with a hypnotized Bo and the guy who plays the piano with his penis...[and] more gay Christmas songs." Another morning show was cited for: "How old were you when you first touched a man's beehonkus?"

Some of the complaints were directed at the broadcast of records rather than the people who play them: Lou Reed's "Dirty

Boulevard," for example. The song contains the lines: "The TV whores are calling the cops out for a suck" and "Give me your tired, your poor. I'll piss on 'em."

News programming is not immune to complaints, as was the case with the airing of a portion of tape from a police wiretap: "Listen, I called your fucking house five times yesterday," according to a transcript of the broadcast on the wiretap recording. "Now if you want [unintelligible] fuck [unintelligible]. Now if you want to disregard my fucking phone calls, I'll blow you and the fucking house up." —HAJ

## Markey loses right-hand man

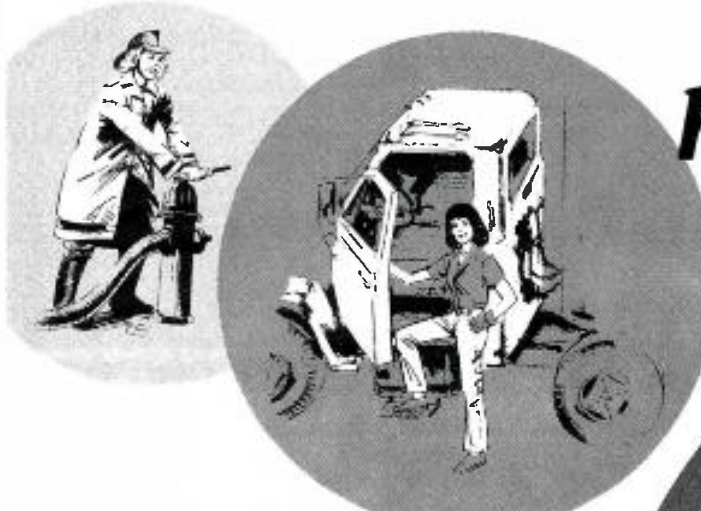
**House telcomsubcom chief counsel moves to private sector; will likely keep hand in telco matters**

The FCC doesn't have the only revolving door in Washington. There's one on Capitol Hill, too. Larry Sidman twirls through it this week.

Until last month, Sidman was chief counsel and staff director of the House Telecommunications and Finance Subcommittee. Now he's joining the Washington law firm of Verner, Liipfert Bernhard, McPherson & Hand (BROADCASTING, July 10). It's a familiar career path, taken in the past by William Diefenderfer (a former chief counsel for the Senate Commerce Committee, who formed his own lobbying firm,

Wunder & Diefenderfer, and then returned this year to a post at the Office of Management and Budget), Tom Ryan (who was chief counsel to House Energy and Commerce Committee Chairman John Dingell and is now a lobbyist with Wunder, Ryan, Cannon & Thelen), Paul Smith (former minority chief counsel and staff director for the House Energy and Commerce Committee; now with the law firm of Wiley, Rein & Fielding), and Mark MacCarthy (another Dingell aide who is now a Washington vice president for Capital Cities/ABC).

Sidman is not likely to fade from the telecommunications policymaking scene. He is reluctant to discuss who his future clients might be, although Verner, Liipfert already represents Bell Atlantic and Nynex.



### More Job Opportunity Means More Opportunity for Injury and Job Related Health Problems

More active and independent women should pay more attention to their health. But unfortunately many are not. They are taking on new opportunities with zest, but are overlooking the responsibilities that come with their expanded roles. The big threat is that their health may suffer.

Now, a public service radio and television campaign has been developed to show women how to improve their abilities and protect their health.

**ORDER NOW!**

# Women have come a long way!

EQUAL PAIN FOR EQUAL WORK

## Free!

60 SECOND AND 30 SECOND PUBLIC SERVICE SPOTS

TO: American Chiropractic Association 84/89-2  
1701 Clarendon Blvd.  
Arlington, VA 22209-2712

Please send me copies of "EQUAL PAIN FOR EQUAL WORK" public service spots for:

- Television (One 60 sec. & one 30 sec. spot on 1/4" videocassette)
- Radio (Six 60 sec. & six 30 sec. produced spots)

I understand the spots will be sent without cost or obligation.

Public Service Director \_\_\_\_\_

Station \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Please send me additional health campaigns that are available.



Larry Sidman

But he admits there is a "strong probability" that he will become involved in the debate concerning the modified final judgment that bars the Bell operating companies from offering information services and from manufacturing equipment.

He returns to the private sector after spending the last four and a half years in government. Since 1987, he has been running the Telecommunications Subcommittee, overseeing a staff of 17, handling hearings, drafting legislation and furthering the interests of its chairman, Massachusetts Democrat Ed Markey.

"This subcommittee has been the beneficiary of his hard work," said Markey, who singled out his long-time friend and em-

ploye at a subcommittee hearing held just prior to Sidman's departure. New Jersey Congressman Matthew Rinaldo, the ranking Republican on the subcommittee, was equally complimentary, praising Sidman for his sense of fair play.

According to communications lobbyists, Sidman was tough but fair and always willing to listen. Dedicated and smart, some sources think he will be a tough act to follow.

The 40-year-old Massachusetts native has known Markey since their law school days together (Markey was a year ahead of Sidman at Boston College); he also worked in the congressman's first campaign for a seat in the Massachusetts Legislature. It is a close bond, indeed, says one source; Sidman knew instinctively what Markey wanted to accomplish.

Prior to his Capitol Hill experiences, he worked in the Washington office of Fried, Frank, Shriver & Kampelman, (from 1974-1985) specializing in government contracts and litigation. In 1985, when Markey assumed the chairmanship of what was then the House Subcommittee on Energy Conservation and Power, he asked Sidman to serve as chief counsel and staff director. Two years later, when the lawmaker took over Telecommunications, he again wanted Sidman at his side.

He is "Mr. Insider," says Preston Padden, president of the Association of Independent Television Stations, who says Sidman deserves credit for skillfully negotiating a consensus between broadcasters and Action for Children's Television on

the children's TV advertising bill Congress passed last year but which was vetoed by President Reagan. The Insider Trading and Securities Fraud Enforcement Act of 1988 is another example of Sidman's handiwork.

Sidman relished the challenges brought before the subcommittee. He liked the idea of "developing a compromise which could bring people as diverse as [NAB President] Eddie Fritts and [ACT President] Peggy Charren together on a package which they could both support." Even when the children's bill encountered trouble in the Senate, Sidman was not discouraged. He believes that "if legislation doesn't have a few rocks on the road then it is not good legislation." —KM

## Syracuse Peace Council, others, petition Supreme Court for review of FCC's fairness doctrine decision

Petitioners assert that commission's striking of doctrine, upheld by appeals court, subverts public trustee model of broadcasting

Supporters of the fairness doctrine have told the Supreme Court that the FCC's decision in 1987 to repeal the doctrine does nothing less than subvert the public trustee model of broadcast regulation established by the Communications Act of 1934, and substitute for it a print model. The groups say they cannot conceive of a case "of greater importance" to the regulation of broadcasting, asserting that it reopens fundamental issues that had been regarded as settled by the Supreme Court in cases dating back to 1943.

The Syracuse Peace Council, which had initiated the case with a fairness complaint against Meredith Corp. and its WTVH(TV) Syracuse, and a number of allies, makes the argument in petitioning the Supreme Court to review the decision of the U.S. Court of Appeals affirming the commission's 1987 order repealing the doctrine that had been a staple of broadcast regulation since 1949.

But while the commission said the doctrine—requiring a balanced treatment of controversial issues of public importance—"chills" speech and thus violates the First Amendment, the appeals court's three-judge panel did not reach the constitutional issue. It said only that the commission's conclusion that the doctrine no longer serves the public interest is a policy judgment to which the court owes "great deference." And with one judge dissenting, the panel also upheld as reasonable the first prong of the doctrine, which requires broadcasters to present controversial issues of public importance. With the "chilling" effect of the second prong removed, the majority held, broadcasters would not be

*"There's time to do everything but*

**THINK!"**

*How often have you said it as  
deadline and management pressures mounted?*

We will pay you to take some time off to *THINK*, in an environment of Nobel Prize winners, world-class scholars, and the top professionals in public policy and journalism. Isn't it time to take that midcareer break and recharge your brain?

The *William Benton Fellowships in Broadcast Journalism* at the University of Chicago offer a 9-month academic program (with stipends normally equivalent to full salary) for TV and radio reporters, news executives, producers, writers, editors, and videographers. The program is supported by Encyclopaedia Britannica, Inc.

The *application deadline* for the 1990-91 program is February 1, 1990.

For more information, write:

Peter M. Herford, Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

**William Benton Fellowships in Broadcast Journalism  
The University of Chicago**

reluctant to provide an adequate amount of such programming.

Both the commission and the appeals court held, in effect, that the scarcity argument on which the regulation was based was obsolete. They cited the increase in the number of electronic media as supporting elimination of the doctrine. But the petitioners argue that the commission and the court had ignored the "continuing 'allocational' scarcity"—there are many more individuals interested in broadcasting than there are available frequencies.

The petitioners contend that neither the commission nor the appeals court considered the statutory scheme they say grows out of the concept of allocational scarcity. "Even more serious," they add, "is that in the final analysis the commission and the court below simply opt for the print regulatory model as preferable policy, and ignore the congressional policy." They say that "to protect the First Amendment rights" of those without direct access to radio frequencies, Congress mandated that the broadcaster receive only a short-term license and "serve the public in its administration of the frequency—to be a 'fiduciary' for its community." But that, the petitioners say, is changed under the commission's new approach, as affirmed by the appeals court. "The station is no longer a 'public trust'; it can be operated at the whim of the owner."

In addition, the petition says, if the doctrine can be jettisoned because it imposes "substantial burdens" on broadcasters' editorial discretion, so can other requirements imposed under the public trustee scheme, including equal time requirements for political candidates and reasonable access for candidates for federal office.

The petitioners also challenge the commission's authority to repeal the doctrine. The commission based its authority on a 1987 decision of the U.S. Court of Appeals in Washington holding that the doctrine is not statutorily required. But the petitioners contend that a number of previous court decisions held that Congress, in a 1959 amendment to the Communications Act, "codified the doctrine." The amendment—designed to liberalize the equal-time requirement—says that broadcasters are not relieved of "the obligation imposed upon them under this Act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

The petitioners say it may not be necessary for the Supreme Court to consider their petition. They note that the House Energy and Commerce Committee has included legislation in the budget reconciliation bill now moving through Congress that would write the fairness doctrine into law. The measure will be ready for the President's signature in early October. If the fairness provision survives the journey through Congress, the petitioners say, the legislation would render moot the need to consider their petition. Accordingly, they suggest that the court not consider the matter until mid-October. But if the legislation is not enacted, the petitioners say, "it would leave this most important legal issue solely for resolution by this court." —LZ

## **FCC procedures in Sonrise probe questioned by parties involved**

**Lawyer for several partnerships formed by Sonrise says they are being tarred with brush of Thomas Root controversy**

Federal Communications Commission hearing bureau chief Chuck Dziedzic denied last week that the FCC "is striking out at the easiest target" or is making the application process unduly difficult or expensive for FM radio partnerships originally formed by Sonrise Management Services, the Columbus, Ga.-based company now being investigated by the FCC for abuse of process (BROADCASTING, Aug. 14).

The charge that the Mass Media Bureau "is engaging in the type of trial by innuendo and surmise clearly prohibited by the Administrative Procedure Act and well-established FCC precedent" was leveled by Washington attorney Robyn Nietert, whose firm now represents five partnerships whose applications she said ought to be treated as separate from each other and from the practices of the company that originally formed them, Sonrise.

According to Nietert, at issue is the Mass Media Bureau's practice of now attaching real-party-in-interest, sham organization and cross-reporting issues to individual Sonrise-formed applications based upon no facts, she said, other than that each was formed by Sonrise. "It is clear," said a request for commission review of the bureau's actions filed by Nietert's firm in late July. "that the [Mass Media] Bureau is attempting to lump together all of the so-called 'Sonrise-affiliated' applicants."

Dziedzic declined comment beyond saying he "disagreed," and pointing toward the bureau's own explanation in each designation for hearing that Sonrise issues have been raised in other Sonrise-affiliated cases and that each of those had "dismissed its application rather than litigate the potentially disqualifying character issue."

That last statement, said Nietert, "is conclusory and simply untrue," since "it is impossible for the bureau to know why each of the listed applicants dismissed its application." In several cases among those dismissed, she said, reasons other than avoidance of litigating the real-party-in-interest issue have been documented.

"If the applicants were really in control" and in violation of limited partner status, Nietert said of allegations that Sonrise is an undisclosed real-party-in-interest that controls partnership decisions, "would they have allowed so many applications [55] to be dismissed" either by administrative law judges "because of failure to prosecute" or by the motion of their own attorney, Thomas Root, now well known nationally for his July 13 plane crash into the Atlantic Ocean.

Those Sonrise-formed applicants, she

# SOLD!

Jackson Investment Corporation, a subsidiary of MT Communications, Inc., Michael Thompson, President, has acquired WJWT-TV, Jackson, TN, from Golden Circle Broadcasting, Inc., Andrew Palmquist, President.

Brian E. Cobb  
Broker

A discreet, intelligent brokerage service with over \$550,000,000 in radio/television mergers and acquisitions.

CHARLES E. GIDDENS  
BRIAN E. COBB  
703-827-2727

RANDALL E. JEFFERY  
407-295-2572

ELLIOT B. EVERS  
415-391-4877

RADIO and TELEVISION BROKERAGE  
FINANCING · APPRAISALS



**MEDIA VENTURE  
PARTNERS**

WASHINGTON, DC  
ORLANDO  
SAN FRANCISCO

Subject to F.C.C. approval.

NAB Suite 1906, New Orleans Hilton  
appointments requested

# Changing Hands

CABLE

**WOFM(FM) Moyock, N.C. (Chesapeake, Va.)** □ sold by American Eagle Communications Inc. to Broomfield Communications Co. for \$3,075,000 ("In Brief," Aug. 28). **Seller** is headed by Joseph Kennedy, Michael Kromirs, James Hunt and James Reese, who have no other broadcast interests. **Buyer** is John Broomfield, former broadcaster. This is his first acquisition. WOFM is on 92.1 mhz with 1.7 kw and antenna 421 feet above average terrain. **Broker: Hickman Associates.**

**WMGR(AM)-WJAD-FM Bainbridge, Ga.** □ sold by Guardian Communications Inc. to Waldron Partners, LP, for \$3,000,000. **Seller** is headed by Leon A. Dunn Jr. Guardian also owns WRXR-AM-FM Aiken, S.C. **Buyer** is headed by H. Patrick Swygert and is also purchasing KVKI-AM-FM Shreveport, La., and KBFM-FM Edinburg, Tex.

Swygert, officer, director and sole voting shareholder of Waldron Broadcasting Co., is executive vice president of Temple University of the Commonwealth System of Higher Education, licensee of noncommercial WRTI(FM) Philadelphia and permittee of noncommercial WUCP(FM) Summerdale, Pa. WMGR(AM) is on 930 khz with 5 kw day and 500 w night. WJAD-FM is on 97.3 mhz with 100 kw and antenna 850 feet above average terrain. **Broker: H.B. LaRue.**

**KFRD-AM-FM Rosenberg, Tex.** □ sold by Fort Bend Broadcasting Co. to Spanish Aural Services Co. for \$650,000. **Seller** is headed by Jean E. Junker, who has no other broadcast interests. **Buyer** is headed by Roy E. Henderson. Spanish Aural Services Co. is permittee of CP for new FM at South Padre Island, Tex. Roy E. Henderson is permittee of CP for new FM at

Caldwell, Tex. KFRD is on 980 khz with 1 kw day. KFRD-FM is on 104.9 mhz with 3 kw and antenna 230 feet above average terrain.

**Cable systems serving Charma, Dulce and Tierra Amarilla, N.M.** □ Sold by C&D Cable TV to Red Rocks Cablevision. **Seller** is headed by Jay O'Neil, principal of Mission Cable, which serves about 50,000 subscribers. **Buyer** is part of Leonard Communications, headed by Roger Leonard, with systems in eight states serving 50,000 subscribers. Systems pass 1,232 homes, serving 947 basic and 377 pay-TV subscribers. **Broker: Daniels & Associates.**

**System serving West Yellowstone, Mont.** □ Sold by West Yellowstone Cablevision to Sterling Communications Inc. **Seller** is owned by John Sinclair, who has system in Arkansas. **Buyer** is headed by Paul Beckelheimer and is newly formed MSO. System serves 525 basic subscribers. **Broker: Daniels & Associates.**

For other proposed and approved sales see "For the Record," page 62.

said, "are pursuing every avenue including efforts to make Sonrise live up to its contract obligations," including commitments to pay applicant legal fees. Nietert said that she had declined to represent other Sonrise-formed partnerships, but not because any of them appeared illegitimate.

Arthur Belendiuk, whose law firm represents 35 applicants that have or will compete with Sonrise-formed applicants for new FM stations, praised the Mass Media Bureau's actions as "absolutely" serving to

streamline an appropriate, and inevitable, process. If the bureau were not adding the issue, he said, attorneys for competing applicants "would have to come in and raise these issues" themselves. "All they [Mass Media Bureau staff] are saying is that 'This issue has been raised in 10 cases by, say, eight different judges.' It is established practice at the FCC," he said, to raise a character or other issue in individual proceedings once it has been raised about an applicant in another proceeding.

The addition of the Sonrise real-party-in-interest issue in each pending case is also necessary, he said, because the FCC's separate investigation into allegations of abuse of process by Sonrise "only takes care of cases already dismissed." Although the results of that investigation could be turned over to the Justice Department for criminal prosecution of Sonrise, he said, the FCC would not have authority to use the results "to decide pending applications."

As for the innocence of Sonrise-formed

**ONE  
THOUSAND  
DAYS  
ONE  
BILLION  
DOLLARS**

**BLACKBURN & COMPANY**  
INCORPORATED

Media Brokers & Appraisers Since 1947

**NEW ORLEANS HILTON • SUITE 2229**  
**9:00 A.M.-8:00 P.M. THURSDAY & FRIDAY**  
**9:00 A.M.-12:00 NOON SATURDAY OR BY APPOINTMENT**

## Root on Sonrise

In an interview with BROADCASTING, Thomas Root, whose firm continues to represent the majority of Sonrise-formed applicants, said he had "pledged continuing cooperation" in securities investigations of Sonrise (see story, page 53) to North Carolina Secretary of State Rufus Edmisten, who was in Washington Aug. 21-24 to meet with securities officials from other states.

Root said he had been cooperating since submitting a deposition during a February visit with North Carolina officials. "We wanted the meeting" with Edmisten, he said, "because we were baffled" about reports that the focus of the investigation was Root himself.

Root declined to confirm or deny a *Washington Post* report that a grand jury had been called in Washington to investigate a charge that he or an associate had falsified an FAA clearance for an FM tower in Kirksville, Mo. Also, according to Root, reports that he was negotiating movie rights to his story were false and had grown out of a joke with a friend who coincidentally was called by the *Washington Post* while still under the impression that the joke was the truth.

applicants, said Belendiuk, "You can't cheat an honest man. Were these people duped? They were promised 15-to-one return [and] were looking to get something for nothing from the government and sell it. They knew, or should have known, what they were getting into. To the extent that they are innocent, let them collect from Sonrise."

Prosecution of Sonrise on securities fraud charges may prove one forum through which such collection might be made. A North Carolina securities official said that its investigation—now "in its latter stages"—of how Sonrise has marketed FM

radio partnerships had actually begun in February 1988, based not on investor complaints but on tips from competing applicants. Only "several" complaints had been received before Root's July 13 plane crash (BROADCASTING, July 17), after which complaints "increased dramatically." Keeping an investigation open without consumer complaints was "unusual," he said.

North Carolina, with an estimated 800 Sonrise investors raising more than \$7 million, accounts for "about 50%" of \$16 million raised by Sonrise overall, and also for about half the complaints received by 26

states, the official said, adding criminal and/or civil charges could be brought against Sonrise in state or federal court. "The focus is Sonrise," the official said, "although he [Root] is certainly part of the investigation."

Root concurred with Belendiuk on the apparent inevitability of the case-by-case approach to the real-party issue. "I can't see, based on what we have experienced, that [the success of Nietert's attempts to halt the bureau's addition of issues] would clear the way to any substantial degree. That doesn't mean," he said, "that it is not the best idea anybody has come up with." —PDL

## The Media

### Eastern Cable highlights issues from DBS to syndex

Show includes debate between TVRO and cable over pricing differences; agreement between two over telco entry

The relationship between the DBS and cable industries came into focus at the Community Antenna Television Association open forum at the Eastern Cable Show last week, where Chuck Hewitt, president of the Satellite Broadcasting & Communications Association, criticized the cable industry for anticompetitive programing practices, while backing the industry on such issues as telco entry and cable reregulation.

(Hewitt's appearance was partially timed to coincide with what he and CATA President Steve Effros anticipated might be an announcement by several major operators who are putting together plans for a Ku-band package of services, and Hewitt mentioned two dates, July 15 and Aug. 1, as possible announcement dates for the service.)

If such a package came to pass, it would provide a strong link between the satellite and cable industries, which up to now have had strained relations. Effros, for his part, said if such an MSO plan was announced, it would "create all sorts of havoc on Capitol Hill." Such a plan could be seen as circumventing copyright payments and syndex requirements for those signals, which would be bound to antagonize some on the Hill and at the Motion Picture Association of America, said Effros. An MSO source involved in the negotiations said there was never any timetable to announce such a service. The source said negotiations continue, but he said the service, if it comes to pass, could be explained in a way that would not cause problems for cable in Washington.)

Hewitt maintained that cable programers were placing the satellite industry at a disadvantage when, as per his example, TCI was paying \$1 per subscriber for Headline News for TVRO customers, but only 25 cents for Headline for cable subscribers. That forces the retail price of TVRO programing up, skewing the marketplace, said

Hewitt. Effros challenged that by saying the seller of a service has the right to set the price and the buyer can choose to accept or reject it.

Hewitt said that although there are satellite movie packagers, they are at a disadvantage in the marketplace because of the name recognition of HBO and Showtime. But Effros said the reason for that name recognition is a result of the cable indus-

try's efforts to create those trademarks. Effros also pointed out that despite the arguments on wholesale prices, the Stardust TVRO movie service's yearly fee is half that of Showtime.

Still, said Hewitt, "the perception is the cable industry is preventing the TVRO industry from growing because of the high pricing." And as cable draws increasing Capitol Hill scrutiny, programing availabil-

#### RADIO '89

Convention Headquarters

New Orleans Hilton

Suite 1029

Cecil L. Richards / Bruce A. Houston / Lee M. Hague

**CECIL L.  
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS  
TV CATV RADIO NEWSPAPERS

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

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

ity becomes an important issue, said Hewitt.

But Hewitt and SBCA are not supporting the third-party packaging bill introduced by Al Gore (D-Tenn.), because it also calls for cable reregulation and allowing the telcos to compete. "Telco is not the answer to anything," said Hewitt, and "we don't want to see cable reregulated." When cable prices go up, he said, "we do better." Gore may introduce a standalone third-party bill later this month, Hewitt said.

The TVRO industry may also face the same syndex dilemma cable now faces, as the FCC takes a look at applying the rule to the DBS industry. Hewitt said syndex for TVRO was infeasible. First, he said, the present technology cannot handle it. Second, he said, keeping up the requests on a national basis would be cost prohibitive. And third, he said, blackouts would encourage piracy, already the industry's number-one problem, he said. "We couldn't implement syndex," he said. The industry would stand to lose, or have deeply affected, 14 superstations now in satellite packages, he said. He called a study by broadcast associations purporting that syndex could be implemented in the TVRO market at a cost of \$5 per subscriber "fairly erroneous."

Hewitt said piracy continues to be the TVRO industry's biggest problem to the point that 70% of his association's resources go to that headache. He said piracy was running at 55% to 60% of all Videociphers shipped. "We know consumers who pay \$1,400 for [an illegal] box," said



SBCA's Chuck Hewitt

Hewitt, which is five to six years of programming costs. That consumer, he said, is one of the 500,000 he estimated will never accept paying a monthly fee for programming. The other 1.5 million dish owners would pay for programming, he believes.

The answer is not the creation of a technically pirate-proof system, he said, but one that will make it uneconomical for pirating to take place. If the piracy issue is solved, Hewitt said, "we would like to see Ku-band develop." He estimated that the per-home Ku-band cost would be between \$700 and \$800 per system.

And high-power C-band DBS will be here in 18 months, he said, capable of delivering programming to five-foot dishes at a cost of \$1,600 to \$1,700, a sharp reduc-



Cox's Jim Robbins

tion from today's \$2,500 prices.

To some extent, Hewitt said cable missed the boat on DBS, fighting it instead of helping the industry to grow. "Cable never should have been our opponents," he said. "They should have been in our game."

### MSO heads urge rate restraint, better customer service

The presidents of three large MSO's used a CEO forum at the Eastern Show to urge cable operators to clean up their act at a critical juncture in the history of the industry, when there is increased government scrutiny.

Jim Robbins, president of Cox Cable, said: "We've got to get our own house in order," specifically mentioning restraint on rate increases and improving customer service. The industry also "needs to provide its own image of where it's going to go," he said, and pointed to the telephone companies that are now getting involved in education and health care issues. "We must come up with a vision rooted in our past that we can share with local opinion leaders and Congress," said Robbins. Cable also needs to continue to work on exploding the telco myth, he added. He called their rhetoric and lobbying in Florida and California "stick-in-the-rate-base" planning, where the consumer will ultimately pay for expensive fiber plant.

Robert Miron, president of Newhouse Broadcasting and chairman of the NCTA, reiterated many of Robbins's comments. "We must practice moderation when it comes to rates," he said, and "we have to make quality customer service a top priority." Miron said corporate headquarters must allow the systems to spend the money. "We can't hide behind decentralization," he said. And cable needs to "continually practice the art of communication. We have to remind customers of the value of our service and publicize what we do in the community."

But, said Miron, cable needs to address customer service issues before any sort of national image campaign can be contemplated. "I don't believe we can paper over the poor customer service we provide," he said, with any national image campaign. As George Gillett told the Cable Television Administration and Marketing Society convention two weeks ago (BROADCASTING,

## —YOUR FINANCIAL CONCERNS— —ARE TOO IMPORTANT—

. . . too important to entrust to just any firm. With over 50 years of collective experience in valuation and appraisal matters, Harrison, Bond & Pecaro brings unequalled technical skills, market and station knowledge, and attention to detail to every project.

The most successful companies in the communications industry retain our services. For appraisals, expert testimony, and financial consulting, place your confidence in Harrison, Bond & Pecaro.

—HARRISON—  
—BOND &—  
—PECARO—

1815 H Street, NW • Suite 700 • Washington, DC 20006 • (202) 775-8870





TeleCable's Richard Roberts

Aug. 28), Miron said, cable has to recognize and fix its customer service problem, then it can promote the fact that the problem has been fixed. Robbins added that for any campaign to work, "90% of it has got to be local."

Miron called spiraling sports rights "one of the most explosive issues" for the industry, as cable operators get caught in the middle between "greedy sports owners" and competing programmers, some of whom act "irresponsibly." When wholesale rates are pushed up, it is reflected in the retail rates, he said.

On HDTV, TeleCable President Richard Roberts urged cable operators to assess their HDTV position and actively communicate those views to NCTA. Robbins said he returned from a recent trip to Japan and did not find evidence that there was a strong push among Japanese TV set manufacturers to flood the U.S. market with HDTV sets, an event many in the industry have anticipated.

MTV is now out in front in pushing for second set hookups for cable operators, and while some, including TCI, make free second set hookups standard operating procedure, other MSO's are reluctant to give up that revenue stream. Miron said it was a matter for each operator to decide. Roberts said he was not sure cable was creating value "by giving anything away."

On lifeline service, both Miron and Robbins said there is greater discussion than in

### NAB Reorganization

NAB is revamping its membership recruitment efforts by replacing five regional managers who visited prospects with a nine-person telemarketing office based at NAB Washington headquarters. The plan also includes a commitment by NAB's board members and staff to attend more meetings of state and regional broadcast associations. The NAB had announced earlier the firing of the regional managers. In other association news, NAB's executive committee authorized NAB President Eddie Fritts to review its standing committees to see which could be eliminated or consolidated and investigate assigning specific issues to ad hoc "task forces."

### Heavy hitters

Television's top executives will be in Washington this week (Sept. 6-7) as part of a by-invitation-only forum for group executives sponsored by the National Association of Broadcasters. Slated to speak at a Wednesday night dinner is Malcolm Forbes Jr., president and chief operating officer, Forbes Inc., and chairman of the Board for International Broadcasting. On Thursday, National Cable Television Association President James Mooney is slated to address the group. And there will also be presentations that morning by David Charlton, market development manager, Corning Inc., and John Abel, senior vice president, operations, NAB. Health and Human Services Secretary Louis Sullivan is the Thursday luncheon speaker.

the past on offering such services. Robbins said a Cox task force is looking into lifeline, and said it was "a fabulous opportunity to crack the nonsubs."

### Debating two sides of syndex

The Eastern Cable Show's panel on syndex didn't come up with any easy answers for cable operators, or broadcasters for that matter, but both sides got to hear first hand the problems and concerns each has on the issue.

John Serrao, Association of Independent Television Stations chairman and vice president and general manager of WATL(TV) Atlanta, told the cable operators how important exclusive programming is to his operation. Serrao said 40% to 60% of an independent's program costs go to programming. He said his group has turned around WATL, but not without a cost. He bought \$22 million worth of programming on top of the \$43 million worth that was already on the books when he purchased the station. He said the station's Sunday sign-on to sign-off numbers are second only to the market's CBS affiliate. Despite the strong showing, he said the station will lose \$4.5 million this year. Serrao said that although some say a broadcast station is a license to make money, it is also a "license to lose in many ways. A TV license is no guarantee you won't lose your shirt." Serrao said one share point can mean \$2.25 million to a broadcast station, thus making syndex an important issue.

Serrao said he has good relations with Atlanta area cable operators and he has provided air time for local cable GM's to explain syndex to their customers. He said he would recommend to INTV that it ask other INTV members to do the same.

CATA President Steve Effros rebutted Serrao on many points. As he and panel

moderator Paul Glist, an attorney with Cole, Raywid & Braverman, pointed out, syndex is a logistical nightmare for cable operators. Glist went so far as to point out several specific syndex situations that the FCC had not addressed in the rules.

Effros acknowledged the degree broadcasters pay for programming, but he countered that the delivery technology—the broadcast spectrum—is given to the broadcaster free of charge. If cable had not the need to invest in plant, it would be paying the same percentage of revenue on programming, he said. Effros also agreed that simultaneous carriage of the same programming could hurt broadcasters, but he said there is no evidence that the same program aired at 7 and 11 p.m. pulls any audience from one to another.

Effros also said broadcasters stand to lose on syndex, not only if regional stations are dropped, thus hurting the reach they have gained through cable, but also by what operators would put on instead—programming in which they would sell local ad avails.

The CATA president said the syndex case in the courts has a 50-50 chance of going through. "Do not assume there will be a stay or an elimination of the rules," he told operators. Effros said CATA had asked for a stay, but a stay that would give cable an additional four months before final implementation, no matter which direction the court decides. There is not a high likelihood of success for that specific type of stay request, Effros said.

Some of the frustration operators feel was evidenced by a comment from the audience. A cable operator said he was going to put the number of the local broadcaster requesting syndex up on the screen when programming had to be blacked out. Effros said he did not recommend that as a long-term solution. —MS

### FIRST COMMUNICATIONS CAPITAL

Over \$120 Million in Financing  
Commitments Raised in 1988.

Senior Debt  
Mezzanine Financing  
Equity

Communications finance specialists with expertise in raising and structuring private capital for refinancings, acquisitions and expansion.

Laurie-Jo Straty, Managing Partner  
Amanda P. Sullivan, Vice President  
(214) 651-1007

## Murdoch pitches marketplace model for British TV

**Media mogul challenges claim that protected system produces higher quality programing**

Rupert Murdoch, whose launch of four satellite TV channels in the UK last February doubled viewer choice there overnight, used a speech at the annual Television Festival in Edinburgh, Scotland, in late August to attack the British system of television duopoly, defend the American TV model and espouse his vision of a market-driven media industry.

Murdoch also denied charges by rivals that his News International Corp., whose British newspapers capture 24% of UK readership, was building its publishing and TV interests into his own media monopoly.

The media mogul challenged the supposition that Britain's TV system, with its publically funded noncommercial monopoly BBC and protected commercial monopoly Independent TV, produced high quality TV. "Much of what is claimed to be quality television here is no more than the parading of the prejudices and interests of the like-minded people who currently control British television," said Murdoch.

He added: "The troughs of British television, such as much of the variety, situation comedies, sporting coverage and other popular fare, are not particularly special by international standards.... The British top-10 is dominated by several mundane, low-budget soaps, both home-made and imported."

Murdoch praised a recent move in Britain toward a more commercially competitive media model. "We began this decade with television in the hands of two powerful groups which shared the same values and objectives; we start the new decade with the possibility of enormous diversity, with monopoly control blown apart by market forces."

He cited the American TV system as the best example of a market-led television system, offering choice and diversity at a reasonable price, with its most-watched programs in the U.S. "far more impressive" than the most-watched shows in Britain.

"I watch television regularly on both sides of the Atlantic. When there were only four channels on this side [the UK], I was regularly frustrated by the lack of choice, and given the quality of much of the prime

time programing, it was always difficult to believe that I was tuning in to a cultural citadel which had to be preserved at all costs," he said.

But Murdoch explained that the British model did not have to be changed completely. "In a market-led system there is still room for a public service element to provide programing that the market might not provide," said the executive. "What I am arguing for is a move from the current system of public broadcasting, in which market considerations are marginal, to a market system in which public broadcasting would be part of the market mix but in no way dominate the output the way it does at present."

In defending his own growing media empire, Murdoch told the audience: "We see ourselves as destroyers of monopoly power and as creators of choice." He noted that "even by the time Sky is in several million British homes and becomes a commercial success, it has no prospect of dominating the medium."

In fact, said Murdoch, Sky has "paved the way" for competitors in new media by investing in the building of a UK satellite viewership. "We are opening the door for other organizations to seize the opportunities to become national broadcasters at a fraction of our cost." —AAG

## 1989 means opportunity. CEA means business.



\*subject to FCC approval

We're specialists in investment banking, brokerage and financial services for the broadcast industry.

Come visit our experts: Don Russell, Kathy Marien, Tim Menowsky, Glenn Serafin, Jeanette Tully, David Unger, Jay Goodwin and Brayton Johnson.

**Radio '89**  
New Orleans Hilton  
Suite #2243  
(504) 561-0500

Call ahead for a confidential appointment: (813) 222-8844.

CEA is a member of the National Association of Securities Dealers, Inc. and its professional associates are registered with the NASD. Member SIPC.



**COMMUNICATIONS  
EQUITY  
ASSOCIATES**

## Panamsat says France Telecom is blocking its entry to market

**Letters of complaint to government agencies may be making headway**

Pan American Satellite and France Telecom are engaging in a private and public battle over PAS's allegation that the French PTT (the office of Post, Telegraph and Telephone which runs the country's telecommunications industry) is actively attempting to block the American satellite company's efforts to serve customers in France.

Within the past two weeks, PAS letters of complaint to various government agencies appeared to be having an effect. J. Michael Farren, the Commerce Department's undersecretary for international trade, and James M. Murphy Jr., of the Office of the U.S. Trade Representative—he is the assistant for Europe and the Mediterranean area—wrote to PAS's counsel, expressing concern over PAS's allegations and promising to take them up with France Telecom and the French government.

...service from the United States to  
 and conditions to which the French initially  
 committed and would seem to constitute a  
 barrier to market access," Murphy wrote.  
 Both letters were made public by PAS's  
 Washington attorney, Henry Goldberg, of  
 Goldberg and Spector.  
 Within days, France Telecom's Wash-  
 ington counsel, William L. Fishman, of  
 Sullivan & Worcester, had written to U.S.  
 Trade Representative Carla Hills, and made  
 copy available to the press. "France Tele-  
 com is not now, and never has been 'hos-  
 pitable' to PAS," said Fishman. "France Tele-  
 com merely desires to enter arrangements  
 with other international companies that  
 once an act...

...com "has been actively discouraging po-  
 tential users of the PAS system and  
 otherwise doing all that it can, both official-  
 ly and unofficially, to keep PAS out of  
 France" (BROADCASTING, Aug. 14).  
 Last week, Goldberg's partner, Philip  
 Spector, was not impressed by the France  
 Telecom response. "What we told the gov-

ernment [in the Aug. 4 letter] still stands,"  
 he said. "France Telecom is not responding  
 to specific allegations. They say only they  
 are willing to work with PAS. We question  
 that, given their past performance.... We're  
 happy when they talk about a willingness to  
 work with us on getting an agreement. But  
 they said that a year ago."  
 —LZ

## Playboy TV goes after foreign market

**New Alta Loma division product to be distributed in-house to broadcasters abroad; domestic distribution will come later**

Alta Loma Productions, the 14-month-old production arm of Playboy Enterprises, is getting into international broadcast television distribution. The company, formed to move Playboy into the television production business, will distribute overseas *Playboy Late Night* (26-episode, best-of compilation) and *Playboy To...* (the working title of the show, development). A third program, *After a half-hour late fringe strip currently distributed on business, will distribute Worldvision and abroad by Worldvision which is a partner in After distribution rights for the life*

1990, is strictly a cash sale, as will be *Playboy Goes To...*  
 Schwartz says domestic broadcast distribution is still in the future. "We're not concentrating on that [domestic distribution]. Eventually, yes. Right now, we're gearing up for foreign."  
 The motivation for getting into the distribution business, he says, "is 40 cents on the dollar," adding a distributor usually takes each dollar of revenue a show makes. *Playboy Late Night* consists of 26 one-hour episodes. Schwartz said Susan Eaton, senior vice president, international, Playboy Video Entertainment Group, who handles all the overseas home-video deals for Playboy Enterprises, will now also distribute product for broadcast outlets.  
 The second project, *Playboy Goes To...*, for which a pilot is being developed, is expected to get its launch at MIPCOM in April. The half-hour series will travel to popular cities and show viewers interesting areas and nightspots. "This show will have

...subsidiary  
 ...company  
 ...WUA  
 ...rica  
 ...ill

...ex

...ocke  
 ...ownership  
 ...available for

One is right in the middle.  
 But...  
 ...ally important one is the one you  
 ...ver notice.  
 ...in a circle—like the one you see at  
 ...his ad—that tells you that Xerox is a  
 mark.  
 ...that our name—which is also  
 ...uld only be used in connection  
 ...services of our corporation.  
 ...in Xerox copiers to  
 ters.

# in Xerox

XEROX

So as you can see, our trademark is valuable.  
 To us. And to you, too.  
 Because it ensures that when you ask for something you can be sure of what you're going to get.  
 Of course, we don't expect you to use the second thing every time you use our name.  
 But we do hope you'll give it a second thought.  
**Team Xerox. We document it.**  
 XEROX is a trademark of XEROX CORPORATION

a lot of opportunities, because the material will have the look and feel of a Playboy production, in the way of production values, but it won't be R-rated material," said Schwartz. He also said the show could make its way into domestic syndication, and acknowledged that if it does, it would be a good companion for *After Hours*, Alta Loma's first production, which has cleared on 113 stations, and makes its debut on Sept. 18.

Following up the production of *After Hours*, which attracted a lot of station attention at NATPE, Schwartz said the company is now developing three more shows for syndication. One is a late night half-hour strip that Schwartz described as a dance show. Another, also a half-hour strip, but for access, is a fast-paced comedy, with more elements than a typical stand-up comic series. Schwartz said the third show is only in the idea stage.

Schwartz also said the company is looking to eventually get into the movie arena, producing for pay per view, home video, cable, overseas and syndication.

-SC

## Distant Signals

Program producer and distributor **Reeves Communications Corp.** has reported \$100 million buyout bid from British broadcaster and producer Thames. Asked about the Thames offer, Reeves President Merrill Grant said: "There have been discussions going on.... We're really in a position where we can't comment." Thames also confirmed the discussions.

The buyout would presumably help Thames diversify its base in the face of complex regulatory changes in British television that will force commercial broadcasters to bid competitively for, and perhaps lose, their regional broadcast franchises.

Reeves produces a range of network, syndicated and cable shows, although for the nine months ended March 31, it reported a net loss of \$2.8 million, compared to a profit of \$4.4 million, down 14% from the corresponding period one year earlier.

Among Reeves' shows are *The Home Show* for ABC, executive produced by Woody Fraser, who has produced other reality-based programming in association with Reeves, including *Incredible Sunday*. Other Reeves shows include the sitcom *Doctor, Doctor*, which appeared on CBS this summer and has been given a 13-episode offer by the network for this season. Reeves also has a go-ahead to produce a pilot for Nickelodeon, *Wild and Crazy Kids*, according to Grant. Reeves will be producing 13 half-hour reality-based adventure show, *Witness to Survival*, for international distribution with the advertising support of the Mars candy company, he said. Reeves-produced shows now in syndication include *Gimme A Break* and *Kate & Allie*.

## Business

# Proxy statement details sale of MGM/UA

**According to filing, Fox almost bought film operations; television production operation and library are still on block**

Twentieth Century Fox came close to buying the motion picture operations of MGM/UA Communications Co., according to the proxy statement filed by MGM/UA for its shareholder meeting later this month. Fox, a subsidiary of News Corp., narrowly beaten out by the Qintex Group, another Australia-based media empire, which plans to complete the purchase of MGM/UA by September. MGM/UA's television production operation and television library, which were put on the market before the auction for the film operations, are still up for sale, the proxy disclosed.

In other news about Qintex's acquisition of MGM/UA, Qintex was negotiating with approximately 20 investors to raise \$500 million to purchase the company.

Qintex will operate the MGM/UA motion picture business for the next 12 months, with about \$600 million in cash for the MGM/UA acquisition, said in April that it expected half of that money to be in the form of debt and half in equity. The company said last month the majority share of the placement would come through the private placement of common and preferred stock from either Europe or Japan.

Qintex also said it was talking to were changing the structure of the proposed acquisition. Under the new plans, MGM/UA use it foresaw

possible antitrust objections in a merger with another Hollywood major. Merrill Lynch, the company that MGM/UA hired to conduct the sale, contacted 54 individuals and corporations deemed to be potentially interested in motion picture assets. Of these, 15 were from the U.S., 15 were from other countries and seven were from overseas.

Thirty-five million in cash for the motion picture business, with the television operation, will be sold for the MGM/UA acquisition, said in April that it expected half of that money to be in the form of debt and half in equity. The company said last month the majority share of the placement would come through the private placement of common and preferred stock from either Europe or Japan.

Qintex also said it was talking to were changing the structure of the proposed acquisition. Under the new plans, MGM/UA use it foresaw

Group is led by former King World COO Stuart Hersch, who is to help with Wall Street acquisitions, domestic and international.

A group of investors, including World Product, an agency, and other investors, are expected to acquire the television production operation and library.

comment and Kushner-Locke officials declined to reveal the size of the group investment or who else in the group invested in the publicly held production company.

Hersch will join the Los Angeles company's board of directors. Co-Chairman Donald Kushner says Hersch "will help our company," Street [traded on NASDAQ], acquisitions and domestic distribution. Kushner also emphasized: "We are going to expand our production and eventually hope to distribute all of our own product."

A spokesman for Kushner-Locke said the deal evolved over a one-year period and that Hersch has been "focusing a major amount of time" in helping Kushner-Locke better its position in the New York stock

market. The company's success in the world in 1983, when it was a small company, and thereafter, distributor's successful subsequent offerings through the company's resigning from King World in 1985. Hersch was part of the management team that launched the top-rated syndicated programs *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show*.

"His [Hersch's] sense of the marketplace will greatly assist us in identifying other small and medium-sized independent companies that are interested in becoming more competitive," said Kushner, who declined to elaborate on how much of an increased interest Hersch's group could purchase in the future.

Kushner-Locke is currently producing the first-run HBO series *1st and 10*, going into its fifth season on the premium cable service. Kushner said the show has already received a firm commitment for 15 episodes for the 1990-91 season. Counting next season's episodes, Kushner says he will have a "firm commitment" for approximately 80 installments of *1st and 10* to be available for the syndicated market in 1990-91.

Other shows K-L has produced include the half-hour game show *Relatively Speaking* and the 30-minute cartoon series *The Spiral Zone*, both of which are finishing runs in syndication. Kushner-Locke at one time produced the half-hour strip *Divorce Court*, but Kushner says the company has now assumed a consulting role on the show. —MF

## Bottom Line

**Takeover fallout.** Securities and Exchange Commission is investigating sales of stock warrants issued in Kohlberg Kravis Roberts's 1985 buyout of Storer Communications, according to reports originally published in *The Wall Street Journal*. Certain mutual fund managers who bought debt securities of holding company SCI Holdings from Drexel Burnham Lambert may have bought warrants for personal accounts in equivalent of kickback, according to reports. Forty percent of warrants may have gone to minor children of Michael Milken, Drexel junk bond chief at time. Profits for warrant buyers were large, according to sources. Calling leaks "unfair and irresponsible," Milken spokesperson said, "the facts will show that Michael Milken has done absolutely nothing wrong." Storer was MSO and TV group owner.

□

**Resolution.** Capital Cities/ABC signed contract agreement with National Association of Broadcast Employees and Technicians ending six months of negotiations. Four-year contract, which took effect last Aug. 26, provides for first-year ratification bonus of 6.1%-7%; 3% raises in second and third years, and 4% increase in fourth year. Company said agreement, covering roughly 2,500 employees, provides "an enhanced ability to acquire and originate live and taped sports, news and entertainment programming, broader and more flexible daily employment rights, increased electronic newsroom capabilities, the elimination of operational jurisdiction at the company's radio stations and radio networks, increased flexibility to overcome a number of restrictive work rules and practices and medical plan cost containments."

# Society BANK

## Lending To Radio Broadcasters Since 1941.

### Society National Bank Cleveland, Ohio

Visit us during the NAB Radio Convention at our Hilton Hotel Hospitality Suite, or call us in New Orleans during the convention at (504) 561-0500 for an appointment.

Chuck Coon  
Vice President & Manager

SOCIETY NATIONAL BANK  
Communications Lending Division  
(216) 689-5786

# For the Record

As compiled by BROADCASTING from Aug. 24 through Aug. 30 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m.—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

## Ownership Changes

- WACT-AM-FM Tuscaloosa, AL (AM: BTC890807ED; 1420 khz; 5 kw-D; FM: BTCH890807EE; 105.5 mhz; 1.5 kw; ant. 400 ft.)—Seeks assignment of license from New South Radio Inc. to Taylor Broadcasting for \$2,250,000 ("Changing Hands," Aug. 14). Seller is headed by Clyde Price, and has no other broadcast interests. Buyer is headed by Stephen J. Taylor, and also owns WKS(FM) New Bern, S.C., and WTLZ(FM) Saginaw, MI. Filed Aug. 7.
- KCIN(AM) Victorville and KATJ(FM) George, both California (AM: BAL890807EF; 1590 khz; 500 w-D;

FM: BAPH890807EG; 100.7 mhz; 0.085 kw; ant. 472 ft.)—Seeks assignment of license from Sid King and Crown Broadcasting to Victor Valley Broadcasting for \$1,360,000 ("Changing Hands," Aug. 21). Seller is headed by Sid King, who has no other broadcast interests. Buyer is headed by Kenneth Devine, Peter Trosclair and John Binsfeld. They have no other broadcast interests. Filed Aug. 7.

- WPGX-TV Panama City, FL (TEMP890811; ch. 28; 501 kw-V; ant. 439 ft.)—Seeks assignment of license from WMJZ-TV Inc. to Newsouth Panama City Inc. for \$950,000. Seller is headed by Raymond James Brokerage House. Buyer is headed by Timothy S. Brumlik, who has interest in WTSG-TV Albany, GA. Filed Aug. 11.

- WMGR(AM)-WJAD-FM Bainbridge, GA (AM: BAL890809GH; 930 khz; 5 kw-D; 500 w-N; FM: BALH890809GI; 97.3 mhz; 100 kw; ant. 850 ft.)—Seeks assignment of license from Guardian Communications Inc. to Waldron Partners LP for \$3,000,000. Seller is headed by Leon A. Dunn Jr. Guardian also owns WRXR-AM-FM Aiken, S.C. Buyer is headed by H. Patrick Swygert, and is also purchasing KVKI-AM-FM Shreveport, LA, and KBFM-FM Edinburg, TX. Swygert, officer, director and sole voting shareholder of Waldron Broadcasting Co., is executive vice president of Temple University of Commonwealth System of Higher Education, licensee of non-commercial educational FM station WRTI Philadelphia, PA, and permittee of non-commercial educational FM station WUCP Summerdale, PA.

- WDSU-TV New Orleans, LA (TEMP890811; ch. 6; 100 kw-V; ant. 930 ft.)—Seeks assignment of license from Cosmos Broadcasting Corp. to Pulitzer Broadcasting Co. for \$46,800,000 ("In Brief," July 31). Seller is headed by James Seferi. Cosmos also owns KAIT-TV Jonesboro, AR; WFIE-TV Evansville, ID; WAVE-TV Louisville, KY; KPLC-TV Lake Charles, LA; WTOL-TV Toledo, OH; and WIS-TV Columbia, SC. Buyer is headed by Joseph Pulit-

zer Jr., and owns KTAR(AM) and KKLT(FM) Phoenix, AZ; WLKY-TV Louisville, KY; KETV(TV) Omaha, NE; KOAT-TV Albuquerque, NM; WXII(TV) Winston-Salem, NC; WGAL-TV Lancaster, PA; and WYFF-TV Greenville, SC. Filed Aug. 11.

- KTGR(AM)-KCMQ(FM) Columbia, MO (AM: BAL890811EA; 1580 khz; 250 w-D; FM: BALH890811EB; 96.7 mhz; 3 kw; ant. 155 ft.)—Seeks assignment of license from Donald W. Boyles, receiver to Desnick Broadcasting Co. for \$2,150,000 ("Changing Hands," Aug. 21). Seller has no other broadcast interests. Buyer is headed by Harvey L. Desnick. Desnick Broadcasting Co. is licensee of WCCY(AM)-WHUH(FM) Houghton, MI. Harvey Desnick and Susan Desnick, principals of assignee, are husband and wife. Filed Aug. 11.

- WXKK-FM Newport, NH (BALH890810GL; 101.7 mhz; 3 kw; ant. 2,006 ft.)—Seeks assignment of license from The Radioactive Group Inc. to Mountain View Broadcasting Inc. for \$2,000,000 ("Changing Hands," Aug. 28). Seller is headed by Bruce Lyons, and owns one AM and three FM's and has CP for WSNQ-FM Danville, VT. Buyer is headed by Robert C. Frisch, former VP and general manager of WCIB(FM) Falmouth, MA. He has no other broadcast interests. Filed Aug. 10.

- WGMF(AM) Watkins Glen, NY (AM: BAL890725EB; 1500 khz; 1 kw-D)—Seeks assignment of license from Twin Tiers Communications Corp. to Northeastern Broadcasting Inc. for \$400,000 ("Changing Hands," Aug. 7). Seller is headed by Thomas and Marian Haight (husband and wife), and has no other broadcast interests. Buyer is owned by Edward M. Valenta and Edward Guy Nichols, who have no other broadcast interests. Filed July 25.

- KZZB-AM-FM Beaumont, TX (AM: BAL890807EA; 990 khz; 1 kw-U, DA-1; FM: BALH890807EB; 95.1 mhz; 100kw; ant. 500 ft.)—Seeks assignment of license from Triplex Communications Inc. to Design Media Inc. for \$2,100,000 ("Changing Hands," Aug. 21). Seller is headed by Jerry Condra, who has no other broadcast interests. Buyer is headed by John Thomas and Leonard Bolton. Design Media Inc., is licensee of WKEU-AM-FM Griffin, GA, and WQIS(AM)-WNSL(FM) Laurel, MS. Filed Aug. 7.

- KFRD-AM-FM Rosenberg, TX (AM: BTC890808EC; 980 khz; 1 kw-D; FM: BTCH890808ED; 104.9 mhz; 3 kw; ant. 230 ft.)—Seeks assignment of license from Fort Bend Broadcasting Co. to Spanish Aural Services Co. for \$650,000. Seller is headed by Jean E. Junker, who has no other broadcast interests. Buyer is headed by Roy E. Henderson, Spanish Aural Services Co., is permittee of CP for new FM at South Padre Island, TX. Roy E. Henderson is permittee of CP for new FM at Caldwell, TX. Filed Aug. 8.


- WBTQ-FM Buckhannon, WV (BALH890810GM; 93.5 mhz; 3 kw; ant. 218 ft.)—Seeks assignment of license from Cat Radio Inc. to Harlynn Inc. for no financial consideration. Seller is headed by Richard R. Green. Cat also owns WBUC(AM) Buckhannon. Buyer is headed by Art Rogers and Mary Alessio, who have no other broadcast interests. Filed Aug. 10.

## Actions

- KCTT(FM) Yellville, AR (BALH890530HL; 97.7 mhz; 2.45 kw; ant. 328 ft.)—Granted app. of assignment of license from Scott Miller to A & J Broadcasting Company for forgiveness of debt. Seller is owned by Scott Miller who also owns KCTT(AM). Buyer is owned by Jessie F. Adams and John C. Adams, who have no other broadcast interests. Oral agreement between Miller and Jessie and John Adams is that Miller is voluntarily transferring KCTT-FM license to Jessie and John Adams in consideration of Miller's equipment debt existing from previous business interests. Action Aug. 15.

- KLZZ Los Osos-Baywood Par. CA (BALH890309HQ; 101.3 mhz; 4.79 kw; ant. 1,506 ft.)—Granted app. of assignment of license from Diaz Broadcasting Co. to Stratosphere Broadcasting LP for \$1,300,000. Seller is owned by Eduardo Diaz, who has no other broadcast interests. Buyer is owned by Stratosphere Broadcasting Corp., general partner 1%; Clifford Bumstein, limited partner 49.5%, and Peter Mensch, limited partner 49.5%. Action Aug. 11.

- WPBF-TV Tequesta, FL (BTCCT890628KF; ch. 25; 5000 kw-vis; 1,420 ft.)—Granted app. of assignment of license from Brenda Skipper and Silvia Salinas to Alan Potamkin for \$5,000. Brenda Skipper and Silvia Salinas



## The Performance Continues

### First 6 months—1989

<p><small>The advertisement appears as a portion of a credit card</small></p> <p><b>\$4,343,340</b></p> <p><b>SECURED TERM LOAN</b></p> <p><b>FOR</b></p> <p><b>WTVT, INC.</b></p> <p><small>LEASING CORPORATION OF HUNTSVILLE, INC.</small></p> <p><small>in the city of</small></p> <p><b>WVLS-TV / PITTSBURGH, PA</b></p> <p><small>for the acquisition of</small></p> <p><b>KLTV-TV / FLORENCE, NC</b></p> <p><small>(KOCG-TV) / ST. LOUIS, MO</small></p> <p><small>held provided by</small></p> <p><b>PACIFICORP Credit, Inc.</b></p> <p><small>Member of Pacific Financial Services Company</small></p> <p><small>Media Finance Group</small></p> <p><small>ATLANTA (404) 393-2310 LOS ANGELES (818) 596-2114</small></p>	<p><small>The advertisement appears as a portion of a credit card</small></p> <p><b>\$4,343,340</b></p> <p><b>SECURED TERM LOAN</b></p> <p><b>FOR</b></p> <p><b>WTVT, INC.</b></p> <p><small>LEASING CORPORATION OF HUNTSVILLE, INC.</small></p> <p><small>in the city of</small></p> <p><b>WVLS-TV / PITTSBURGH, PA</b></p> <p><small>for the acquisition of</small></p> <p><b>KLTV-TV / FLORENCE, NC</b></p> <p><small>(KOCG-TV) / ST. LOUIS, MO</small></p> <p><small>held provided by</small></p> <p><b>PACIFICORP Credit, Inc.</b></p> <p><small>Member of Pacific Financial Services Company</small></p> <p><small>Media Finance Group</small></p> <p><small>ATLANTA (404) 393-2310 LOS ANGELES (818) 596-2114</small></p>	<p><small>The advertisement appears as a portion of a credit card</small></p> <p><b>\$4,343,340</b></p> <p><b>SECURED TERM LOAN</b></p> <p><b>FOR</b></p> <p><b>WTVT, INC.</b></p> <p><small>LEASING CORPORATION OF HUNTSVILLE, INC.</small></p> <p><small>in the city of</small></p> <p><b>WVLS-TV / PITTSBURGH, PA</b></p> <p><small>for the acquisition of</small></p> <p><b>KLTV-TV / FLORENCE, NC</b></p> <p><small>(KOCG-TV) / ST. LOUIS, MO</small></p> <p><small>held provided by</small></p> <p><b>PACIFICORP Credit, Inc.</b></p> <p><small>Member of Pacific Financial Services Company</small></p> <p><small>Media Finance Group</small></p> <p><small>ATLANTA (404) 393-2310 LOS ANGELES (818) 596-2114</small></p>
<p><small>The advertisement appears as a portion of a credit card</small></p> <p><b>\$3,000,000</b></p> <p><b>SECURED TERM LOAN</b></p> <p><b>FOR</b></p> <p><b>WTVT, INC.</b></p> <p><small>LEASING CORPORATION OF HUNTSVILLE, INC.</small></p> <p><small>in the city of</small></p> <p><b>WVLS-TV / PITTSBURGH, PA</b></p> <p><small>for the acquisition of</small></p> <p><b>KLTV-TV / FLORENCE, NC</b></p> <p><small>(KOCG-TV) / ST. LOUIS, MO</small></p> <p><small>held provided by</small></p> <p><b>PACIFICORP Credit, Inc.</b></p> <p><small>Member of Pacific Financial Services Company</small></p> <p><small>Media Finance Group</small></p> <p><small>ATLANTA (404) 393-2310 LOS ANGELES (818) 596-2114</small></p>	<p><small>The advertisement appears as a portion of a credit card</small></p> <p><b>\$3,000,000</b></p> <p><b>SECURED TERM LOAN</b></p> <p><b>FOR</b></p> <p><b>WTVT, INC.</b></p> <p><small>LEASING CORPORATION OF HUNTSVILLE, INC.</small></p> <p><small>in the city of</small></p> <p><b>WVLS-TV / PITTSBURGH, PA</b></p> <p><small>for the acquisition of</small></p> <p><b>KLTV-TV / FLORENCE, NC</b></p> <p><small>(KOCG-TV) / ST. LOUIS, MO</small></p> <p><small>held provided by</small></p> <p><b>PACIFICORP Credit, Inc.</b></p> <p><small>Member of Pacific Financial Services Company</small></p> <p><small>Media Finance Group</small></p> <p><small>ATLANTA (404) 393-2310 LOS ANGELES (818) 596-2114</small></p>	<p><small>The advertisement appears as a portion of a credit card</small></p> <p><b>\$3,000,000</b></p> <p><b>SECURED TERM LOAN</b></p> <p><b>FOR</b></p> <p><b>WTVT, INC.</b></p> <p><small>LEASING CORPORATION OF HUNTSVILLE, INC.</small></p> <p><small>in the city of</small></p> <p><b>WVLS-TV / PITTSBURGH, PA</b></p> <p><small>for the acquisition of</small></p> <p><b>KLTV-TV / FLORENCE, NC</b></p> <p><small>(KOCG-TV) / ST. LOUIS, MO</small></p> <p><small>held provided by</small></p> <p><b>PACIFICORP Credit, Inc.</b></p> <p><small>Member of Pacific Financial Services Company</small></p> <p><small>Media Finance Group</small></p> <p><small>ATLANTA (404) 393-2310 LOS ANGELES (818) 596-2114</small></p>
<p><small>The advertisement appears as a portion of a credit card</small></p> <p><b>\$3,000,000</b></p> <p><b>SECURED TERM LOAN</b></p> <p><b>FOR</b></p> <p><b>WTVT, INC.</b></p> <p><small>LEASING CORPORATION OF HUNTSVILLE, INC.</small></p> <p><small>in the city of</small></p> <p><b>WVLS-TV / PITTSBURGH, PA</b></p> <p><small>for the acquisition of</small></p> <p><b>KLTV-TV / FLORENCE, NC</b></p> <p><small>(KOCG-TV) / ST. LOUIS, MO</small></p> <p><small>held provided by</small></p> <p><b>PACIFICORP Credit, Inc.</b></p> <p><small>Member of Pacific Financial Services Company</small></p> <p><small>Media Finance Group</small></p> <p><small>ATLANTA (404) 393-2310 LOS ANGELES (818) 596-2114</small></p>	<p><small>The advertisement appears as a portion of a credit card</small></p> <p><b>\$3,000,000</b></p> <p><b>SECURED TERM LOAN</b></p> <p><b>FOR</b></p> <p><b>WTVT, INC.</b></p> <p><small>LEASING CORPORATION OF HUNTSVILLE, INC.</small></p> <p><small>in the city of</small></p> <p><b>WVLS-TV / PITTSBURGH, PA</b></p> <p><small>for the acquisition of</small></p> <p><b>KLTV-TV / FLORENCE, NC</b></p> <p><small>(KOCG-TV) / ST. LOUIS, MO</small></p> <p><small>held provided by</small></p> <p><b>PACIFICORP Credit, Inc.</b></p> <p><small>Member of Pacific Financial Services Company</small></p> <p><small>Media Finance Group</small></p> <p><small>ATLANTA (404) 393-2310 LOS ANGELES (818) 596-2114</small></p>	<p><small>The advertisement appears as a portion of a credit card</small></p> <p><b>\$3,000,000</b></p> <p><b>SECURED TERM LOAN</b></p> <p><b>FOR</b></p> <p><b>WTVT, INC.</b></p> <p><small>LEASING CORPORATION OF HUNTSVILLE, INC.</small></p> <p><small>in the city of</small></p> <p><b>WVLS-TV / PITTSBURGH, PA</b></p> <p><small>for the acquisition of</small></p> <p><b>KLTV-TV / FLORENCE, NC</b></p> <p><small>(KOCG-TV) / ST. LOUIS, MO</small></p> <p><small>held provided by</small></p> <p><b>PACIFICORP Credit, Inc.</b></p> <p><small>Member of Pacific Financial Services Company</small></p> <p><small>Media Finance Group</small></p> <p><small>ATLANTA (404) 393-2310 LOS ANGELES (818) 596-2114</small></p>

## Media Finance Group

Atlanta (404) 393-2310  
Los Angeles (818) 596-2114

"Please be assured," Farren wrote, that "the Department of Commerce considers these allegations serious." "France Telecom's obstruction of PAS's attempts to provide video service from the United States to France would appear to violate the terms and conditions to which the French initially committed and would seem to constitute a barrier to market access," Murphy wrote.

Both letters were made public by PAS's Washington attorney, Henry Goldberg, of Goldberg and Spector.

Within days, France Telecom's Washington counsel, William L. Fishman, of Sullivan & Worcester, had written to U.S. Trade Representative Carla Hills, and made a copy available to the press. "France Telecom is not now, and never has been 'hostile' to PAS," said Fishman. "France Telecom merely desires to enter arrangements with PAS which are similar to its arrangements with other international partners, and to assure that once an Operating Agreement is signed the actual provision of service to customers will be smooth and efficient." He also said that, contrary to a PAS assertion, "the French telecommunications market is open to U.S. industry."

Fishman's letter was in response to the letter Goldberg wrote to five government agencies—including Commerce and USTR—on Aug. 4. He had urged the Bush administration to pressure France in an effort to persuade it to abandon what PAS considered a policy designed to bar PAS entry into the French satellite-services market. Goldberg complained that France Tele-

com "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" (BROADCASTING, Aug. 14).

Last week, Goldberg's partner, Philip Spector, was not impressed by the France Telecom response. "What we told the gov-

ernment [in the Aug. 4 letter] still stands," he said. "France Telecom is not responding to specific allegations. They say only they are willing to work with PAS. We question that, given their past performance.... We're happy when they talk about a willingness to work with us on getting an agreement. But they said that a year ago." —LZ

## Playboy TV goes after foreign market

**New Alta Loma division product to be distributed in-house to broadcasters abroad; domestic distribution will come later**

Alta Loma Productions, the 14-month-old production arm of Playboy Enterprises, is getting into international broadcast television distribution. The company, formed to move Playboy into the television production business, will distribute overseas *Playboy Late Night* (26-episode, best-of compilation of Playboy Channel) and *Playboy Goes To...* (the working title of the show, now in development). A third program, *After Hours*, a half-hour late fringe strip currently in syndication, is already distributed domestically and abroad by Worldvision Enterprises, which is a partner in *After Hours* and has distribution rights for the life of the show.

According to Allan Schwartz, executive vice president, Playboy Video Entertainment Group, who oversees Alta Loma, *Playboy Late Night*, being produced for

1990, is strictly a cash sale, as will be *Playboy Goes To...*

Schwartz says domestic broadcast distribution is still in the future. "We're not concentrating on that [domestic distribution]. Eventually, yes. Right now, we're gearing up for foreign."

The motivation for getting into the distribution business, he says, "is 40 cents on the dollar," adding a distributor usually takes somewhere between 25 cents and 40 cents of each dollar of revenue a show makes.

*Playboy Late Night* consists of 26 one-hour episodes. Schwartz said Susan Eaton, senior vice president, international, Playboy Video Entertainment Group, who handles all the overseas home-video deals for Playboy Enterprises, will now also distribute product for broadcast outlets.

The second project, *Playboy Goes To...*, for which a pilot is being developed, is expected to get its launch at MIPCOM in April. The half-hour series will travel to popular cities and show viewers interesting areas and nightspots. "This show will have

XEROX

# There are two R's in Xerox.

One is right in the middle.

But the really important one is the one you probably never notice.

It's the little R in a circle—like the one you see at the bottom of this ad—that tells you that Xerox is a registered trademark.

And it reminds you that our name—which is also our trademark—should only be used in connection with the products and services of our corporation.

Including everything from Xerox copiers to workstations to laser printers.

So as you can see, our trademark is a very valuable one.

To us. And to you, too.

Because it ensures that when you ask for something you can be sure of what you're going to get.

Of course, we don't expect you to use the second R every time you use our name.

But we do hope you'll give it a second thought.

**Team Xerox. We document the world**

XEROX® is a trademark of XEROX CORPORATION.

a lot of opportunities, because the material will have the look and feel of a Playboy production, in the way of production values, but it won't be R-rated material," said Schwartz. He also said the show could make its way into domestic syndication, and acknowledged that if it does, it would be a good companion for *After Hours*, Alta Loma's first production, which has cleared on 113 stations, and makes its debut on Sept. 18.

Following up the production of *After Hours*, which attracted a lot of station attention at NATPE, Schwartz said the company is now developing three more shows for syndication. One is a late night half-hour strip that Schwartz described as a dance show. Another, also a half-hour strip, but for access, is a fast-paced comedy, with more elements than a typical stand-up comic series. Schwartz said the third show is only in the idea stage.

Schwartz also said the company is looking to eventually get into the movie arena, producing for pay per view, home video, cable, overseas and syndication. -SC

## Distant Signals

Program producer and distributor **Reeves Communications Corp.** has received a reported \$100 million buyout bid from British broadcaster and producer Thames TV. Asked about the Thames offer, Reeves President Merrill Grant said: "There have been discussions going on.... We're really in a position where we can't comment." Thames also confirmed the discussions.

The buyout would presumably help Thames diversify its base in the face of complex regulatory changes in British television that will force commercial broadcasters to bid competitively for, and perhaps lose, their regional broadcast franchises.

Reeves produces a range of network, syndicated and cable shows, although for the nine months ended March 31, it reported a net loss of \$2.8 million, compared to a profit of \$4.4 million in the first nine months of the previous fiscal year. Revenue was \$50.3 million, down 14% from the corresponding period one year earlier.

Among Reeves' shows are *The Home Show* for ABC, executive produced by Woody Fraser, who has produced other reality-based programming in association with Reeves, including *Incredible Sunday*. Other Reeves shows include the sitcom *Doctor, Doctor*, which appeared on CBS this summer and has been given a 13-episode offer by the network for this season. Reeves also has a go-ahead to produce a pilot for Nickelodeon, *Wild and Crazy Kids*, according to Grant. Reeves will be producing 13 half-hours of a reality-based adventure show, *Witness to Survival*, for international distribution with the advertising support of the Mars candy company, he said. Reeves-produced shows now in syndication include *Gimme A Break* and *Kate & Allie*.

## Business

### Proxy statement details sale of MGM/UA to Qintex

**According to filing, Fox almost bought film operations; television production operation and library are still on block**

Twentieth Century Fox came close to buying the motion picture operations of MGM/UA Communications Co., according to the proxy statement filed by MGM/UA for its shareholder meeting later this month. Fox, a subsidiary of News Corp., was narrowly beaten out by the Qintex Group, another Australia-based media empire, which plans to complete the purchase of MGM/UA by September. MGM/UA's television production operation and television library, which were put on the market before the auction for the film operations, are still up for sale, the proxy disclosed.

In other news about Qintex's planned acquisition of MGM/UA, Qintex said that it was negotiating with approximately 10 investors to raise \$500 million in equity for purchase.

with Fox and Qintex, two other submitted final bids for film assets, which the company market in January. One was a bid by investor Marvin Davis and firm C. Itoh & Co.. The other venture of MCA and Gulfstream Paramount Communications UA and the other two studios international film distributor National Pictures. MGM/UA in the bidders to Fox and Qintex chose Qintex over Fox, partly because of fewer conditions attached to the deal and because it foresaw

possible antitrust objections in a merger with another Hollywood major.

Merrill Lynch, the company that MGM/UA hired to conduct the sale, contacted 54 individuals and corporations it deemed to be potentially interested in the motion picture assets. Of these, 32 were from the U.S., 15 were from European countries and seven were from Pacific Rim countries. Thirty-five of these parties expressed interest in the company.

Qintex will be acquiring MGM/UA's motion picture production and marketing operations, its distribution operations for motion pictures, television and home video, the 1,000-film United Artists library and the right to use the United Artists name and logos.

Kirk Kerkorian, holder of 81.6% of MGM/UA, will retain control of MGM/UA's television library, TV production operations and the MGM name. Merrill Lynch has been retained to sell those TV operations.

Qintex, which said it would be raising about \$600 million in cash for the MGM/UA acquisition, said in April that it expected half of that money to be in the form of debt and half in equity. The company said last month the majority share of the funds would come through the private placement of common and preferred stock. One source said most of the possible investors that the company was talking to were from either Europe or Japan.

Qintex also said last month that it was changing the structure of the proposed acquisition. Under the new plans, MGM/UA

will merge with a wholly owned subsidiary of the Australian publicly traded company Qintex Australia Ltd., or QAL. MGM/UA will change its name to Qintex America Inc., and its entertainment subsidiary will do business as United Artists. Subsequently, Qintex America will merge with U.S.-based, publicly traded Qintex Entertainment Inc. (of which QAL owns 43%). Originally, it was planned that MGM/UA would merge directly into Qintex Entertainment.

For the nine months ended May 31, MGM/UA showed a net loss of \$61.3 million from revenue of \$680 million. The company had operating income of \$11.8 million. -GM

### Investors to buy minority interest in Kushner-Locke

**Group is led by former King World COO Stuart Hersch, who is expected to help with Wall Street relations, acquisitions, domestic distribution**

A group of investors led by former King World Productions Inc. Chief Financial Officer and COO Stuart Hersch has reached an agreement in principle to purchase a minority interest of The Kushner-Locke Co., with the option to increase ownership at a future date. Hersch was unavailable for



own 100 shares of licensee between them. Pursuant to joint stock purchase option agreement, they have granted buyers option to purchase 96 of their shares. By this assignment they are granting buyers an option to purchase their remaining 4 shares for total of \$5,000 and forgiveness of all liabilities incurred by them in connection with monies advanced by corporation to fund operating and construction costs. Alan Potamkin owns 25% of New Age Broadcasting Inc., licensee of WXDJ(FM) Homestead, FL. He also owns 40% of Indy Radio Inc., applicant for FM on ch. 24.2A Indianapolis, IN. Action Aug. 5.

■ WAFS(AM) Atlanta, GA (BAL890629EC: 920 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from Family Broadcasting Network to Moody Bible Institute of Chicago for \$2,300,000. Seller is headed by James Dobson. Dobson purchased station from Jacor Broadcasting of Georgia in January for same price. Moody Bible Institute of Chicago is licensee of following non-commercial educational broadcast stations: WMBI-AM-FM Chicago, IL; KMBI-AM-FM Spokane, WA; WDLM-AM-FM East Moline, IL; WMBW-FM Chattanooga, TN; WMBV-FM Dixon Mills, AL; WRMB-FM Boynton Beach, FL; WDES-FM St. Petersburg and WGNB-AM Indian Rocks Beach, all Florida, and WCRF-FM Cleveland, OH. Action Aug. 18.

■ KSCJ(AM) Sioux City, IA (BAL890630EB: 1360 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from Apple Broadcasting Corporation to Flagship Communications LP for \$962,611. Seller is owned by Lawrence S. Magnuson and Thomas and William Burke, brothers. Buyer is headed by Lawrence S. Magnuson, John Gleason and Barbara B. and John W. Aalfs; Magnuson has following broadcasting interests: licensee and owner of KQHU-FM Yankton, SD; licensee and owner of 33 1/3% stock of KSCJ(AM) Sioux City, IA. Action Aug. 16.

■ WHIR(AM)-WMEG(FM) Danville, KY (AM: BTC890417GT: 1230 khz; 1 kw-D, 250 w-N; FM: BTCH890417GU: 107.1 mhz; 3 kw; ant. 187 ft.)—Granted app. of assignment of license from Perkey Inc. to Alex F. Talbott for \$120,000. Seller is owned by Wayne N. Perkey, who has no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 15.

■ New TV Paducah, KY (BAPCT890623KI: ch. 49; 3373 kw-V; ant. 1043 ft.)—Granted app. of assignment of license from TV 49 to MacPherson Broadcasting of Kentucky Inc. for \$131,000. Seller is owned by Robert W. Sudbrink, who also owns two AM's and two TV's. Buyer is owned by Alexander E. MacPherson, who has no other broadcast interests. Aug. 15.

■ WETT-AM Ocean City, MD and WWTR-FM Bethany Beach, DE (AM: BAL881214HM: 1590 khz; 1 kw-D, 500 w-N; FM: BALH881214HN: 95.9 mhz; 3 kw; ant. 300 ft.)—Dismissed app. of assignment of license from Resort Broadcasters of Maryland Inc. to KAT Broadcasting Corp for \$9,000,000. Seller is owned by Resort Broadcasters, Richmond, VA-based group of 10 AM's and seven FM's. Buyer is owned by Gardner H. Altman Jr., Doy R. Humphrey, Barry L. Little, Frieda S. Hughes, and Astrakel International Ltd. Gardner H. Altman, through corporation owned 100% by himself, KAT Broadcasting Corp., has filed applications for assignment of following licenses to KAT Broadcasting Corp.: WSVS-AM-FM Crewe, WVAB (AM) Virginia Beach, and WKSJ(FM) Cape Charles, all Virginia; WHCC(AM)-WQNS(FM) Waynesville and WFLB(AM) Fayetteville, both North Carolina, and WDSC(AM)-WZNS(FM) Dillon and WKEL(AM) Myrtle Beach, both South Carolina. Applications for WVAB(AM) and WKSJ(FM) have been dismissed. Action Aug. 7.

■ WXTR(FM) Waldorf, MD (BALH890621HS: 104.1; 50 kw; HAAT: 500 ft.)—Granted app. of assignment of license from Communications Management National LP to World Eight Broadcasting LP for \$33,000,000 ("Changing Hands," June 26). Seller 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 WDJA(AM)-WRHK(FM) Memphis, TN. National Radio is licensee of WKSJ(FM) Mt. Clemens, MI. CMN is licensee of WWIN-AM-FM Baltimore, MD. Henry also has interest in following: KDIA(AM) Oakland, CA; WCMC(AM)-WZXL(FM) Wildwood, NJ; WXLE(FM) Columbus, OH and WQOK(FM) Raleigh, NC. 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. Buyer is headed by Louise Heifetz, who has no other broadcast interests. Action Aug. 14.

■ WDKS-FM Dunn, NC (BALH890628GK: 103.10 mhz; 270 kw; ant. 320 ft.)—Granted app. of assignment of license from Landsman-Webster Communications of North Carolina Inc. to Metropolitan Broadcasting of NC Inc. for \$2,000,000. Seller is headed by Dean Landsman and Michael and Norma Nigris. Michael Nigris is 30% stockhold-

er in WVEC(AM) San Luis Obispo and KPGA(FM) Pismo Beach, both California. He is also officer of WPOP(AM) Hartford and WIOF(FM) Waterbury, both Connecticut. Buyer is headed by David W. Evans, who has no other broadcast interests. Action Aug. 17.

■ WWMO(AM) Eden, NC (BAL890601EB: 1130 khz; 1 kw-D)—Granted app. of assignment of license from Stone Broadcasting Corp to Avery Communications Inc. for \$160,000. Seller is owned by Chuck Stone, who has no other broadcast interests. Buyer is headed by Barbara J. Avery, who has no other broadcast interests. Action Aug. 17.

■ WNOS(AM) New Bern, NC (BAL890622EB: 1450 khz; 1 kw-U)—Granted app. of assignment of license from James Eugene Hodges to RRR Broadcasting of New Bern Inc. for \$111,000. Seller has no other broadcast interests. Buyer is owned by Richard Lee Thompsen, who has no other broadcast interests. Action Aug. 15.

■ KWJY(FM) Woodward, OK (BALH890628GL: 92.1 mhz; 1.60 kw; ant. 128 ft.)—Granted app. of assignment of license from Dwayne T. Martin to FM 92 Broadcasters Inc. for \$24,600. Seller has no other broadcast interests. Buyer is headed by Michael W. Mitchel and his brother, Gary L. Mitchel. Michael W. Mitchel and Gary L. Mitchel, together as Mitchbroco, are 50% owners of Alvaomni Inc., licensee of KALV(AM) Alva, OK. Action Aug. 17.

■ WHYZ(AM) Greenville, SC (BAPL890621EB: 1070 khz; 50 kw-D)—Granted app. of assignment of license from Greenville Family Radio Inc. to Greenville Family Broadcasters Inc. for no financial consideration. Seller is owned by James McClung, who has no other broadcast interests. Buyer is owned by Steven Brisker. Brisker holds 100% interest in AM CP in Falmouth, VA. Brisker is officer, director and 40.25% stockholder of WZAM(AM) Norfolk, VA; WJGR(AM) Jacksonville, FL, and in WCTG(AM) CP for new AM station in Columbia, SC. Action Aug. 16.

■ WLFJ Greenville, SC (BALED890707HA: 89.3 mhz; 41 kw; HAAT: ant. 1,100 ft.)—Granted app. of assignment of license from Evangel Christian School Inc. to Radio Training Network Inc. for \$1,100,000. Seller is headed by Karl Strader, who also heads WCIE(AM) Spring Lake, NC. Buyer is headed by Bill Watkins, James L. Campbell and George Ready. Bill Watkins, George Ready and George Watkins serve as board members of Provident Broadcasting Co., which owns and operates WFDR(AM)-WVFJ-FM Manchester, GA. Action Aug. 17.

■ WTNZ(FM) Clinton, TN (BALH89013GV: 95.3 mhz; 3 kw; ant. 674 ft.)—Granted app. of assignment of license from Rebs Knoxville Inc. to Bible Broadcasting Network Inc. for \$450,000. Seller is headed by Larry Sensing, who has no other broadcast interests. Buyer is headed by Lowell L. Davey, and is purchasing WFCE(FM) Tarpon Springs, FL. Bible Broadcasting Network operates: KCEV(FM) Wichita, KS; WAVO(FM) Decatur, GA; WHGG(FM) Knoxville, TN; WHPE(FM) High Point, NC; WYFA(FM) Waynesboro, GA; WYFB(FM) Gainesville, FL; WYFG(FM) Galffney and WYFH(FM) North Charleston, both South Carolina; WYFI(FM) Norfolk and WYFJ(FM) Ashland, both Virginia; WYFK(FM) Columbus, GA; WYFL(FM) Henderson, NC; WYFS(FM) Savannah, GA, and WYFT(FM) Luray, VA. Action Aug. 18.

■ WBBX(AM) Kingston, TN (BTC890426EB: 1410 khz; 0.50 KW-d)—Granted app. of assignment of license from Beverly Ann Sweeney and William J. Miller to William R. Tullock. William Roy Tullock, who has no other broadcast interests, has arranged for total assumptions of liabilities for Hometown Broadcasting Corp. and WBBX, including personal liability of Sweeney and Miller for loan from Valley Bank of Knoxville, TN, to Hometown Broadcasting Corp., dated July 22, 1985. Buyers have no other broadcast interests. Action Aug. 17.

■ KPDN(AM) Pampa, TX (BAL890512EA: 1340 khz; 1 kw-U)—Granted app. of assignment of license from Golden Eagle Communications to Top O' Texas Radio for \$125,000. Seller is owned by Cecil Koonce, who has no other broadcast interests. Buyer is owned by Harry G. Hoyle, who has no other broadcast interests. Action Aug. 16.

## New Stations

### Applications

■ Victorville, CA (BPED890802MK)—Faith Communications Corp. seeks 88.5 mhz; 3 kw; Address: 2201 S. 6th St., Las Vegas, NV 89104. Principal is headed by Jack French. Faith Communications Corp. is licensee of 35 translators and stations KILA-FM Las Vegas, NV; KCIR-FM Twin Falls, ID; and KANN(AM) Roy, UT. Filed Aug. 2.

■ Pearson, GA (BPH890731MM)—Atkinson Broadcasting Inc. seeks 101.9 mhz; 3 kw; 328 ft. Address: Box 485, Willacoochee, GA 31650. Principal is headed by Lacey Futch, who has no other broadcast interests. Filed Aug. 2.

■ Sun Valley, ID (BPED890810MG)—Minnesota Public Radio Inc. seeks 91.9 mhz; 0.1 kw; 511 ft. Address: 45 E. Eighth St., Saint Paul, MN 55101. MPR owns KBPR-FM Brainerd, KCCM-FM Moorhead, KCRB-FM Bemidji, KGAC-FM Saint Peter, KLSE-FM Rochester, KNOW-FM Appleton, KNSR-FM Collegeville, KRSD-FM Worthington, KSJN-AM-FM Saint Paul-Minneapolis, KSJR-FM Collegeville, KZSE-FM Rochester, WIRR-FM Virginia-Hibbing, WSCD-FM Duluth, and WSCN-FM Cloquet, all Minnesota; WGGL-FM Houghton, MI, and KLCD-FM Decorah, IA. Filed Aug. 10.

### Actions

#### AM

■ Thomasville, NC (BP881101AF)—Dismissed app. of Spimar Communications for 790 khz. Address: 12012 Dove Circle, Laurel, MD 20708. Principal is headed by Joseph Spicer, and has no other broadcast interests. Action Aug. 16.

#### FM's

■ Vernon, AL (BPH880712MK)—Granted app. of Lamar County Broadcasting Co. for 106.5 mhz; 3 kw H&V; 328 ft. Address: P.O. Box 630, Vernon, AL 35592. Principal is headed by Joel Camp. Applicant is licensee of WWSA(AM) Vernon, AL. Action Aug. 16.

■ Folkston, GA (BPH870721MO)—Granted app. of Jack R. Mays for 92.3 mhz; 3 kw H&V; Address: 205 Rose Ave., Folkston, GA 31537. Principal has no other broadcast interests. Action Aug. 16.

■ Old Town, ME (BPH871026MO)—Granted app. of Penobscot Indian Nation for 107.3 mhz; 38.3 kw H&V; 560 ft. Address: 6 River Rd., Indian Island, Old Town, ME 04468. Principal is headed by James Sappier and Ann I. Pardilla, who have no other broadcast interests. Action Aug. 10.

■ Poughkeepsie, NY (BPED860908PD)—WMHT Educational Telecommunications Inc. for 88.7 mhz; with 0.25 kw; 12,399 ft. Address: P.O. Box 17, Schenectady, NY. Principal is headed by James L. Salmon, and has no other broadcast interests. Action Aug. 17.

■ Spencer, OK (BPED860703MC)—Granted app. of University Of Oklahoma for 105.7 mhz; 3 kw H&V; 328 ft. Address: 780 Van Fleet Oval, Norman, OK 73019. Principal is headed by Tom McCurdy, and has no other broadcast interests. Action Aug. 17.

■ Madisonville, TX (BPH870327MG)—Granted app. of Oara Inc. for 96.1 mhz; 33 kw H&V; 1,964 ft. Address: 914 Champions, Lufkin, TX 75901. Principal is headed by John D. Osburn and Kenneth R. Reynolds. Osburn and Reynolds own KYKS(FM) Lufkin, TX; WSLI(AM)-WYYN(FM) Jackson, MS. Action Aug. 16.

## Facilities Changes

### Applications

#### FM's

■ Ouray, CO KURA(FM) 104.9 mhz—July 19 application for CP to change ERP: 3 kw H&V; change ant. -20 ft. H&V; class: C3; to change freq.: 105.7 mhz; TL: 3.5 km N NW of Ridgeway, CO: 38 10 54N 107 46 25W; per docket 88-73.

■ Port Charlotte, FL WVJ(FM) 91.7 mhz—Aug. 14 application for CP to change ERP: 3 kw H&V; ant. 328 ft. H&V; TL: 500 W of U.S. Rte. 17, 1.6 km S SW of Fort Ogden, FL.

■ Nebraska City, NE KNCY-FM 97.7 mhz—Aug. 8 application for Mod of CP (BPH880719IA) to change ERP: 26 kw H&V; ant. 299 ft. H&V; TL: 125 ft N of SR 2, 2.55 miles W of Nebraska City, NE.

■ Gatesville, TX KHQS(FM) 98.3 mhz—July 24 application for CP to change ant. 328 ft. H&V.

■ Lubbock, TX KAMY(FM) 90.1 mhz—July 26 application for Mod of CP (BPED831220AD) to change ERP: .20 kw H&V; ant. 492 ft. H&V. TL: 9802 University St., Lubbock, TX.

■ Centerville, UT KCGL(FM) 105.5 mhz—July 28 application for Mod of CP (BPH881212IA) to change ant. 922 ft. H&V; and change TL: 3 km W of Magna, Salt Lake County, UT: 40 42 28N 112 07 56W.

■ Ellensburg, WA KXLE-FM 95.3 mhz—Aug. 8 application for CP to change ERP: 1.92 kw H&V; ant. 1,345 ft. H&V; TL: 13 km SE of Ellensburg at 147 degree (T); class: C2; upgrade to C2; per docket 88-177.

# Services

BROADCAST DATABASE  
**dataworld**<sup>SM</sup>  
MAPS  
Coverage Terrain Shadowing  
Allocation Studies • Directories  
P.O. Box 30730 301-652-8822  
Bethesda, MD 20814 800-368-5754

**RAMTRONIX, INC.**  
Connector Supplier  
to the Broadcast Industry  
**Kings/ITT Cannon**  
67 Jfryn Blvd. E.  
Deer Park, N.Y. 11729  
(516) 242-4700

**Teletech, Inc.**  
BROADCAST CONSULTANTS AND ENGINEERS  
• FCC Applications and Field Engineering  
• Frequency Searches and Coordination  
• Tower Erection and Maintenance  
• Facility Design and Construction  
Contact: KENNETH W. HOEHN 23400 Mich. Ave.  
(313) 562-6873 Dearborn, MI 48124

**DSI**  
COMMUNICATIONS INC.  
• Radio and Television System Design  
• Transmitter and Studio Installation  
• Microwave and Satellite Engineering and Installation  
627 Boulevard  
201-245-4833 Kenilworth, NJ 07033

**Shoolbred Engineers, Inc.**  
Structural Consultants  
Towers and Antenna Structures  
Robert A. Shoolbred, P.E.  
1099 Morrison Drive  
Charleston, S.C. 29403 • (803) 577-4681

Space Segment  
• Turn Arouds  
Fixed and Remote  
Uplinking  
**Pittsburgh International Teleport**  
**800-634-6530**

\*\*\*\*\* TOWER NETWORK SERVICES  
**TNS** Tower Inspections & Maintenance  
Pressure Vat Guy Treating  
Digital Tension Measurements  
Structural Design Modifications  
Service like you've never seen  
We do high volume at LOW PRICES  
214-891-0555 DALLAS  
404-699-2620 ATLANTA  
A Tiner Company

**LDL COMMUNICATIONS INC**  
RF design & installation specialists  
• LARCAN solid state transmitters  
• Alan Dick antennas & combiners  
• LeBlanc & Royle tower systems  
14440 Cherry Lane Ct. Laurel MD 20707  
Tel: 301-498-2200 • Fax: 301-498-7952

**BROADCAST DATA SERVICES**  
Computerized Broadcast Service  
Including  
Data Base Allocation Studies  
Terrain Profiles  
A Div. of Moffet, Larson & Johnson, Inc.  
703 824-5666  
FAX: 703-824-5672

**UNUSED CALL LETTERS**  
**MAILING LABELS**  
AM • FM • TV  
**dataworld**<sup>SM</sup>  
301-652-8822 800-368-5754

**dataworld** MAPS  
• TERRAIN SHADOWING  
• POPULATION DENSITY  
• CONTOUR COVERAGE  
(301) 652-8822 (800) 368-5754

**Stainless, inc.**  
New Towers, Antenna Structures  
Engineering Studies, Modifications  
Inspections, Erection, Appraisals  
North Wales, PA 19454  
215 699-4871 FAX 699-9597

**SG Communications, Inc.**  
TV/FM RF Systems Specialists  
RF System Measurements  
Tower Erection & Maintenance  
1-800-824-7865 Tucson, AZ  
1-800-874-5449 Tampa, FL

**KLINE TOWERS**  
Towers, Antenna Structures  
Engineering & Installation  
P.O. Box 1013  
Columbia, S.C. 29202  
Tel: 803 251-8000 - FAX 251-8080

**LASK** Engineering and Consulting  
TELEVISION SYSTEMS, INC.  
SYSTEM, FACILITY DESIGN AND PROJECT  
MANAGEMENT FOR NEW AND REBUILDING  
FULL POWER TV STATIONS. ALSO HDTV,  
DIGITAL, POST PRODUCTION, CORPORATE  
(513) 777-0037 CINCINNATI OHIO

## TV's

- Anchorage, AK KYES(TV) ch. 5—Aug 8 application for Mod of CP (BPCT80710KE) to change ERP: 5.9 kw (vis): ant. 820 ft.. Composite (BT).
- Monroe, GA WHSG(TV) ch. 63—Aug. 9 application for Mod of CP (BPCT861216GL) to change TL: 9.9 km NE of Lithonia, Rockdale County, GA: 33 44 22N 84 00 14W: ant. 1,191 ft; ERP: 5000 kw; ant.: Dielectric Communications Inc., TFU-25 G (BT).
- Binghamton, NY WICZ-TV ch. 40—Aug. 1 application for CP to change ERP: 468.3 kw (vis).
- Tacoma, WA KSTW(TV) ch. 11—Aug. 10 application for CP to change ERP: 316 kw (vis): ant. 1,191 ft.: TL: 1715 E Madison St., Seattle, WA: RCATCL-12A11(BT): 47 36 56N 122 18 29W.

## Actions

### AM's

- Big Pine Key, FL WWUS(FM) 104.7 mhz—Aug. 11 application (BPH870302MQ) dismissed for CP to change ant. 984 ft. H&V.
- Anoka, MN KANO(AM) 1470 khz—Aug. 15 application (BMP890526AB) granted for Mod of CP (BP861030AT) to augment daytime DA pattern.
- Adjuntas, PR WJJC(AM) 1020 khz—Aug. 17 application (BMP890414AC) granted for Mod of CP (BP841227AB) to change ant. system from DA-2 to DA-N. Non-DA-D for new station.
- Sulton, WV WSGI(AM) 1490 khz—Aug. 17 application (BZ890327AC) granted for direct measurement of ant. power.

### FM's

- Sacramento, CA KQPT(FM) 100.5 mhz—Aug. 15 application (BMPH890717IA) granted for Mod of CP (BPH880405ID) to change directional ant. pattern.
- Spring Arbor, MI WSAE(FM) 89.3 mhz—Aug. 16 application (BPED880725MC) dismissed for CP to change freq.: 106.9 mhz; ERP: 2.88 kw H&V; ant. 335 ft. H&V.
- Red Lodge, MT KAFM(FM) 99.3 mhz—Aug. 11 application (BPH890411IB) granted for change ERP: 3 kw H&V; TL:??; Forest. 4.6 miles of Red Lodge, MT.
- Santa Fe, NM KSFR(FM) 90.7 mhz—Aug. 4 application (BMPED881114MI) granted for Mod of CP (BPED850514MA) to change ant. 117 ft. H&V; TL: 4.78 km W of Santa Fe, NM: 35 40 41N 105 59 26W.
- Johnstown, OH WXLN(FM) 103.1 mhz—June 26 application (BPH890424IE) granted for CP to change ERP: 1.6 kw H&V; ant. 442 ft. H&V.
- Manati, PR WNRT(FM) 96.9 mhz—Aug. 15 application (BMPH890426MF) denied for Mod of CP to relocate main studio Rd. 838 no. 1820, Rio Piedras, PR.
- Amarillo, TX KDJW-FM 94.1 mhz—Aug. 15 application (BMPH881212IF) granted for Mod of CP (BPH870302OC) to change ant. 1,102.1 ft. H&V; TL: N of Amarillo, TX, on Hwy 87, 2.3 km NNE of junction of Hwy 87 and Givens Ave.
- Colonial Beach, VA WGRQ(FM) 95.9 mhz—Aug. 10-Application (BPH880808ID) granted for CP to change TL: 250 ft S of Rte. 3 at Weedons Fork, King George Co. VA.
- Yorktown, VA WYCS(FM) 91.5 mhz—Aug. 16 application (BPED870227MC) granted for CP to change ERP: 1.3 kw H; and 20 kw V; ant. 371 ft. H; and 101 m V.

## TV's

- Bainbridge, GA WTLH(TV) ch. 49—Aug. 21 application (BPCT890601KH) granted for CP to change ERP: 1611 kw (vis): ant. 807 ft.
- Hilo, HI KWHH(TV) ch. 14—890821-Application (BMPCT890711KH) granted for Mod of CP to change TL: Banyan Dr., Hilo, HI; ERP: 13.2 kw (vis); ant. -558 ft.: 19 43 51N 155 04 11W; ant.: Bogner LPS-1. (DAXBT).
- Cincinnati, OH WIII(TV) ch. 64—Aug. 21 application (BPCT890331KJ) granted for CP to change ERP: 1148 kw (vis): ant. 940 ft.; TL: 2222 Chickasaw St., Cincinnati, OH; ant.: BASCSG-30TF.
- Milwaukee, WI WDJT-TV ch. 58—July 31 application (BPCT890201KR) granted for CP to change ERP: 2800 kw (vis): ant. 535 ft.. Andrew ATW25H2-HTC-58 (DA); TL: Marc Plaza Hotel, 509 W Wisconsin Ave. Milwaukee, WI: 43 02 20N 87 55 04W.

Actions

- Trinity and Rogersville, AL. Dismissed as moot petition by Radio South Inc., licensee of WTUG(FM) channel

# Professional Cards

**du Treil Lundin, & Rackley, Inc.**

A Subsidiary of A. D. Ring, P.C.  
1019 19th Street, N.W.  
Third Floor  
Washington, D.C. 20036  
Telephone: 202/223-6700  
Facsimile: 202/466-2042  
Member AFCCCE



**SAIC** Carl T. Jones  
Corporation  
A Subsidiary of Science Applications International Corporation  
CONSULTING ENGINEERS  
7901 VARNWOOD COURT  
SPRINGFIELD, VA 22153  
(703) 562-7704  
MEMBER AFCCCE

**LOHNES & CULVER**

Consulting Radio-TV Engineers  
1156 15th. St., N.W., Suite 608  
Washington, D.C. 20005  
(202) 296-2722



Member AFCCCE

**COHEN, DIPPELL  
and EVERIST, P.C.**

CONSULTING ENGINEERS  
1300 "L" STREET, N.W. SUITE 1100  
Washington, D.C. 20005  
(202) 898-0111  
Member AFCCCE

**SILLIMAN AND SILLIMAN**

8121 Georgia Ave. #700  
Silver Spring, MD 20910  
ROBERT M SILLIMAN, P.E.  
(301) 589-8288  
THOMAS B SILLIMAN, P.E.  
(812) 853-9754  
Member AFCCCE

**Moffet, Larson & Johnson, Inc.**

Consulting Telecommunications Engineers  
Two Skyline Place, Suite 800  
5203 Leesburg Pike  
Falls Church, VA 22041  
703 824-5660  
FAX: 703-824-5672  
Member AFCCCE

**ANDRUS AND ASSOCIATES, INC.**

ALVIN H. ANDRUS, P.E.  
351 SCOTT DRIVE  
SILVER SPRING, MD 20904  
301 384-5374  
Member AFCCCE



**HAMMETT & EDISON, INC.**

CONSULTING ENGINEERS  
Box 280068  
San Francisco, California 94128  
**HE** (415) 342-5200  
(202) 396-5200  
Member AFCCCE

**Jules Cohen & Associates, P.C.**

Consulting Electronics Engineers  
Suite 600  
1725 DeSales, N.W.  
Washington, D.C. 20036  
Telephone: (202) 659-3707  
Teletype: (202) 659-0360  
Member AFCCCE

**CARL E. SMITH  
CONSULTING ENGINEERS**

AM-FM-TV Engineering Consultants  
Complete Tower and Rigging Services  
"Serving the Broadcast Industry  
for over 50 Years"  
Box 2727 Bath, Ohio 44210  
(216) 659-4440

**VIR JAMES**

CONSULTING ENGINEERS  
Applications and Field Engineering  
Computerized Frequency Surveys  
3137 W. Kentucky Ave., - 80219  
(303) 937-1900  
**DENVER, COLORADO**  
Member AFCCCE & NAB

**E. Harold Munn, Jr.,  
& Associates, Inc.**

Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**ROSNER TELEVISION  
SYSTEMS  
CONSULTING & ENGINEERING**

250 West 57 Street  
New York, N.Y. 10107  
(212) 246-2850

**Mullaney Engineering, Inc.**

Consulting Telecommunications Engineers  
9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115  
Member AFCCCE

**HATFIELD & DAWSON**

Consulting Engineers  
Broadcast and Communications  
4226 6th Ave., N.W.,  
Seattle, Washington, 98107  
(206) 783-9151  
Member AFCCCE

**ENTERPRISE ENGINEERING P.C.**

Consulting Engineers  
FW HANNEL PE  
PO Box 9001 Peoria, IL 61614  
(309) 691-4155  
Member AFCCCE

**STRUCTURAL SYSTEMS  
TECHNOLOGY, INC.**

J. Cabot Goudy, P.E.  
PRESIDENT  
TOWERS, ANTENNAS, STRUCTURES  
New Tall Towers, Existing Towers  
Studies, Analysis, Design Modifications,  
Inspections, Erection, Etc  
6867 Elm St., McLean, VA 22101 (703) 556-9765

**C. P. CROSSNO & ASSOCIATES**

Consulting Engineers  
P.O. Box 18312  
Dallas, Texas 75218  
(214) 669-0294  
Member AFCCCE

**JOHN F.X. BROWNE  
& ASSOCIATES, P.C.**

525 Woodward Ave.  
Bloomfield Hills, MI 48013  
(313) 642-6226  
Washington Office  
(202) 293-2020  
Member AFCCCE

**D.C. WILLIAMS  
& ASSOCIATES, INC.**

Consulting Engineers  
AM-FM-TV-LPTV-CATV  
POST OFFICE BOX 700  
FOLSOM, CALIFORNIA 95630  
(916) 933-5000

**CLARENCE M BEVERAGE  
COMMUNICATIONS TECHNOLOGIES, INC.**

BROADCAST ENGINEERING CONSULTANTS  
P O BOX 1130  
MARLTON N J 08053  
(609) 985-0077



LAWRENCE L. MORTON  
ASSOCIATES  
1231 MESA OAKS LANE  
MESA OAKS, CALIFORNIA 93434  
**LAWRENCE L. MORTON, P.E.**  
AM • FM • TV  
APPLICATIONS • FIELD ENGINEERING  
MEMBER AFCCCE  
(805) 733-4275 / FAX (805) 733-4793

**SELLMEYER ENGINEERING  
Consulting Engineers**

P.O. Box 356  
McKinney, Texas 75069  
(214) 542-2056  
Member AFCCCE

**PAUL DEAN FORD, P.E.**

BROADCAST ENGINEERING CONSULTANT  
R.R. 12, Box 351  
WEST TERRE HAUTE, INDIANA 47885  
812-535-3831  
Member AFCCCE

**EVANS ASSOCIATES**

Consulting Communications Engineers  
AM-FM-TV-CATV-TFS-Satellite  
Broadcast Engineering Software  
216 N. Green Bay Rd.  
THIENSVILLE, WISCONSIN 53092  
Phone (414) 242-8000  
Member AFCCCE

**RICHARD L. BIBY, P.E.  
COMMUNICATIONS ENGINEERING  
SERVICES, P.C.**

CONSULTING ENGINEERS  
6105-G Arlington Blvd.  
Falls Church, VA 22044  
(703) 534-7880 (703) 534-7884 Fax  
Member AFCCCE

**J. Boyd Ingram and Associates**

Specialists in  
FM Radio Applications  
Best Service Best Prices  
PO Box 73  
Batesville, Mississippi 38606  
601 563-4664

**DATTEL CORPORATION**

BROADCAST CONSULTANTS  
- APPLICATIONS - INSPECTIONS -  
1515 N. COURT HOUSE ROAD  
ARLINGTON, VIRGINIA 22201  
TEL. (703) 276-9007

**George Jacobs  
& Associates, Inc.  
Consulting Broadcast Engineers  
Domestic & International  
Member AFCCCE**

Suite 410  
(301) 587-8800  
8701 Georgia Ave.  
Silver Spring, MD  
20910

**DON'T BE A STRANGER**

To Broadcasting's 116,427\* Readers.  
Display your Professional or Service Card  
here. It will be seen by station and cable TV  
system owners and decision makers  
\* 1986 Readership Survey showing 35  
readers per copy

**AFCCCE  
Association of  
Federal Communications  
Consulting Engineers**

P.O. Box 19333  
20th Street Station  
Washington, DC 20036  
12021659-3707

224A (92.7 mhz). Tuscaloosa, AL, for reconsideration of Report and Order allotting channel 223A (92.5 mhz) to Trinity since commission, in separate proceeding, has amended FM Table to allow WTUG to upgrade. (MM docket 86-35, by MO&O [DA 89-979] adopted August 3 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Anchorage, AK. Designated for hearing applications of Northland Broadcasters, Limited Partnership; KNIK Broadcasting Corporation; A.A. Radio Partnership, Limited Partnership; Aleut Broadcasting Inc.; Seward Radio, Ltd.; Abacus Broadcasting; Bobby Duffly, and George P. Charles for new FM station on channel 225C (92.9 mhz) at Anchorage. (MM docket 89-359 by Order [DA 89-931] adopted August 1 by chief, Audio Services Division, Mass Media Bureau.)

■ Smyrna, DE. Granted application of Kent County Radio Limited Partnership for new FM station at Smyrna and denied four competing applications. (MM docket 87-65, by Decision [89R-51] adopted August 4 by Review Board)

■ Winston-Salem, NC, and Moneta, VA. Designated for hearing application of Michael B. Gliner for new AM station on 880 khz at Winston-Salem, together with mutually exclusive application of Smith Mountain Lake Radio for new AM station at Moneta. (MM docket 89-356 by Order [DA 89-930] adopted August 1 by chief, Audio Services

Division.)

■ Yadkinville and Greensboro, NC. Designated for hearing application of Childress Radio Company to modify facilities of WYDK to specify operation on 1470 khz, together with mutually exclusive application of Triad Network Inc. for new AM station at Greensboro. (MM docket 89-357 by Order [DA 89-929] adopted August 1 by chief, Audio Services Division.)

■ Crossville, TN. Denied Mark A. Perry's appeal of ALJ John M. Frysiak's Order dismissing his application for new FM station on channel 273A (102.5 mhz) at Crossville. (MM docket 88-354 by MO&O [FCC 89R-46] adopted July 17 by Review Board.)

## Allocations

■ Ringgold and Tunnel Hill, GA. Effective October 10, amended FM table to allot channel 229A (93.7 mhz) to Ringgold; filing window: October 11-November 9. (MM Docket 88-413, by R&O [DA 89-972] adopted August 7 by chief, Allocations Branch, Policy and Rules Division.)

"Datebook" continues from page 23.

**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, Tysons Corner Marriott, McLean, Va. Information: (202) 429-5350.

**Sept. 25**—*National Academy of Television Arts and Sciences* engineering Emmy Awards, Sheraton Center, New York. Information: (212) 586-8424.

**Sept. 26**—*Cabletelevision Advertising Bureau* local advertising workshop, O'Hare Hilton, Chicago. Information: (212) 751-7770.

**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. Speaker: FCC Chairman Alfred Sikes, 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. 28**—*Bay Area Society of Television, Advertising and Radio* second annual auction/dinner/dance, Hotel Nikko, San Francisco. Information: (415) 765-8804.

**Sept. 28**—*Southern California Broadcasters Association* business development seminar, Hyatt on Sunset, Los Angeles. Information: (213) 466-4481.

**Sept. 28**—*Cabletelevision Advertising Bureau* local advertising workshop, Airport Marriott, Kansas City, Mo.

**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**—*Cabletelevision Advertising Bureau* local advertising workshop, Colony Square hotel, Atlanta. Information: (212) 751-7770.

**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. 4**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Chloe Aaron, VP-television, WNYC Communications Group, Copacabana, New York. Information: (212) 768-7050.

**Oct. 4-5**—*Rocky Mountain Public Radio* fall conference, Burnsley hotel, Denver. Information: Lamar Marchese, (702) 456-6695.

**Oct. 4-6**—*National Broadcast Association for Community Affairs* annual convention, Eldorado hotel, Santa Fe, N.M. Information: (505) 764-2592.

**Oct. 5**—*Cabletelevision Advertising Bureau* local advertising workshop, Governors' Inn, Raleigh, N.C. Information: (212) 751-7770.

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

■ Knoxville, IA. On request of Dominion Publishing Inc., licensee of KTAV-FM and Leighton Enterprises, Inc., licensee of KRLA, operating as share-time stations on channel 221A (92.1 mhz) at Knoxville, proposed amending FM table by substituting channel 221C3 for channel 221A at Knoxville; comments October 16, replies October 31. (MM Docket 89-366, by NPRM [DA 89-969] adopted August 7 by chief, Allocations Branch.)

■ Ottumwa, IA. On request of Gillbro Communications Limited Partnership, proposed amending FM table by substituting channel 224C3 (92.7 mhz) for channel 224A at Ottumwa and modification of license for KTWK accordingly; comments October 16, replies October 31. (MM Docket 89-365, by NPRM [DA 89-968] adopted August 7 by chief, Allocations Branch.)

■ Klondike, SC. On request of Sandlapper Broadcasting, proposed amending FM table by allocating channel 253A (98.5 mhz) to Klondike; comments due October 16, replies October 31. (MM Docket 89-367, by NPRM [DA 89-970] adopted August 7 by chief, Allocations Branch.)

■ Plantersville, SC. On request of Carocom Media, proposed amending FM table by allocating channel 253A (98.5 mhz) to Plantersville; comments October 16, replies October 31. (MM Docket 89-364, by NPRM [DA 89-967] adopted August 7 by chief, Allocations Branch.)

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**—*National Academy of Television Arts and Sciences* local Emmy Awards chairperson meeting, Keystone, Colo. Information: Trudy Wilson, (212) 586-8424.

■ **Oct. 6**—*Cabletelevision Advertising Bureau* local sales workshop, Stouffer Orlando Resort, Orlando, Fla. Information: (407) 351-5555.

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

**Oct. 7-8**—*National Academy of Television Arts and Sciences* presidents' annual meeting, Keystone, Colo. (212) 586-8424.

■ **Oct. 10**—*Cabletelevision Advertising Bureau* local ad sales seminar, Hilton at Dedham Place, Dedham, Mass. Information: (617) 329-7900.

**Oct. 10-14**—*Southern Educational Communications Association* conference, Hyatt Regency Crown Center, Kansas City, Mo.

**Oct. 11**—*Women in Cable, New York chapter*, cable course, "Beyond the Basic," Viacom Conference Center, New York. Information: (212) 532-6680.

**Oct. 11**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John Larkin, John Larkin Productions. Topic: Promotion and television, Copacabana, New York. Information: (212) 768-7050.

**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**—*Cabletelevision Advertising Bureau* local ad sales workshop, Adam's Mark hotel, Philadelphia. Information: (215) 581-5000.

**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. 13**—*Minnesota Association of Cable Tele-*

vision Administrators fifth annual fall conference. "Trends in Telecommunications: State and Federal Activity Affecting Our Future." Holiday Inn-State Capitol, Minneapolis. Information: Ann Mathews, (612) 347-0300.

**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**—Canadian Cable Television Association Atlantic region meeting. Hotel Newfoundland, St. John's, Newfoundland. Information: (613) 232-2631.

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

**Oct. 17-19**—Mid-America Cable TV Association show. Kansas City, Mo. Information: (913) 841-9241

**Oct. 17-19**—Pennsylvania Association of Broadcasters annual convention. Pittsburgh.

**Oct. 18**—Women in Cable, New York chapter, cable course, "Beyond the Basic." Viacom Conference Center, New York. Information: (212) 532-6680.

**Oct. 18-19**—Regional job opportunities conference for minorities sponsored by Society of Professional Journalists, in cooperation with American Society of Newspaper Editors and Texas AP Managing Editors. Westin Galleria hotel, Houston. Information: Ira Perry, (713) 840-5826 or (312) 922-7424.

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

**Oct. 18-20**—Kansas Association of Broadcasters annual fall convention. Hutchinson, Kan.

**Oct. 18-21**—Audio Engineering Society 87th convention. New York Hilton and Sheraton Center, New York. Information: (212) 661-8528.

**Oct. 19**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Tom Freston, chairman-CEO, MTV Networks, Copacabana, New York. Information: (212) 768-7050.

**Oct. 19**—MTV Networks' local advertising sales workshop. Marriott Long Wharf, Boston.

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

**Oct. 19-21**—National Federation of Local Cable Programmers regional fall conference. "Access TV: Where Your Neighbors Are," sponsored by Central states and Midwest regions of NFLCP. Fort Wayne, Ind. Information: (219) 424-7241.

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

■ **Oct. 20**—USA Network local ad sales seminar. Halloran House, New York.

**Oct. 20-21**—New Hampshire Association of Broadcasters annual convention. Sheraton Way-

farer, Bedford, N.H.

**Oct. 21**—Los Angeles Black Media Coalition fourth annual Outstanding Technical Achievement Awards presentation. Hollywood Roosevelt hotel, Los Angeles. Information: (213) 460-6087.

**Oct. 21-24**—North Carolina Association of Broadcasters annual meeting. Grove Park Inn, Asheville, N.C.

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

**Oct. 22-24**—Oregon Association of Broadcasters and Washington State Association of Broadcasters joint annual meeting. Hyatt Regency, Bellevue, Wash. Hyatt Regency, Bellevue, Wash. Information: (206) 448-9722.

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

■ **Oct. 24**—Canadian Cable Television Association Midwest/Northwest Territory regional meeting. Port O'Call Inn, Calgary, Alberta. Information: (613) 232-2631.

■ **Oct. 25**—USA Network local ad sales seminar. Sheraton Plaza, Orlando, Fla.

**Oct. 25-26**—"Change in the Soviet Union, Thaw in Eastern Europe: What Will It Mean to Us?" conference for journalists sponsored by Washington Journalism Center. Watergate hotel, Washington. Information: (202) 337-3603.

**Oct. 25**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speakers: The Comedy Channel's Richard Behrs, president; John Newton, executive VP-programming; Stu Smiley, senior VP-original programming, and Art Bell, VP-administration. Copacabana, New York. Information: (212) 768-7050.

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

**Oct. 25-28**—52nd annual Western region convention of American Association of Advertising Agencies. Theme: "Tides of Change." Red Lion Resort, Santa Barbara, Calif.

**Oct. 25-28**—Broadcast '89, trade fair for film, radio and television. Frankfurt Fair Ground, Frankfurt, West Germany. Information: (069) 7575-6452.

**Oct. 26**—Southern California Broadcasters Association business development seminar. Hyatt on Sunset, Los Angeles. Information: (213) 466-4481.

■ **Oct. 26**—USA Network local ad sales seminar. Grand Bay hotel, Miami.

**Oct. 27-28**—Missouri Broadcasters Association fall meeting. Holiday Inn Executive Center, Columbia, Mo. Information: (314) 636-6692

■ **Oct. 28-29**—"Writing Television Sitcoms," seminar co-sponsored by American Film Institute and Las Colinas Studios. Dallas. Information: (800) 999-4AFI.

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

**Oct. 30-Nov. 1**—InterTainment '89, second annual conference on interactive entertainment, co-sponsored by Alexander & Associates and NYNEX. Marriott Marquis hotel, New York. Information: Sally Chin, (212) 382-3929.

---

## November

**Nov. 1**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Jeffrey Reiss, chairman, Reiss Media Enterprises, Copacabana, New York. Information: (212) 768-7050.

**Nov. 2**—European conference on advertiser-supported programming, jointly sponsored by *Advertis-*

*er Syndicated Television Association* and *UK's Independent Program Producers Association*. Hyde Park Hilton, London. Information: (212) 245-0840.

**Nov. 2**—Presentation of Gabriel Awards, sponsored by *Uda-USA, National Catholic Association for Broadcasters and Communicators*, for "programs which serve viewers and listeners through the positive, creative treatment of issues of concern to humankind." Omni Inner Harbor hotel, Baltimore.

**Nov. 3-5**—Alpha Epsilon Rho Midwest/Central Plains regional convention. Sheraton Plaza hotel, St. Louis. Information: Dianna Kirby-Clark, (314) 595-4463.

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

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

**Nov. 8-10**—TV commercials' festival of *International Film & TV Festival of New York*. Sheraton Center, New York. Information: (914) 238-4481.

**Nov. 9**—Advertising and Marketing Management Research Workshop, sponsored by *Association of National Advertisers*. Plaza hotel, New York. Information: (202) 785-1525.

■ **Nov. 9-10**—Communications law seminar sponsored by *Practising Law Institute*. Sheraton Center hotel, New York. Information: (212) 765-5700.

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

**Nov. 9-11**—Arizona Broadcasters Association fall convention and annual meeting. Sunburst Resort hotel, Scottsdale, Ariz.

**Nov. 10-12**—Broadcast Executive Directors Association fall idea exchange. The Greenbrier, White Sulphur Springs, W. Va.

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

**Nov. 13-15**—Association of National Advertisers TV commercial production management seminar. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

**Nov. 20**—17th International Emmy Awards presentation. Sheraton Center, New York. Information: Gillian Rose, (212) 489-6969.

**Nov. 29-Dec. 1**—Seventh annual Private Cable Show. Caesars Tahoe, Lake Tahoe, Nev. Information: (713) 342-9655.

---

## December

**Dec. 13**—American Sportscasters Association fifth annual hall of fame dinner. Marriott Marquis, New York. Information: (212) 227-8080.

**Dec. 13-15**—Western Cable Show. Anaheim, Calif. Information: (415) 428-2225.

---

## January, 1990

**Jan. 10-12**—TV programming festival of International Film & TV Festival of New York. Sheraton Center, New York. Information: (914) 238-4481.

**Jan. 16-19**—NATPE International 27th annual convention. New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

**Jan. 18-21**—Radio Advertising Bureau annual Managing Sales Conference. Loews Anatole, Dallas.

**Jan. 19-20**—Colorado Broadcasters Association winter meeting and awards banquet. The Clarion hotel, Colorado Springs.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Multi-stations Northeast** group operator looking for GM's and SM's. If you are a leader and motivator with good promotion ideas and are bottom line oriented, send resume to: Personnel Director, PO Box 1703, Poughkeepsie, NY 12601. Affirmative action/EOE.

**GSM/SM** for California daytimer, who can sell, train sales staff, community involved, dynamite on/off air promotions, RAB/CRMC essentials, Commensurate compensation package. Resume to Box I-40. EOE.

**New York City Suburban AM/FM** in the Hudson Valley is seeking an experienced general manager or current sales manager who wants to be general manager. The ideal candidate will know how to sell and not be afraid to do so while promoting the pants off of these fine stations. She/he will also earn up to \$55K plus a generous percentage of realistic budgets and real earned equity in the licensee. Rush resume and success story today! Box J-1. EOE.

**General manager:** For Cincinnati's Country Giant WUBE-FM & WDJO-AM. Dynamic group broadcaster looking for take-charge professional with proven track record in sales and programming. Tell us about your successes! Resumes to Linda Healy, American Media, PO Box 230, Patchogue, NY 11772. EOE.

**Sales manager:** We are a very stable broadcasting company, located on the Jersey Shore, looking for the right individual who is dynamic, motivated and completely versed in radio sales. Also, able to provide knowledge and creative leadership for a sales staff of approximately 12 selling AM/FM combinations. Send resume, references and salary history to Box J-10. EOE.

**White knight wanted.** Current owner/GM seeks new GM with cash to invest in 100Kw FM in Sunbelt. First-rate facility. Good ratings. Unchallenged format. Tremendous potential as yet unrealized. Can you make it happen in an over-radioed market of 100,000? Resume and financials in confidence to Box J-11. EOE.

**Sales manager:** Leading AM/FM in resort/professional/retirement market seeks sales manager with strong direct selling skills. Move to GM possible for right person. Resume and references to WIOZ/WKHO, PO Box 1677, Southern Pines, NC 28387. EOE.

**Prove you are a winner!** Newly modernized station near Shreveport is hitting the market big. Unlimited opportunities for strong, innovative sales manager. Resume to KDXI-AM/FM, PO Box 1306, Mansfield, LA 71052. EOE.

**Central Illinois major market** (Peoria-Decatur area) 25 Kw FM needs strong sales oriented general manager. Lots of growth opportunity. In your own handwriting, please tell us about yourself, your experience, and your reason to consider central Illinois. Are you a people leader with an "open door" style? A strong programming/promotion orientation is required. Please write: Bayard Walters, The Cromwell Group, Box 150846, Nashville, TN 37215-0846. EOE.

### HELP WANTED SALES

**Top 100 North Carolina AC** seeks account executive. Minimum 1 year experience. Group owned. Looking for career minded team players with commitment and desire for success. Cover letter, resume, references to: Box I-23. EOE.

**WHP-AM and FM** want only the best radio sales people in the industry to apply. Benefits, continual training, and a management team that supports, leads, and serves you. Resumes only to Rob Adair, WHP, PO Box 1507, Harrisburg, PA 17105. EEO.

**Sales manager** for successful number 1 rated Virginia AM/FM stations in a growing group. Must manage sales staff in an increasingly competitive market. Excellent compensation and benefits. Box I-36. EOE.

**Big money:** Southwest Florida 100,000 watt Country station looking for an aggressive, experienced street salesperson. Must be able to move immediately for this fantastic opportunity to sell in Florida's fastest growth market. Send reply to Box J-5 with resume. All replies confidential. Equal opportunity employer.

**Sales career opportunity:** One of America's finest community radio stations with big market sound and attractive earning potential, part of mid-size media group, seeks fast-track individual with one plus years radio sales. EOE. Send resume to General Manager, WCHL, PO Box 2127, Chapel Hill, NC 27515.

**National sales manager.** Fast-growing, award winning satellite radio network. Heavy top level experience, extensive ad contacts required. Must have proven track record in qualitative, conceptual sales. Hands-on action oriented professionals only. Superior compensation package and equity program for right person. One-of-a-kind opportunity. Flexible location. Immediate opening. Send resume and salary history to: Mr. Lowell Singerman, Hayden and Associates, Inc., 7825 Washington Ave. S., Suite #120, Minneapolis, MN 55435. EOE.

**Account executive** who can also do play by play sports. Resume to Darrell Sehom, KGRO/KOMX, PO Box 1779, Pampa, TX 79065. EOE.

### HELP WANTED ANNOUNCERS

**Morning host wanted** for Full-Service morning show. Warm and friendly a must! Great with phones! Must truly love people! Salary requirements, picture, plus T & R: WBHP, PO Box 1230, Huntsville, AL 35807. EOE.

**Full Service/Country music** legend seeks team players for future openings. All dayparts. Warm & friendly a must. Country experience encouraged, but not necessary. Salary requirements, picture, plus T & R: WBHP, PO Box 1230, Huntsville, AL 35807. EOE.

**KTLC-FM, Abilene's Adult Rock** station. Seeks a highly topical and creative individual to replace our legendary morning team. Tapes and resumes to Mark Proctor, PO Box 3337, Abilene, TX 79604. An equal opportunity employer. Females and minorities are encouraged to apply.

**Florida group** seeks morning person/program director. Must be great on-air and in administration. Foreground Country format. Send resumes/air checks to Ron Knight, 3101 West Hwy 98, Panama City, FL 32401. EOE. M/F.

**Virginia/Shenandoah Valley AM/FM Combo** needs announcer. If you can sell or do news, you're already on second base. Good company with benefits and great place to live. T&R to: J.D. Cave, WLCC/WRAA, PO Box 387, Luray, VA 22835. EOE.

**Need announcer** for production & general announcing duties. Small mkt near St. Louis. Talk with Mgr. Only 314-586-8577. 9am to 3 pm. EOE.

### HELP WANTED TECHNICAL

**Chief engineer,** maintenance oriented, for Oklahoma City Class C radio station. EOE. Send resume with salary history to Box J-2.

### HELP WANTED NEWS

**Upstate NY Community Service AM/FM** seeks #1 reporter. Some boardwork, limited production. College degree, feel for "small town" news a must. Recent grads accepted. EOE. Call 717-888-7745 before noon.

**Georgia Colonial Coast AC FM** has opening for news director. Tape/resume to PD, WKBX, Box 2525, Kingsland, GA 31548-2525. EOE.

**Reporter/anchor:** Growing small market radio news operation seeks energetic team player with local government reporting experience and on-air abilities who doesn't watch the clock and is ready to join a ratings leading operation. Immediate opening. Cassette and resume to: Brian Ashley, News Director, WTNV AM-FM, 134 Mullin St., Watertown, NY 13601. 315-788-0790. EOE.

**Atlanta All News radio station** seeks an aggressive, experienced radio reporter with strong production skills. Only qualified candidates should apply. Send tapes and resumes to WCNN All News 680, 209 CNN Center, Atlanta, GA 30303. EOE.

**WCCO's gain is our loss.** But not for long, if you're the talented communicator KFGO listeners deserve. Interview skills, multi-topic awareness, superior production are musts. Above all, genuine one-on-one warmth with your audience. Phones to Bill Hoverson, 701-237-5346. 8:30-9:30 AM. 2:30-4:30 PM Central Time. EOE. M/F.

### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**KHCC-FM seeks applications** for music director. The position requires programming of all local Classical music and hosting a daily Classical program. Must have a thorough knowledge of Classical music and a pleasant announcing voice. Salary, \$19,000 to \$24,000. Send resume and non-returnable audition tape to: Personnel Office, Hutchinson Community College, 1300 North Plum, Hutchinson, KS 67501. EOE/AA.

**Dir. marketing/promotions:** Top 5 market. Aggressive, guerrilla-warfare specialist with strong understanding of sales, marketing & programming sought for one of the country's premier CHR stations. Great salary & benefits package. Proven track record a must. EEO. Box I-46.

**Wanted: Program director** for powerful start-up AM in top 50 Sunbelt market. Unique opportunity to program a new station. Experienced programming a music-intensive AM and belief in the potential of AM radio a must. Knowledge of 50's and 60's era music. College degree required. EOE. Reply to Box J-3.

**Program director:** A good, solid on-air talent with a CHR background. Needs computer and research experience. Salary negotiable. Send tape and resumes to Jim Leary, K-100 Radio, PO Box 631, Marysville, CA 95901. EOE.

## DO NOT SEND TAPES TO BLIND BOX NUMBERS.

### 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.

**KQLH-FM Riverside/San Bernardino, CA GSM/OM** seeks GM post. Strong programming and sales. Resourceful. Went #11 to #3 25-54 in 2 books during a bankruptcy. Increased sales. Call Gerry, 714-792-3131.

**Station owners.** I have programmed, managed, been VP of two chains and an owner/operator over the past 16 years. Let's plan our future together. Jay Martin, 209-521-2395.

**Highly successful general manager** available. Substantial experience in medium to major markets. 10 years current company. Love turnarounds and rebuilds. Group experience. Excellent background and references. Relocate anywhere for quality opportunity. Deane Johnson, 503-472-1221.

**Sales manager.** Top station in top 60 market seeks position as GM or GSM in Southeast smaller market. Box J-7.

### SITUATIONS WANTED SALES

**21 years experience.** Now available for management, sales, or as talk show host. Medium or large market preferred. Can meet you in New Orleans at NAB. 915-263-2510.

### SITUATIONS WANTED ANNOUNCERS

**A distinctive voice** begs for chance on Northeast coast. Talented. Experienced. Try me! Norman, 617-298-3437.

### SITUATIONS WANTED TECHNICAL

**30 year career.** Stable radio chief experienced all phases. Midwest. Will relocate. 25K. Box I-32.

### SITUATIONS WANTED NEWS

**Veteran newsmen.** Stable record, excellent references. Some Talk experience. Knowledge of computers. Prefer East. Box I-43.

**Sportstalk:** Looking to start a show? Need a new host? A PBP man? I am a sports expert. Very outgoing personality. Willing to relocate. Neil, 301-424-4984.

**Sportscaster** with four years of experience in reporting, play by play, talk show hosting, and work with two all-sports outlets. Excellent knowledge of all sports and I am willing to relocate to pursue a position in any market. If I'm what you're looking for, call me! Peter, 516-489-6151.

### SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

**Country programmer,** looking for Country to program! Over nineteen years in radio. Prefer central Midwest or Midwest. Call Mike, 419-474-5641.

**Proven Talkhost** ready to program and handle airshift. Will be profit center. Looking to raise kids in medium market. Have extensive experience in major leagues. Mel Young, 602-963-9144.

### MISCELLANEOUS

**Make money in voiceovers.** Marketing and technique for success in commercials and industrials. Seminars Chicago 9/9-10; NYC 9/23-24. Also available on cassettes. Call for free info. Susan Berkley, 1-800-333-8108.

**Management friendly investors** seek satellite programmed radio stations. Minority positions considered. Send business plan, success story. Box G-21.

**Small market AM or FM** ailing? Need to add \$ to your billing? Call HDI Consultants at 502-358-9522 and ask for Herb. Anywhere in the continental US.

**Broadcast jobs! Anchor,** reporter, weather positions currently available through our unique service. An excellent way for you to discreetly and effectively find a new position. We have openings! Call today! National Media Services, 303-839-1770.

# TELEVISION

## HELP WANTED MANAGEMENT

**National sales manager.** Midwest medium sized affiliate is looking for an experienced national rep or national sales manager. This is an opportunity to be part of a growing group of stations. Send resume ASAP to General Sales Manager. EOE Box I-34.

**Group broadcaster** seeks national sales manager for its owned stations. Location NYC. TV rep sales or TV station national sales experience a must. Organized person with good motivational skills has great opportunity to grow with group. Box I-38. EOE

**National sales manager:** Top affiliate in the country is seeking to add national sales manager to our top level team. Responsibilities will include working closely with Telerep offices and managing sports and specials sales. Extensive client contact in addition to agency contact and travel set this job apart. Minimum 4 years national rep or sales manager experience and demonstrated management and leadership capabilities are required. Management experience preferred. Send resumes to Jeffrey Block, GSM, KTVU-TV, PO Box 22222, Oakland, CA 94623. EOE.

**Business manager** for NE NBC affiliate. Degreed accountant with minimum 5 years experience in A/P, A/R, payroll, G/L and financial statements. Individual must possess supervisory, data processing, credit and collection and fringe benefits experience. Good salary and benefit package. Send resume with history of earnings and salary requirements to Ron Pulera, GM, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773. EOE.

**General manager needed** to run well established Southeast medium market station. Individual must have strength in sales, programming and news. Group owner, opportunities possible for equity and advancement for right candidate. Send complete details in first letter. Equal opportunity employer. Box J-9.

**National sales manager** for Fox affiliate in top 50 market. Ideal candidate has 3-5 years rep experience or prior NSM experience. Independent background extremely helpful. Excellent opportunity for growth with major television group. Contact: Tom Hurley, GSM, KRRT-TV, 6218 NW Loop 410, San Antonio, TX 78238. EOE.

## HELP WANTED SALES

**General sales manager needed** for WCBD-TV, Charleston, SC. 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: General Manager, PO Box 879, Charleston, SC 29402. EOE. M/F/drug screened.

**Local sales manager:** NBC affiliate in top 50 market seeking dynamic, creative sales person to manage nine person sales staff. Minimum 5 years experience in local, regional sales and new business development. We're a major group owner that offers great opportunity for growth. Send resume to: General Sales Manager, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773. EOE.

**Dynamic Sunbelt ABC affiliate** seeks experienced, enthusiastic sales professional. Strong new business development skills a must. Excellent opportunity for smaller market account executive. Send resume and salary requirements to: Personnel Department, WJKS-TV, PO Box 17000, Jacksonville, FL 32245. WJKS is an equal opportunity employer. M/F. No telephone calls, please.

## HELP WANTED TECHNICAL

**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, WMTW-TV, PO Box 8, Auburn, ME 04210. An EOE

**Assistant chief engineer:** Top rated NBC affiliate; prefer candidates with RCA - G line transmitter experience, as well as studio equipment maintenance expertise; should have FCC or SBE certificate. will consider maintenance person ready to move up. Send resume to: Len Smith, Chief Engineer, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE, M/F.

**Chief engineer:** Northeast UHF affiliate seeking an individual with strong maintenance background and proven administrative abilities. Applicant should have comprehensive knowledge, leadership abilities and experience in all areas of commercial broadcast engineering. NBC affiliate, small to medium market experience a must. Box I-24. EOE.

**TV engineer:** Need broadcast maintenance engineer. 3 years experience preferred. SBE certification helpful. Color camera shading. Expanding C-Band uplink and studio facility in San Diego, CA. Attn: Verla Leys, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Chief engineer:** WLIG-TV, Long Island, NY, seeks experienced chief engineer. Complete knowledge of UHF transmitter and studio equipment required for this hands-on position. Excellent salary and full benefits. Immediate opening. Call or write Marvin Chauvin, GM, WLIG-TV, 300 Crossways Park Dr., Woodbury, NY 11797. 516-364-1500. EOE.

**Videotape editor:** KCET, a public broadcasting station in Los Angeles, has a unique opportunity for a videotape editor to be responsible for editing of programming including documentary style editing, promotion and list management. The candidate we seek must have 5 or more years editing experience on the CMX system 3000 series, along with experience in editing documentary style programming, must have thorough knowledge of BVW075, Beta-S, BVU-800 3/4inch, BVH-2000, RCA 1100, and 1-inch tape machines and tapes; and, basic operation of Chyron and other character generators. Must be willing to join the union IATSE 695. Qualified applicants may submit their resumes, along with salary history to Videotape Editor Oppy, Human Resources Department, KCET, 4401 Sunset Blvd., Los Angeles, CA 90027. Women, minorities, disabled & veterans are encouraged to apply. EOE.

**Studio engineer:** Leading CBS affiliate in Southwest seeks motivated self thinker with strong studio maintenance background. Knowledge of IBM computers highly desirable. Send resume with references and salary history to: Walter Ward, Chief Engineer, KDBC-TV, PO Box 1799, El Paso, TX 79999. Equal opportunity employer.

**Technician:** Two years broadcasting experience at a television station required. Must have strong technical background in camera, VTR, switcher and related studio equipment. Please send resume to: CBS, Placement Office, 7800 Beverly Blvd., Los Angeles, CA 90036. EEO.

**Television maintenance manager:** Accountable for technician services for university. Requires Bachelor's or equivalent video repair experience. \$24,800. Closes Oct. 15. Idaho is wonderful! Join us! Details on request. Media Center, University of Idaho, Moscow, ID 83843 208-885-7755. AA/EOE.

**Technical maintenance engineer.** Five years experience necessary. Contact Chief Engineer, KRGV-TV, PO Box 5, Westlaco, TX 78596. Equal opportunity employer.

**Assistant chief engineer:** Northern California VHF affiliate seeking an individual with hands-on experience in maintenance repair in all phases of broadcast equipment including microwave transmitter and studio equipment. Send resume to: Chief Engineer, KRCR-TV, 755 Auditorium Dr., Redding, CA 96001. EOE.

**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

## HELP WANTED NEWS

**Anchor:** KCRA-TV is looking for a special anchor. We don't want a reader—we want a broadcast journalist with strong writing and production skills. Our plans for expansion offer a unique opportunity for a hard working, involved anchor. Heavy experience not required, but please—no beginners. If you're ready for a real challenge in one of the best newsrooms in America, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

**Chief photographer:** KCRA-TV seeks a chief photographer who, in addition to shooting and editing on a daily basis, can help us achieve our goal of becoming NPPA Station of the Year. IBEW Union position. If you can teach by example, and inspire others to give 110%, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

**Videotape editor:** KCRA-TV is looking for a videotape editor with at least one year of experience in a busy newsroom. Our plans for expansion offer a unique opportunity for an editor who's quick and creative. IBEW/Union position. If you're ready for a real challenge in one of the best newsrooms in America, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

**Writer/producer:** KCRA-TV is looking for a writer/producer who can do it all. Our plans for expansion offer a unique opportunity for a writer/producer accustomed to a heavy work load. If you've produced on a NewStar computer, all the better. If you're ready for a real challenge in one of the best newsrooms in America, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

**Television news director:** Northeast UHF needs highly motivated, hands-on professional with leadership abilities. Emphasis on local news and community involvement with positive, enthusiastic approach. Ideal candidate for this job must have small to medium market experience in managerial, personnel and hands-on skills. We are an NBC affiliate. EOE. Box I-25.

**Sports director/anchor:** Northeast UHF, NBC affiliate, seeks sports director who will also anchor the Monday through Friday sports. We want more than scores and highlights, we value creativity and hard work on and off the air. We also want to see serious sports journalism. No beginners. EOE. Box I-26.

**Reporter/photographer:** Midwest network affiliate looking for highly motivated individual. If you're excited by a challenge, relish hard work, and have good writing and photography skills. Send resume to Box I-39. EOE. No tapes.

**Reporter/anchor** for leading top 50 affiliate. At least 3 years reporting experience with proven ability to anchor. Producing skills necessary. Looking for well-rounded, self-motivated professional to join the team. Box I-42. EOE. No tapes.

**Videographer** for number 1 news station in Harrisburg, PA. Two years experience minimum. Looking for creative individual with strong story-telling technique ready to join award-winning staff who care. WHTM-TV, PO Box 5860, Harrisburg, PA 17110. EOE

**Dominant west Texas affiliate** seeks a TV weathercaster/meteorologist to manage the weather department and anchor its 5:00, 6:00 and 10:00 PM newscasts. Knowledge of the Tnton Weather System and computer graphics desired. Minimum 3 years experience and/or degree preferred. 20-person newsroom with excellent salary and benefits. Send resume and tape to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE, M/F.

**Executive news director:** KHOU-TV, Houston. Looking for hands-on manager. Must have at least five years major market experience as news director. We want only the best. No phone calls. Send resume to Marty Haag, Broadcast Division, A.H.Belo Corporation, 606 Young St., Dallas, TX 75202-4810. EOE

**Meteorologist:** KCRA-TV is looking for a meteorologist with an AMS seal. We offer state-of-the-art graphics equipment and all the resources needed for a top-notch presentation. Our plans for expansion offer a unique opportunity for an up and coming meteorologist. One year commercial, on-camera experience required. If you're ready for a real challenge in one of the best newsrooms in America, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

**Producer:** KCRA-TV's early morning news draws a bigger audience than the competition's 5 o'clock news! We need an experienced producer who can build on that foundation. Top writing and organizational skills, plus savvy news judgement a must. If you're NewStar literate, all the better. Send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

**Reporter.** Applicants must be creative and possess strong writing skills. Send tape and resume to Dave Tillery, KQTV, 40th & Faraon, St. Joseph, MO 64506. EOE.

**Sports researcher:** WABC-TV Eyewitness News seeks a sports researcher. Candidate should be a sports enthusiast able to handle multiple tasks and to stay cool under deadline pressure. Send resume to Henry Florsheim, Assistant News Director, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls. We are an equal opportunity employer.

**Assistant news director:** SNG experience a plus. Strong growth opportunity. Women and minorities encouraged to apply. Send resume and references to Personnel Office, WLOS, PO Box 1300, Asheville, NC 28802. No calls. EOE.

**Reporter:** We need an aggressive, street-smart, general assignment reporter. Candidates must have exceptional writing skills and understand how to report people stories. Send tape and resume to Jim Holland, News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. EOE.

**Producer:** WFSB, a Post Newsweek Station, is seeking experienced and creative news producer. Candidates should be experienced journalists and have a thorough knowledge of state-of-the-art television production and have the ability to apply it to our top-rated newscasts. Resumes to: Deborah Johnson, Executive Producer, WFSB TV, 3 Constitution Plaza, Hartford, CT 06103. EOE

**Assignment editor.** Ours is one of the best in the business, and he's going to network. We are the number one news station in a tough, fast, hard-news market. If you can direct a seasoned, aggressive staff and enjoy it, write to Billy Gavitt, KWTW, PO Box 14159, Oklahoma City, OK 73113. EOE, M/F.

Do not send tapes to  
Blind Boxes

**International television news agency seeks satellite feed producer for Asia regional centre.** Successful applicant will have writing and video producing skills, ability to book and coordinate satellite transmissions, and interest in international news with focus on Asia. Resumes and references (no phone calls, please) to: Visnews, Tom Sanders, Managing Editor, Asia/Pacific, 4-1-10 Toranomon, Minato Ku, Tokyo, Japan 105 EOE.

**Anchor position:** Available with northern California ABC-TV affiliate. Experienced news anchor with strong leadership qualities who can produce, write and edit. Mail tape/resume to: News Director, KRCR-TV, 755 Auditorium Dr., Redding, CA 96001. EOE.

**News director/anchor:** West Coast VHF affiliate 100+ market seeking an experienced hands-on professional to lead a no. 1 rated news team. Applicant should have a BS degree and a minimum of 3 years experience, preferably as an assistant news director/anchor. Send resume to Box J-13. EOE.

**Co-anchor for Noon to 5PM newscasts** NBC affiliate. West Coast needs an aggressive anchor who also reports and has a proven track record. Send tape, resume and scripts to Newscenter 24, KSEE TV, PO Box 24000, Fresno, CA 93779. EOE. M/F/H.

**Reporter:** Top 30 market, ABC affiliate, looking for intelligent, self-starter with strong writing abilities and good on-air appearance and presentation. Candidates must have two to five years professional, commercial experience and a strong journalism background. College degree preferred and extensive on-set and live experience for this full-time position is required. Please send resume to Box J-12. EOE.

**TV news director:** Leader and team player with good people skills, motivated self-starter, successful track record. Absolutely no rookies. Reply in confidence: Don E. Fuller, General Manager, WJSV-TV, Box 1646, Elkhart, IN 46515. EOE.

**News Director,** 3-5 yrs. news management. Creative, energetic, well organized. Motivator. KCPM-TV, PO Box 4406, Chico, CA 95928. No calls. EOE.

**Anchor for 6 & 10 PM** sought by aggressive small market affiliate. Top writing/reporting skills plus plenty of charisma on-camera are needed. You'll be working with a fine news team for a station that wants to win. \$27 thousand to start in a wonderful Western vacation area. Send resume ASAP to Box J-15 EOE.

**Weather anchor:** WTOV-TV (NBC) is looking for a weather anchor with personality and energy. Prior TV experience and strong weather knowledge required. Send videotape and resume to: Brian Trauring, News Director, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE, M/F.

**6-11PM anchor:** Experienced news anchor for CBS station in Sunbelt. Broadcast degree desired. Resume and current tape to Roy Hardee, News Director, WNCT-TV, PO Box 898, Greenville, NC 27834. EOE.

**Reporter:** With anchor potential needed immediately. Ready for broad range of assignments, particularly the hard hitters. Must be able to shoot/edit on occasion. No beginners. Minorities encouraged. T&R Bill Huffman, ND, PO Box 99, Bluefield, WV 24701 EOE.

**Chief photographer:** Great eye, plus ability to manage others on staff. Oversee field gear, vehicle fleet, etc. Maturity a must. EOE. T&R. Bill Huffman, ND, PO Box 99, Bluefield, WV 24701.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Producer.** Major market station wants organized, creative leader to produce top-rated weekly news magazine program covering urban and minority issues. Must take charge of all aspects of production, including story ideas, field work, writing and final assembly. News experience helpful. Teamwork, discipline and deadline skills a must. Resume and tape (no calls) to Michael Cascio, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

**ACT III Broadcasting** in Nashville has an opening for a talented producer/director with an impressive demo reel. Must handle production from scripting to post production. We have the toys and a new state-of-the-art facility waiting for the right person. Send resume to WZTV, 631 Mainstream Dr., Nashville, TN 37228. EOE, M/F.

**Promotion director:** Creative, strong writing skills. Hands-on experience in all aspects of TV station promotion. Prefer 3-5 years experience as commercial TV station promotion manager/director; will consider strong #2. NBC affiliate, top 35 market. Tapes, resumes, salary requirements to Personnel Coordinator, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No phone calls. EOE.

**Promotion writer/producer.** Join a great team in a great city. San Antonio NBC affiliate is looking for an innovative, hands-on writer/producer to make our on-air product shine. Send reel and resume in confidence to KMOL-TV, Box 2641, San Antonio, TX 78299 EOE.

**Manager of television services:** The successful candidate will present evidence of three to five years television production management experience (preferably in a university setting); the ability to manage personnel, facilities and budgets, and the capacity to lead and nurture a television production team to produce innovative and distinctive products. Master's degree in Communications or related field is also required, as well as strong written and verbal communications skills. Salary: Commensurate with experience. Television Services is housed in a new 20,000 square foot facility. Among its resources are a new Betacam SP edit suite, a four camera remote truck and two production studios. In addition to these facilities, the manager of television services will coordinate the efforts of 3 full-time staff and 15-20 student personnel. A letter of application, resume and names, addresses and phone numbers of three references should be sent to: Tom Brock, Associate Director for Broadcast Services, Campus Box 57, Wichita State University, Wichita, KS 67208. All applications must be received by September 29. Finalists will be asked to provide a portfolio tape for review. Wichita State University is an equal opportunity/affirmative action employer.

**Studio operations manager** to train and supervise production staff for Midwest affiliate. News is our top priority. Box J-4. EOE.

**PM magazine host:** This position requires a strong on-air presence in "live", ad lib, and scripted situations. Writing, videotape editing, and production skills will be considered a plus. If you have the necessary on-camera skills and the magnetic personality needed to be a successful PM host, contact us. Resume and/or tape by 9/15/98 to: Personnel Director, WGAL-TV, PO Box 7127, Lancaster, PA 17604-7127. EEO.

**Senior television producer/director:** Oklahoma State University is seeking a person to produce and anchor a daily agriculture television show for a state-wide network. Eligibility requirements include BS degree and 3 years of experience in television, including on-camera reporting and producing. To receive full consideration, written resume and resume videotape should be received no later than September 30, 1989. Submit to: Kevin G. Hayes, Agricultural Communications, 103 Public Information Bldg., OSU, Stillwater, OK 74078. Must meet IRCA requirements. OSU is an affirmative action/equal opportunity employer.

**Television producer/director:** Oklahoma State University is seeking a person to produce a wide variety of video products, including education videotapes, video news releases and satellite video conferences. Eligibility requirements include a BS degree and 3 years of experience in television with strong emphasis in videotape production. To receive full consideration, written resume and resume videotape should be received no later than September 30, 1989. Submit to: Kevin G. Hayes, Agricultural Communications, 103 Public Information Bldg., OSU, Stillwater, OK 74078. Must meet IRCA requirements. OSU is an affirmative action/equal opportunity employer.

**Television producer:** WUSI-TV, Southern Illinois University at Carbondale invites applications for the position of television producer for its public television station (Channel 16) in Olney. The television producer is responsible for creating local programming and coordinating the day-to-day control-room operations of the television station. Qualifications include a college degree, three years experience in studio and location television production; including staging, and lighting, single and multiple camera direction and operation of a variety of production and editing equipment. The successful candidate must also be able to demonstrate leadership and management capabilities, and be able to work well in a team situation. Send letter of application, resume, videotape of work samples, and three professional references to: Lee D. O'Brien, Executive Director, Broadcasting Service, Southern Illinois University at Carbondale, 1048 Communications Bldg., Carbondale, IL 62901. Southern Illinois University is an equal opportunity/affirmative action employer.

**Senior producer/writer:** WSIU-TV, Southern Illinois University at Carbondale invites applications for the position of senior producer/writer for its public television station (Channel 8) in Carbondale. The senior producer/writer is responsible for creating local programming, and coordinating the day-to-day production operations of the television station. Qualifications include a college degree, three years experience in studio and location television production; including staging, lighting, script writing, single and multiple camera direction and sophisticated post-production techniques. The successful candidate must be able to demonstrate strong leadership and management capabilities, and be able to work well in a team situation. Send letter of application, resume, original script samples, videotape of work samples, and three professional references to: Lee D. O'Brien, Executive Director, Broadcasting Service, Southern Illinois University at Carbondale, 1048 Communications Bldg., Carbondale, IL 62901. Southern Illinois University is an equal opportunity/affirmative action employer.

**Technical director:** For live Spanish language news broadcast. Experience with Grass Valley 1680 switcher with E-Men, Abekas A42 still store, NEC system 10 DVE and Chyron RGU-2. Bilingual (Spanish/English) preferred. Good benefits. Send resume and references to B. Gallagher, PO Box 25080, Glendale, CA 91221. EOE.

**Newscast director** for top 40 affiliate. Minimum three years experience directing news, supervisory experience. Creative, motivated leader to take our newscasts to the top. Send resume, salary requirements to Production Manager, WWMT, 590 West Maple, Kalamazoo, MI 49008. EOE.

**TV director/producer:** Top 30 PBS affiliate seeks a self-starting individual to direct multi and single camera projects and the production of simple television programs. Related duties include the research and planning, budgeting, and implementation of new program productions, the supervision of production staff, assigned to the television production projects, and working with other professionals in a work-team approach. The successful candidate must have a Bachelor's degree in Broadcasting, Radio, and Television or related field, plus 2 years of progressively responsible occupational experience in television direction of production, training and experience in the performing arts, investigative reporting and/or documenting programs is desirable; or any combination of training and experience which provides the necessary skills and abilities. We offer health, hospital, long term disability, life, and dental insurance, paid vacations, 12 paid holidays, 15 sick days, a paid retirement plan, and a salary range of \$1,093 to \$1,401 biweekly. To apply for the position, call 414-225-1800 for a job description and application. The deadline is Friday, September 15, 1989. Resumes and letters of application will not be accepted in lieu of a completed application form. Milwaukee Area Technical College, 700 West State St., Milwaukee, WI 53233. An equal opportunity employer.

#### SITUATIONS WANTED MANAGEMENT

**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.

**Broadcast CEO,** National-International level. Outstanding record of achievement in top leadership roles of administration, sales, finance, organization, strategic planning with results in difficult turn-around situations, looking for a sick company to cure, languid company in growth atmosphere. Thoroughly professional, no flaws. East Coast, mid 6 figures. Your response could mean millions. Write for details - be surprised! Box I-37.

#### SITUATIONS WANTED NEWS

**Experienced, excellent sportscaster** with knowledge of news broadcasting as well, looking for an outstanding station in which to work. 216-929-0131

**Anchor/reporter/assignment editor,** Experienced, hard-working journalist seeking to settle in medium or major market shop committed to quality news. Tape will demonstrate writing, delivery, and management skills. 504-927-3017.

**Psychologist, network experienced,** excellent writing, production and interviewing skills. Contact Box 76477, Los Angeles, CA 90076 for tape.

**Roy Leep,** executive weather director, Tampa, FL, #10. AMS Seal of Approval. 32 years on-air, seeks to relocate. Personally developed and currently directing largest, most progressive, advanced, and award winning department in the nation. Desires compatible philosophy. Salary negotiable. MML, 3225 S. MacDill, PO Box 133-118, Tampa, FL 33629.

**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. Pilot, Spanish ability. Enthusiastic, eager to contribute. Jeff Rowe, 213-433-2944.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**On-camera talent/host:** New York television and radio experience. Live on-camera hosting, interviewing, reporting, fundraising/teletthon skills. Voice-over announcing talents. Format adaptability (magazine, public affairs, informal, etc.) Credible, community-minded, self motivated. Friendly. Prefer New York/New England market, but will consider all areas. Jim Masters, 516-273-6492.

#### MISCELLANEOUS

**Primo People:** The news director's best friend! We can deliver the best in screened and available talent, and we can do it immediately! Call Steve Porricelli or Fred Landaou at 203-637-3653, Box 116, Old Greenwich, CT 06850-0116.

**Music video library,** 2,200+ titles. Mastered on 1". Will sell for price of tape. 800-333-2152.



## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**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.

**Journalism:** Director, School of Journalism, to oversee an accredited program of approximately 400 undergraduate and 35 graduate students. Longtime director promoted to dean. Position includes some teaching. Qualifications: Doctorate preferred. Master's required; administrative experience; research and teaching experience; professional experience as a journalist. Salary: Negotiable. Deadline: October 16 or until position is filled. Send application, vita and three letters of reference to Professor Janet Dooley, Chair, Search Committee for Director, W. Page Pitt School of Journalism, Marshall University, Huntington, WV 25701. Marshall University is an equal opportunity, affirmative action employer.

**Search extended:** Chairperson, Department of Communication, East Tennessee State University, beginning August 1990. The department consists of divisions of advertising, broadcasting, journalism, public relations, speech communications, and theatre. PhD in a communication field required. Must have a solid record in teaching and research with strong academic credentials. Convincing evidence of successful administrative experience required. Sensitivity to the needs of a multifaceted department and excellent interpersonal and public communication skills are essential. Preference will be given to persons with professional experience in an area of the department. Women and minorities are encouraged to apply. Review of applications will begin November 1, 1989, and will continue until the position is filled. Send vita and three letters of recommendation to Dr. Stephen Brown, Search Committee Chair, Box 19150A, ETSU, Johnson City, TN 37614. AA/EEO.

### HELP WANTED NEWS

**Editor position available.** Satellite industry magazine seeking a creative professional to take leadership role expanding publication. Candidates must have prior editing experience. Editorial experience involving satellite TV and/or cable TV a definite plus. We offer fine rural living on the northern California coast and a competitive salary and benefits package. Qualified applicants should submit their resume including salary history/requirements to, Personnel Director, PO Box 310, Fortuna, CA 95540. EOE.

### HELP WANTED TECHNICAL

**Director of Technical Services needed:** Central Wesleyan Church in Holland, Michigan, a strong and growing evangelical church, is looking for a person to work fulltime with the operation and maintenance of audio, lighting, multi-image and tape ministry systems. Prior experience in audio and lighting are necessary. Some computer knowledge would be helpful. Send resume and salary history to Central Wesleyan Church, 446 West 40th St., Holland, MI 49423. Attention: Jack Lynn. EOE

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Experienced producer needed** for production company. News background helpful. Box J-6. 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 Servatius, J.S. Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Dr., El Paso, TX 79925. 915-772-2243.

**3" to 3 1/2" Air Helliax.** 350 ft. or more, must be pooled and in good condition. K. O'Malley, 804-623-9667.

### 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 BTF20E1 (1976,1976) 3 5kW McMartin (1985) 5kW Gates FM 5G (1967) RCA 5D (1967) CSI T-12-F (1980) Transcom Corp 215-884-0888. FAX 215-884-0738.

**1KW AM transmitters** CSI T1A (1981), 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. Klystrode. 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.

**Blank tape, half price!** Perfect for editing, dubbing or studio recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$4.99. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. toll free 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.

**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.

**Great rental news!** Mobile production trucks, mobile uplinks, portable 2 GIG microwave links. Call Media Concepts, 919-977-3600.

**Anixter Marx** 5-meter transmit/receive C-band satellite dishes, power amplifiers, etc. for SCPC audio uplinking. Can supply complete package. 702-386-2844.

**Scientific Atlanta,** model 8005, 4.6 meter satellite antennas \$2,500. Broadcast quality receivers, SA414 \$1,975. 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.

**Stereo audio uplink** on C-band subcarrier available. 1-800-328-2546.

**Fidelipac audio cartridges** model 300. From 20 seconds to 10 minutes. \$2 each 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.

**48 sections** of 3-1/8" transmission line, 50 ohm, w/hangers: (1) 12 bay RCA-FM antenna, 88.8; Call 904-223-0616.

**Save on your videotape** stock. We have 3/4 & 1" evaluated Broadcast quality videotape. Available in all time lengths. Call IVC, 516-862-7156.

**50 watt ITFS TV transmitter** and 12 gain Andrew antenna C7H-1A. Like new. Operated 2 years. Best offer or trade. KOZK-TV, Bill Ellis, 417-865-2100.

**Equipment financing:** New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding, 214-422-5487.

**Used-new AM, FM/TV transmitters,** LPTV, antennas, cable, connectors, STL equipment, etc. Save thousands. Broadcasting Systems, 602-582-6550.

**Crystal sale:** Save a bundle on guaranteed T12A or BH8 vacuum types in stock, trade-ins taken. Also new or replacement crystals or oven type holders for AM, FM and TV transmitters; frequency monitor service. 54 years in business! Eidson Electronics Co. 817-773-3901.

**Norelco PC-70's** - 18 heads (3 empty), 9 viewfinders, 8 shotboxes, 15 lenses (3 Angenieux), 16 CCU's. Extra tubes, extra boards, miles of cable. All for \$6,000. P. O'Keefe, Columbia College, Chicago. 312-663-1600. X408.

## RADIO Help Wanted Sales

### EXPERIENCED RADIO SALES REPRESENTATIVE

Midwest News/Talk -  
Adult Contemporary Combo seeks  
an aggressive account executive.  
Radio experience a must.  
Send resume, references  
and photo.

Reply in confidence to:

### THE LUND CONSULTANTS, INC.

1330 Millbrae Ave.,  
Millbrae, CA 94030

No calls, please. EOE.

### Help Wanted Programing Production & Others

### CREATIVE PROMOTION DIRECTOR

Ohio AM/FM Combo has a rare  
opening for a Promotion Director.  
Must be dynamic, energetic,  
self-motivated and a team player.  
Send resume, picture, references,  
and examples of best work to:

### THE LUND CONSULTANTS, INC.

1330 Millbrae Ave.,  
Millbrae, CA 94030

No calls, please. EOE.

### Help Wanted Management

### WSTW<sup>93.7</sup>. LOCAL SALES WDEL1150 MANAGER

TOP RATED MID-ATLANTIC AM/FM COMBO  
NEEDS STRONG LOCAL  
SALES MANAGER.  
TWELVE PERSON DEPARTMENT.  
ALL THE RIGHT TOOLS AND BACKUP.  
GOOD COMPENSATION PACKAGE:  
FULL BENEFITS. WE NEED  
SOMEONE WHO UNDERSTANDS  
HOW TO SELL TWO STRONG STATIONS.  
RESUME AND LETTER TO:

GM & GSM, WDEL/WSTW  
2727 SHIPLEY RD, WILMINGTON, DE  
19803  
EOE

**Help Wanted Management Continued**

**NATIONAL SALES MANAGER**

The **CBN Radio Network**, located in Virginia Beach, Virginia, has an immediate opening for a National Sales Manager. Candidates should have 1 to 3 years experience in broadcast sales dealing with national advertising agencies. We offer an excellent salary with a high commission. Be a part of this energetic team and growing Christian radio network. Send your resume to:

**CBN Employment Office**  
**Box A9**  
**CBN Center**  
**Virginia Beach, VA 23463**



**Situations Wanted Management**

**TOP 75 MARKETS  
 GENERAL MANAGER  
 AVAILABLE**

Substantial experience as General Manager in medium to major markets. 10 years with current company. Love turn-arounds and rebuilds. Group experience. Excellent background and references. Unusual circumstance creates availability. Relocate anywhere for quality opportunity.

**Deane Johnson**  
**503-472-1221**

**MAGICAL WORKAHOLIC MANAGER  
 Turn-around King**

Presently employed GM in Top 20 market with extensive local and national management triumphs in three top ten markets including NY and LA seeks new level. Reduced station expenses 50%, quadrupled revenues, called a promotion/co-op genius. 17 years broadcast experience, nine years with one company, age 34.

**Raise your bottom line!**  
**BOX I-44**

**Situations Wanted Announcers**

**CRITICALLY ACCLAIMED  
 NY'S BEST, NOT BIGGEST**

Totally unique, witty, warm, thoughtful, inoffensively controversial; irreverent but clean: "funniest morning-man in NY" seeks to regain lost sleep. Does music, talk, etc with class. not crass. Radio or TV.

**Box J-14**

**Successful AM/FM Sold to Owner/Operator.  
 Successful GM Needs Job.  
 Impeccable credentials and references,  
 past and present.**

**Ron Brandon**  
**615-586-9696 (w) 615-587-6858 (h)**

**TELEVISION**

**Help Wanted Programing Production & Others**

The Christian Broadcasting Network, Inc. is accepting applications for the following positions:

**PROMOTIONS PRODUCER**

Candidate must be able to produce, write, and edit for television and promotional material. Position is based in Virginia Beach, VA but will work with the Middle East Television Department. Requirements include 2 to 3 years in television promotion production. Send resume to the address below using Box A-6.

**REMOTE CAMERA OPERATOR**

Candidate should have 3 years operating experience and ability to perform audio and lighting for routine field production and edit remote features. Send resume to the address below using Box A-7.

**TV MAINTENANCE ENGINEER**

Candidate should have experience in the installation, maintenance and repair of all television related equipment, including, but not limited to: TV transmitters, studio equipment, microwave and communications equipment. Minimum 3 to 5 years in broadcast TV electronics. Send resume to the address below using Box A-8.

Send resumes to:  
**CBN Employment Office**  
**Box \_\_\_\_\_**  
**CBN Center**  
**Virginia Beach, VA 23463**



**Help Wanted Programing  
 Production & Others Continued**

**Senior  
 Design Engineer**

If you are experienced in the design and engineering of sophisticated teleproduction facilities and if your experience includes major market broadcast or network design responsibility, we would like to meet with you to discuss this key position in our Engineering Department.

Please address your resume to: **Robert Hemenway, Director of Technical Operations, Lake Systems Corporation, 287 Grove Street, Newton, MA 02166.**



**TELEVISION  
 PRODUCER/DIRECTOR**

Motivated, hands-on individual, to be responsible for researching, writing, producing, directing and editing programs for college cable TV channel and various instructional programs. Must be creative, have good editorial judgement and an eye for detail. Qualifications include a minimum 3 years experience + degree. Salary to high teens. Send tape, cover letter and resume by September 18th to:

**MERCER COUNTY  
 COMMUNITY COLLEGE  
 Personnel Services Dept. TB  
 P.O. Box B, Trenton, NJ 08690**

Affirmative Action/  
 Equal Opportunity Employer, M/F



**ENTERTAINMENT GROUP INC.**

is currently hiring executive positions for the following divisions

**PRESIDENT  
 SYS RADIO PROGRAMING**

This individual we seek will be responsible for efficient organization, direction and success of our radio division. This will include advertising, promotion, media, public relations and the selling of our radio products to the top markets in the country. Applicant must have at least 8 years of experience in radio broadcast operations.

**PRESIDENT  
 SYS TELEVISION PROGRAMING**

This position supervises the operation and management of our television division. Responsibilities include the efficient development and marketing of our television properties. Applicant must have at least 10 years of experience in the development and syndication of television programming.

Send resume in confidence to:

**Dennis Richard**  
**SYS ENTERTAINMENT GROUP, INC.**  
**300 International Pkwy**  
**Heathrow, FL 32746**  
 Equal Opportunity Employer

## Help Wanted Technical

### MAINTENANCE ENGINEER

Seeking second half of team to maintain the finest 48' production truck on the road. Successful candidate will possess maintenance experience with Sony cameras, 1" machines, VTR's, GVG-1680, Yamaha mixing board, Chyron and Abekas A-53, A-42.

#### ALSO NEEDED:

Two experienced uplink engineers



Send resume: **John Lewis**  
SST&T

12450 Harman Rd  
New Springfield,  
OH 44443.

**SURE SHOT**  
Teleproductions & Transmissions  
...on the move

EOE

### NEWS OPERATIONS MANAGER Operations and Engineering Department

Position is responsible for the administration and supervision of news gathering personnel and news technical facilities at WBBM-TV.

Applicant must have 5 years experience in major market news gathering operations, including operational and maintenance experience with cameras, recorders, microwave and remote location facilities, plus 2-3 years supervisory experience. Strong interpersonal skills are essential.

Please send resume to:

**David G. Haworth**  
Associate Director,  
Operations & Engineering Department  
WBBM-TV  
630 North McClurg Court  
Chicago, IL 60611



WBBM-TV is an Equal Opportunity Employer

## Help Wanted News

### VP & GENERAL MANAGER Top 50 Network Affiliate

This is one of those rare opportunities to join a progressive broadcast company and manage a fine TV station.

Tell us in your first letter about your experience as a successful TV manager and why you would be the best person for this position. Include salary history and references. All replies will be held in strictest confidence.

Reply to Box J-8  
Equal Opportunity Employer

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.

## Help Wanted Management

### Director News and Public Affairs Programing PBS

We are seeking a seasoned television professional to direct the work of PBS's News and Public Affairs Programing Department. Responsibilities include staff management, initiation, development, and funding of major new projects, maintenance of relations with ongoing series, and representing PBS programing externally. Qualifications: Bachelor's degree or equivalent with graduate degree in Journalism, Broadcasting, or related field preferred. Minimum of 8-10 years in a high-profile decision-making capacity; public television station experience preferred. Must have excellent program and news judgement; the ability to operate as a member of a team; timeliness and courage in decision-making; and powerful written and oral expression. PBS offers a salary commensurate with experience and an excellent benefits package. Please submit letter of interest, resume and salary requirements to:

PBS  
Attn: Carla A. Gibson  
1320 Braddock Place  
Alexandria, VA 22314

PBS is an equal opportunity employer



## ALLIED FIELDS

### Help Wanted Technical

### AUDIO-VISUAL MANAGER

Are you a hard-working, take-charge individual with extensive A/V writing and producing credits? Do you have the ability to supervise production crews and manage all the details that go into producing high impact programming in all media?

If so, this is the opportunity you have been waiting for. This newly created position will be responsible for producing training and marketing communications programs for our extensive dealer network. Video is our primary vehicle although you must know multi-image, print and live staging as well. We have an in-house facility and staff and a strong track record of producing effective quality media. This is a key position in our high visibility operation. You must have at least 8 years experience in a similar setting with demonstrated management skills. We are particularly interested in someone with a strong training background. As a leading manufacturer and marketer in our industry we offer an excellent salary and benefits package and provide a long-term, stable environment with room for growth.

Interested? Send your complete resume and salary history to: **Robert F. Riefke**, Belltone Electronics Corporation, 4201 W. Victoria, Chicago, IL 60646. An Equal Opportunity Employer M/F.

**Belltone**  
ELECTRONICS CORP.

## Help Wanted Sales

### Denver's largest full-service video production company

is seeking an innovative, aggressive sales manager. Successful candidate will create marketing strategies, develop proposals and supervise a three-person sales force. Position requires extensive sales management experience and a thorough understanding of video production and post-production techniques. Position also requires extensive client contact and strong writing skills.

Send resume and references to:

**General Manager**  
HSN Telemation  
7700 E. ILIFF, Suite H  
Denver, Colorado 80232  
No Phone calls, please. EOE.

## Educational Services

### ENTRY LEVEL TV NEWS REPORTERS AND SPORTSCASTERS

ON-CAMERA PRESENTATION INSTRUCTION INCLUDES:

- \* TWO DAYS OF INSTRUCTION
- \* PROFESSIONALLY PRODUCED AUDITION TAPE
- \* EMPLOYMENT ASSISTANCE

THE MEDIA TRAINING CENTER  
CALL (602) 285-1143

### Are your news people as good as they could be?

Let us help your anchors and reporters be their best...

- On the air
- On the beat
- In the newsroom.

Shirley Brice and Associates has the broadcasting and coaching experience that will bring you results.

Call us at:

SHIRLEY  
**BRICE**  
& ASSOCIATES

(515) 288-1834  
2410 Terrace Road  
Des Moines, Iowa 50312

## Employment Services

### GET A JUMP ON THE COMPETITION!

MediaLine is your best source of job leads because you hear about jobs just hours after we do. A daily telephone report puts you in touch with the best jobs at the lowest prices. For more information call:

800-237-8073  
in CA: 408-296-7353



THE BEST JOBS ARE ON THE LINE  
2156 The Alameda, San Jose, CA 95126

### WE PLACE ENGINEERS

ALL CATEGORIES FOR TV, PRODUCTION,  
VIDEO, CATV (EXCLUDING OPERATORS)

America's Leading Source for a Decade  
(TV STATIONS, PRODUCTION FACILITIES, CORP. TV, MFG., CATV)

For information phone or write Mark Kornish



**key SYSTEMS**

479 Northampton Street  
Kingston, PA 18704

Employer  
Paid Fees

(717) 283-1041

**INSIDE JOB LISTINGS**  
**1-900-234-INFO ext. TV (88)**  
**JOBPHONE**  
 RADIO • TV • ADVERTISING • CABLE  
 \$2 per minute From any touch tone phone

**SPORTS CAREERS**  
 Your Link to Getting a Job in the Sports Industry  
**1-800-776-7877**

**End The Christmas Needledrop Problem.**



Get *Sounds Like Christmas*, a complete new CD audio production package.  
 • Traditional • Vocals • Novelty • SFX. Call for free demo cassette. (615) 385-2957  
 Or write: *Sounds Like Christmas*, 1443 12th Ave. S., Nashville, TN 37203.

**10,000 RADIO and TV JOBS!**  
*The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities.*

One week \$7.00 — **SPECIAL SIX WEEKS \$15.95 . . . SAVE \$20.00**  
**MONEY BACK GUARANTEE**  
 Yearly \$120.00  
 1553 N. EASTERN Dept F LAS VEGAS, NEVADA 89101

**American Radio**  
 JOB MARKET

CLIP AND SAVE THIS AD!

1553 N Eastern, Las Vegas, NV 89108

**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

**MANAGEMENT FRIENDLY INVESTORS**  
 seek radio stations. Substantial management incentives, equity assured. Minority positions or buyouts of existing shareholders considered.  
 Send business plan and success story:  
 Suite 151,  
 527 Third Ave., New York, NY 10016

**For Sale**  
 AM - 1 KW. Unlimited hrs.  
 Fast growing area, near Hilton Head  
 350,000 10% down, owner financing.  
 ALLEN  
 P.O. Box 601  
 Lobeco, SC 29901  
 803-846-4242

**CALL A MILLAR BROKER TODAY**

- Class A FM Maine \$260,000
- Class A FM Vermont \$845,000
- Class B FM Portland \$2,500,000
- 5Kw-1Kw AM Connecticut \$400K; \$150K Down

**CALL BILL HUNTER**  
 802-863-0087

**Visit Us In Suite 1543**  
**At The New Orleans Hilton**  
**During N.A.B., Sept. 13-16**

**For Sale Stations**

\* More than 90 radio & TV stations nationwide listed for sale.  
 \* NAB IN NEW ORLEANS by appointment only.  
 Broadcast Communications Division  
**BUSINESS BROKER ASSOCIATES**  
 615-756-7635 — 24 Hours

**MEDIA BROKERS • APPRAISERS**

RADIO • TV • LPTV  
 A Confidential & Personal Service  
 During NAB-New Orleans  
**RADISSON SUITES HOTEL**  
 Please call for appt.  
**BURT SHERWOOD INC**



**HELP!!**  
 A great new Indy in the nation's hottest market needs an equity investor immediately. Control and management available.  
**\$3,000,000 minimum.**  
 Box H-112


\*\*\* CALIFORNIA \*\*\*\*\*  
 \*\*\*\*\* OPPORTUNITY \*\*\*  
 HIGH POWER \*\*\* LOW FREQUENCY  
 FULL TIME \*\*\* CLEAR CHANNEL  
 1.75 Million  
 BOX I-45

Protect Yourself.  
 Call the Industry's Lawyer.  
**BARRY SKIDELSKY**  
 Attorney at Law  
 655 Third Avenue • Suite 1100  
 New York, NY 10017  
 (212) 818-0990

At NAB Radio '89. Contact via New Orleans Hilton or call ahead to schedule free and confidential consultation.

**FCC PROBLEMS?**  
 Contact  
**BROADCAST MEDIA LEGAL SERVICES**  
 a service of McCabe & Allen  
 FOR IMMEDIATE LEGAL ASSISTANCE CALL  
**1-800-433-2636**  
 (In Virginia, call 703-361-6907)  
 QUALITY, FLAT FEE LEGAL SERVICES  
 AMEX MC VISA CHARGE

How Suite it is: **HILTON 1743**  
 NEW ORLEANS at RADIO '89 NAB CONVENTION

 **KOZACKO • HORTON COMPANY**  
 BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY

We're looking forward to meeting—and working—with you!  
 PRE- AND POST-CONVENTION INFORMATION: **607-733-7138**

# R. E. Meador & Associates

MEDIA BROKERS

NAB RADIO 89  
NEW ORLEANS HILTON  
SUITE 2006

Ralph E. Meador  
P.O. Box 36  
Lexington, MO 64067  
816-259-2544

Kansas City, MO  
816-455-0001

AM/FM	100 KW MAJOR MKT. M.W.	\$2,400,000
AM/FM	S. CAR. COASTAL \$85K DN	\$550,000
AM/FM	JAX. FL. MKT. CASH FLOW	\$1,950,000
FM	N. FLA. TERMS CASH FLOW	\$795,000
AM	10 KW N. FLA. \$100K DN.	\$359,000
AM	F/T NASH. TN. MKT.	\$350,000
AM	ORL. FL. MKT. TERMS	\$500,000

HADDEN & ASSOC.  
• ORLANDO •

1-407-365-7832

## HUNTER MEDIA SERVICES

CALIFORNIA MEDIUM MARKETS

FM-A with B-1 GRANT  
\$1.2 MILLION - \$200M D.P.

FM - GOOD RATINGS  
\$1.4 MILLION - \$700M D.P.  
CLIFF HUNTER  
800-237-3777

## So. New Hampshire Market

1 kw AM Daytimer-Good Signal  
Only AM Licensed in 2-Station

Growth Market  
"Stick" Entry Buy  
\$350,000 CASH  
Principals Only  
For Sale By Owner  
203-869-4433

## William A. Exline, Inc.

Media Brokers • Consultants

RADIO '89 ADDRESS:

New Orleans Hilton  
Suite 2006  
(504) 561-0500



BILL EXLINE ANDY McCLURE

## William A. Exline, Inc.

Media Brokers • Consultants

4340 Redwood Highway • Suite F 230 • San Rafael, California 94903

(415) 479-3484

PS\*

Who's Buying?

Who's Selling?

We know ...

... and we know them quite well!  
If you have ever considered selling your station, AM-FM-TV, we'd like to talk with you - in your city or at NAB RADIO '89 in New Orleans - September 13-16.

We will be at the Hilton in the Towers.

Call now for an appointment.

Tom Snowden ■ Dick Paul

SNOWDEN Associates

MEDIA BROKERS



919-355-0327

\*Personal Service

## 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.

At 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:

- The importance of ratings
- The significance of radio formats
- How radio selects market targets
- Adding creativity to your ads
- How television impacts radio ...and much more!

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:

Broadcasting Book Division  
1705 DeSales St., N.W.  
Washington, D.C. 20036  
Or call 1-800-638-7827 to use VISA or MasterCard.



# Fates & Fortunes

## Media

**Evelyn Mendez**, director of finance, radio division, Capcities/ABC, New York, named VP of finance.



Mendez



Burch

**Eric Burch**, news director, Business Radio Network, Colorado Springs, named VP of broadcast operations.

**Robert F. Finke**, president and general manager, KTVY(TV) Oklahoma City, joins WPRI-TV Providence, R.I., as VP, general manager. **Michael Sileck**, director of business affairs, KTVY, joins WPRI-TV as director of finance.

Appointments at Cox Cable Communica-

tions, Atlanta: **Jimmy W. Hayes**, controller, Cox Enterprises Inc., to VP, finance; **Judith Sanders-Henke**, director of employee relations, to VP, human resources; **Robert C. O'Leary**, senior VP of finance and administration, to senior VP of operations; **David M. Woodrow**, VP and general manager, Cox Cable Santa Barbara, Calif., to VP of operations; **Barry L. Wilson**, VP and general manager, Cox Cable New Orleans, to division VP, Southeast, Raleigh, N.C.; **C. Ray Nagin**, system controller, succeeds Wilson.

**Brenda Adrlance**, general sales manager, KKBQ-AM-FM Houston, joins KOAI(FM) Denton, Tex. (Dallas), as VP and general manager.

**Jon Schweitzer**, general sales manager, WTKI(FM) Milwaukee, joins KCWV-FM Leavenworth, Kan., as VP and general manager.

**John Fignar**, general sales manager, WNAC-TV Providence, R.I., named general manager.

**Steve Israelsky**, founding executive director and general manager, Arlington Community TV, Arlington, Va., joins KSCI(TV) San Bernardino (Los Angeles), Calif., as cable relations manager.

## Marketing

**Donna Zapata**, VP and general manager, KREM-TV Spokane, Wash., joins WWOR-TV Secaucus, N.J. (New York), as senior VP, sales and marketing.

**Jon Barovick**, account executive, TV Horizons, New York, named VP, advertiser sales.

**Judith Lipnick**, regional manager, affiliate sales and marketing, HBO, Chicago, named regional director. **Dave Hanson**, account manager, affiliate sales and marketing, HBO, Chicago, succeeds Lipnick.

Appointments at The Comedy Channel, HBO, New York: **David McCoy**, sales manager, program development and special projects, CNN, to VP, national sales manager; **Joe Poletto**, account executive, Arts & Entertainment, New York, to director of sales, East Coast; **Heather Weir**, manager of sales planning, to manager, sales development; **Scot MacPherson**, director, consumer promotion, to director, sales promotion; **Vinnie Favale**, traffic manager, Arts & Entertainment, New York, to director, traffic; **Karen Schmeichel**, sales representative, *Money* magazine, Chicago, to account executive there; **Jim D'Antoni**, Eastern regional sales manager, Executive Channel, New York, to account executive.

**Mark Mersky**, director, marketing and media research, Group W Satellite Communications, New York, joins Arts & Entertainment there as director, local advertising sales.

**Craig Miller**, general sales manager, WKRC-

TV Cincinnati, joins Great American Broadcasting there as VP, television sales.

**Sally Altrocchi**, account executive, KSBW(TV) Salinas, Calif., named regional marketing and sales manager. **Chuck Bolcom**, account executive, KSBW named local marketing and sales manager.

**Sherman Baldwin**, director of new business development, F. Scott Kimmich & Co., South Norwalk, Conn.-based ad agency, joins Praxis Media Inc., South Norwalk-based communications consulting and production company, as manager of marketing and sales.

**Peter Connell**, consultant, Edelman Public Relations, New York, joins G/R Public Relations, Watertown, Mass., as executive VP.

## Programing

**John Litvack**, producer, MTM, Studio City, Calif., joins Walt Disney Television as senior VP, *Magical World of Disney*, Burbank, Calif.



Litvack



Rosen



Iglie

**Rick Rosen**, VP of production, development and sales, DIC Enterprises, Burbank, Calif., joins Orion Television, Los Angeles, as senior VP, production, comedy.

**Robert E. Iglie**, senior VP, executive media director, programing and network negotiation, NW Ayer, New York, joins Arts & Entertainment there as senior VP, business development. **Bonita Lei**, manager, information systems, Arts & Entertainment, New York, named director, management information systems.

**Marion Lear Swaybill**, director of acquisitions, noncommercial WNET(TV) Newark, N.J. (New York), named director of co-productions.

**Wendy Riche**, executive producer, motion pictures for television, ABC Entertainment, Los Angeles, joins Fox Broadcasting there



DO YOU KNOW YOUR MARKET?  
YOUR COMPETITION DOES!

DATAWORLD MAPS CAN

- Depict your coverage!
- Market orient your sales people!
- Target your ethnic/demographic markets!
- Identify marginal signal areas!
- Plot any special requirements!

MAP OPTIONS

- SHADOWING (TERRAIN SHIELDING)
- POPULATION DENSITY
- CONTOUR COVERAGE
- SPECIALS

**dataworld**®

A Service of DW, Inc.

Fax (301) 656-5341

(301) 652-8822

(800) 368-5754

as senior VP, production, movies and mini-series.

**Rosemary Krupa**, international program sales manager, Canadian Broadcasting Corporation, London, joins Television New Zealand there as general manager.

**Donald Prijatel**, president, Prijatel Productions, Columbus, Ohio, joins King World Productions, Los Angeles, as director of development.

**Jim Walley**, director of resource development, HBO, New York, to director of research, The Comedy Channel, HBO, New York; **Galen Jones**, director of competitive analysis, financial planning and budgeting, HBO, to director, sales development, The Comedy Channel.

Appointments at Barris program sales: **Rachel Wells**, VP of research, Los Angeles, to VP of research and development; **Patricia Domina**, assistant, station relations, New York, to director of creative services, East Coast; **Mary Jester**, sales assistant, West Coast, Los Angeles, to director of creative services, West Coast.

**Joanne Brough**, executive producer, CBS's *Falcon Crest*, and VP, creative affairs, Lorimar, Los Angeles, joins Republic Pictures there as executive producer in exclusive production deal. Brough will continue as consultant for *Falcon Crest* during new season.

**John M. Baird**, national field sales manager, Alberto Culver Toiletries Division, Atlanta, joins Showtime Networks there as regional VP, Southeast region.

**Betsy Cohen**, senior producer, Arthur Andersen & Co., Chicago, joins The Broadcast Center, Washington-based production and distribution company, as VP and director.

## News and Public Affairs



**Marcy McGinnis**, senior producer, CBS Newsnet, New York, named executive producer.

**Michael Kinsley**, editor, *The New Republic*, Washington, adds duties of co-anchor, *Crossfire*, CNN there.

**John Woodlin**, news director, WHNT(TV) Huntsville, Ala., joins WPRI-TV Providence, R.I., in same capacity.

**C.J. Beutien**, managing editor, WRCB-TV Chattanooga, joins WFIE-TV Evansville, Ind., as news director.

Appointments in news department of WISC-TV Madison, Wis.: **Joe Champ**, bureau chief, Rock County, to reporter; **David Mossner**, bureau reporter, KELO-TV Sioux Falls, S.D., to reporter; **Katy Sai**, morning news anchor and general assignment reporter, WHBF-TV Rock Island, Ill., to weekend anchor-reporter.

**Andy Field**, general assignment reporter and

fill-in anchor, WJZ-TV Baltimore, joins Newsfeed, Group W, Washington, as national correspondent.

**Harry Carson**, former New York Giant, joins Madison Square Garden Network, New York, as special reporter, *Giants Journal*.

**Carolyn Burns**, sports reporter, KGO-AM-TV San Francisco, joins *SportsCenter*, ESPN, Bristol, Conn., as anchor-reporter.

**Mike Horvath**, sports producer, WPLC(TV) Miami, joins WCIX-TV there in same capacity. **Dan Leveton**, news producer, WPLC, joins WCIX-TV as senior writer.

Appointments in news department, WTOL-TV Toledo: **Terese Roberts**, reporter, WSPD(AM) Toledo, to 11 p.m. producer; **Chris Slawinski**, graduate, University of Toledo, to news editor; **Mike Thomsen**, part-time sports assistant, adds duties of news editor; **Jim Parker**, weekend assignment editor, to weekend news producer; **Michael Baugh**, news photographer, adds duties of weekend assignment editor.

## Technology

**Lyle C. Henry**, chief engineer, KQLZ(FM) Los Angeles, joins noncommercial USC Radio (KUSC(FM) Los Angeles, KCPB(FM) Thousand Oaks, KSCA(FM) Santa Barbara and KPSC(FM) Palm Springs, all California) there as director of engineering.

**Tim Wening**, news photographer, WNWO-TV Toledo, joins WTOL-TV there as news engineer.

## Promotion and PR



Hughes

**Jodie C. Hughes**, VP, Tracy-Locke/Pharr, Public Relations, Dallas, joins A.H. Belo Corp., Dallas-based group owner of five TV's, as director of corporate communications.

**Dennis Petrosky**, manager, corporate communications, Fox Inc., Los Angeles, named director, corporate communications.

**Pamella R. Thorne**, senior executive of public relations, Macy's department stores, Houston, joins Warner Cable's Metro Houston system there as director of community relations.

**Susan Polakoff**, media and public relations director, U.S. Gymnastics Federation, Indianapolis, joins Turner Broadcasting System, Atlanta, as Goodwill Games publicist. **Michael K. Mobley**, writer and editor, sports information department, University of Georgia, Athens, joins Turner Broadcasting System as Goodwill Games publicity coordinator.

**Barry Layne**, manager, music marketing/creative services, CBS Records, New York, joins LBS Communications Inc. there as director of creative services.

**Steve Johnson**, producer-writer, WCCO-TV Minneapolis, joins WPRI-TV Providence,

## Broadcasting & Cable

### SUBSCRIPTION ORDER CARD

Fill in, sign and mail to:  
Circulation Department  
Broadcasting/Cable  
1705 DeSales St, NW  
Washington, DC 20036

**YES**, I want to receive an introductory subscription to **Broadcasting/Cable** at no charge.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone No. (\_\_\_\_) \_\_\_\_\_

Date \_\_\_\_\_ Signature \_\_\_\_\_

PLEASE PRINT OR TYPE

### BUSINESS CLASSIFICATION:

- Please check the category that best describes your firm's primary business (please check only one).
- |   |  |
|---|--|
| <input type="checkbox"/> 1. Cable TV systems Operations | <input type="checkbox"/> 6. Microwave or Telephone Company               |
| <input type="checkbox"/> a. Independent Cable TV System | <input type="checkbox"/> 7. Commercial Television Broadcaster            |
| <input type="checkbox"/> b. MSO (two or more Systems)   | <input type="checkbox"/> 8. Cable TV Component Manufacturer              |
| <input type="checkbox"/> 2. Cable TV Contractor         | <input type="checkbox"/> 9. Cable TV Investor                            |
| <input type="checkbox"/> 3. Cable TV Program Network    | <input type="checkbox"/> 10. Financial Institution, Broker or Consultant |
| <input type="checkbox"/> 4. SMATV or DBS Operator       | <input type="checkbox"/> 11. Law Firm or Government Agency               |
| <input type="checkbox"/> 5. MDS, STV, or LPTV Operator  | <input type="checkbox"/> 12. Program Producer or Distributor             |
|   | <input type="checkbox"/> 13. Advertising Agency                          |
|   | <input type="checkbox"/> 14. Educational TV Station, School or Library   |
|   | <input type="checkbox"/> 15. Other _____                                 |
- (Please describe)



**James J. Popham** has been named to the new position of VP and general counsel of the Association of Independent Television Stations (INTV), Washington. Popham was on the staff of the National Association of Broadcasters from 1972 to 1982, serving in various capacities including assistant general counsel, deputy general counsel and VP for congressional liaison. "It's a marriage made in heaven," said Erwin Krasnow, attorney with Verner, Lipfert, Bernhard, McPherson & Hand, Washington, who was general counsel at NAB when Popham was there. "He has devoted his career to many of the issues that concern INTV, such as must carry, copyright and syndex."

Since his work with NAB, Popham has been in New Orleans as a partner with Fawer, Brian, Hardy and Zatzkis from 1982 to 1986, and with Hardy and

Popham from 1986 until February of this year. He has been in private practice since February and he has also been editing and writing for *The Line Monitor*, a legal newsletter for radio and television published by his wife, Jo.

"I am delighted, excited and couldn't be happier," said Popham. "I know the pace there is very fast and I plan to hit the ground running. Since the people and issues are basically the same as when I was at the NAB, this will help me get into the job quickly."

Popham will be in his new position by Oct. 1.

WVJS cable channel 2 and Owensboro Cablevision, which are all owned by Century Communications Corp. Wettstain joined traffic department of WVJS(AM) in 1956. He was named director of traffic year later. He was named station manager of WSTO in 1969 and to same capacity at WVJS one year later. In 1972, Owensboro-On-The-Air became involved in cable, and Wettstain was named assistant general manager of group. He was named to his current position in 1983. He was on board of Kentucky Cable Television Association and member of Kentucky Broadcasters Association. He is survived by his mother.



McReynolds

**William C. McReynolds**, 62, former president, Meredith Broadcasting Group, Des Moines, Iowa-based group owner of seven TV's, died Aug. 27 of cancer at Iowa Methodist Medical Center there. McReynolds was president of Meredith when, in 1985, group

challenged FCC's long-standing fairness doctrine, final resolution of which was doctrine's repeal in August 1987.

McReynolds began his 35-year career with Meredith in 1954 as reporter for KCMO-AM-TV Kansas City, Mo. He moved into sales in 1958 as account executive for radio station; two years later became local sales manager and, in 1964, was named program director. He was named assistant to vice president and general manager of both stations in 1966. He moved to Michigan in 1970 as general manager of Meredith's WNEM-TV Bay City. In 1972 he moved to KPHO-TV Phoenix, Ariz., as vice president and general manager. Six years later he was named vice president of Meredith Broadcasting Group and, in 1983, became president. He served in this capacity until July of this year when, following major surgery, he stepped down, but remained with company as senior vice president. He was past vice president and president of Metropolitan Phoenix Broadcasters Association; former board member and president of Arizona Broadcasters Association, board member of TVB, treasurer and member of executive committee of Association of Independent Television Stations, and board member, International Radio and Television Foundation. He is survived by his wife, Helen, one daughter, Kathryn, and three sons, William, Steven and Andrew.

**Christopher States**, 37, creative consultant for WNHT(TV) Concord, N.H., and Flately Group, Boston, died of cancer Aug. 10 at St. Elizabeth's Hospital, Boston. States began his broadcasting career in 1979 as producer and air personality at noncommercial WGTE-FM Toledo, Ohio, position he held until 1983. While working at WGTE-FM he was also with WTVG(TV) Toledo as creative services director from 1981 to 1984. He moved to Detroit in 1984 and joined WXYZ-TV as on-air promotion manager, position he held for two years. He worked as freelance screenwriter and creative consultant from 1987 until his death. He is survived by his parents.

R.I., as promotion manager.

**John S. Mason**, director of programming and operations, WNOL-TV New Orleans, named director of programming, promotion and operations.

**Joe Kozlowski**, promotion producer, KTUL-TV Tulsa, Okla., joins KHOU-TV Houston as news promotion producer.

**Judy Keller**, editor, university publications and assistant director of gifts, University of Miami, Coral Gables, joins noncommercial KANU(FM) Lawrence, Kan., as development director.

## Allied Fields

**Tyrone Brown**, former FCC commissioner and partner, Steptoe & Johnson, Washington-based law firm, takes one-year leave of absence to serve as president of District Cablevision, which holds Washington franchise, and District Cable Ads there.

**Edward J. Coltman**, acting director, policy development and planning, Corporation for Public Broadcasting, Washington, named director.

**Robert T. Coonrod**, acting deputy director, Voice of America, Washington, named deputy director. **Philomena Jurey**, editor-in-chief, VOA's news and English broadcasts, retires after 14 years.

Elected members, Association of Independent Television Stations, Washington; **William Frank**, president and general manager, KCOP(TV) Los Angeles; **Edward Karlick**, VP and general manager, WTIC-TV Hartford,

Conn., and president, parent company, Chase Television Group; **Randall E. Smith**, executive VP and general manager, WPHL-TV Philadelphia; **John A. Trinder**, president and CEO, TVX Broadcasting Group; **Edward G. Aiken**, VP and general manager, WTOG(TV) St. Petersburg (Tampa), Fla.; **Michael Finkelstein**, CEO, Renaissance Communications Corp.



Phillippi

**Dan Phillippi**, director of sales and marketing, Jefferson-Pilot Retail Services, Charlotte, N.C.-based marketing promotion consulting service for radio and television broadcasters, named general manager.

**Henry Hockelmer**, associate director of management, U.S. Information Agency, Washington, reappointed.

**Steve Carr**, general manager, WestMarc Cable, Muskegon, Mich., and **Michael Singpiel**, VP, general manager, C-Tech, Traverse City, Mich., elected board members of Michigan Cable Television Association.

## Deaths

**Raymond A. Wettstain**, 51, general manager, Owensboro-On-The-Air Inc., Owensboro, Ky., died of heart disease Aug. 23 at his home in Owensboro. Owensboro-On-The-Air Inc. operates WVJS(AM)-WSTO(FM),

**INDEX TO ADVERTISERS:** Accuracy in Media 23 □ American Chiropractic Association 51 □ Americom 5 □ Ampex 8-9 □ AP Network News Cover 2,3 □ Blackburn & Co., Inc. 26, 54 □ Bonneville International Corp. 49 □ Broadcast Data Systems 35 □ Chicago, The University of 52 □ Classified Ads 68-75 □ Columbia Pictures Television Front Cover □ Communications Equity Associates 58 □ Dataworld 76 □ ESPN 13 □ First Communications Capital 57 □ FOX Broadcast Co. 7 □ Harrison, Bond & Pecaro 56 □ Impact Resources Cover 4 □ Media Venture Partners 53 □ Motorola 41 □ NATPE International 21 □ National Public Radio 37 □ PacifiCorp Credit, Inc. 62 □ Professional Cards 65 □ Cecil L. Richards Inc. 55 □ Services Directory 64 □ Society Bank 61 □ Sony Broadcast Products 15, 16-17 □ TWA 19 □ Uniden Satellite Television 39 □ United Press International 11 □ Xerox 59



## Tom Freston: The sound business of music

Tom Freston has been a fan of rock and roll since "day one," long before music videos redefined the television landscape. As chairman and chief executive officer of MTV Networks, he sees no reason to change his tune. At the age of 43, Freston is guiding the creative and physical expansion of what is fast becoming an international entertainment empire, fueled not only by Music Television, but by Video Hits-1, Nickelodeon, Nick-at-Nite, and the forthcoming "HA" comedy channel.

Not bad for a guy who seven years ago spent his time convincing viewers and cable operators that they wanted their MTV.

Freston, the sole remaining member of the original MTV development team put together by Bob Pittman (who left the company in January 1986), says no one involved was surprised when the fledgling video jukebox began to attain popularity with viewers, advertisers, and the music industry. "There was never a doubt in anyone's mind that this would be successful. They were on a mission, they wanted to win, and knew this was a business." If there was any element of surprise, Freston says, it was at the rate of MTV's success.

"I knew first hand, probably faster than anybody," says Freston, who at the time was director of marketing, MTV. "I would go out and spend weeks in little towns where we first launched [in 1981], and see the impact that MTV would have. It was amazing."

Helping to give MTV more of a widespread appeal was the innovative "I Want My MTV" campaign, begun in late 1982 and supervised by Freston. "We had to get a lot of distribution very quickly," he says, "and the only way we thought we could convince cable operators to add us was to try and force ourselves on the shelf with a consumer demand campaign."

Freston and staff also decided to use "artists of the highest caliber who brought tremendous legitimacy to the concept," and to advertise on broadcast television. "By being there," Freston says, "you are sending a signal about yourself: that you're playing in the big time."

Before Freston entered the cable industry in 1980 as director of marketing, Eastern region, for Warner Amex Satellite Entertainment Company (MTV Networks' predecessor company), he had already established and left behind two careers. After receiving his undergraduate degree in 1967 from St. Michael's College, an MBA in 1969 from NYU, and a year of travel, Freston took "his first grown-up job," as account manager at Benton & Bowles.

Freston spent two years working on such accounts as Hasbro and G.I. Joe, but waned and set in once again and he spent the



**TOM FRESTON**—chairman and CEO, MTV Networks, New York; b. Nov. 22, 1945, New York; BA, St. Michael's College, Winooski, Vt., 1967; MBA, New York University, 1969; account manager, Benton & Bowles, New York, 1970-72; partner, Hindukush Importing, New York, 1973-79; eastern regional marketing manager, Warner Amex Satellite Entertainment, New York, 1980-81; director of marketing, MTV, 1981-82; director, marketing, the Movie Channel, 1982-83; VP, marketing, MTV, 1983-84; VP, marketing, MTV, Nickelodeon, 1984-85; VP, marketing, MTV, Nickelodeon, VH-1, January 1985-September 1985; senior VP, general manager, affiliate sales and marketing, MTV Networks, September 1985-December 1985; senior VP, general manager, MTV, VH-1, December 1985-September 1986; president, MTV Networks Entertainment, 1986-87; president and chief executive officer, MTV Networks, 1987-89; present position since May 1989; m. Margaret Badali, October 20, 1980; children—Andrew, 5.

better part of 1972 traveling around the world, "visiting 40 to 50 countries." On his return, Freston began looking for a way to spend more time in Asia, with whose lifestyle he had become fascinated. He began his own import business, Hindukush.

Freston and his partner ran Hindukush from 1973 until 1979. Although it turned into a profitable enterprise, and allowed Freston to live abroad six to eight months a year, importing "began to wear on me," he says. So he embarked on a "methodical career search, trying to figure out what I'd like to do next."

At the same time he began looking at the cable and home video industries, Freston read an article by Warner Amex executive John Lack, "the guy who invented MTV," discussing the as yet unrealized idea for a video music station. "So I called him up, got an interview, and was hired." Six months later he was recruited by Pittman to help form MTV. Freston had found his niche.

The energetic executive has worked hard and risen steadily during his tenure with the company, accumulating 11 job titles in nine years. Today, at the top, Freston keeps himself busy making sure the entertainment franchises he helped create continue to "push the edge of the envelope."

MTV, which experienced a "period of stagnation" brought on by corporate change, has been reinvigorated, according to Freston, by the increased attention to original, more varied programming. "We now do more traditional types of television in terms of form," he says, "such as game shows, a magazine show, a movie show, etc."

"I think the audience understood it as a natural evolutionary step. At the same time, MTV's basic heritage is music and the pop culture. We don't want to veer away too much from our original mission." Freston and staff are currently developing a rock and roll soap opera, as well as MTV's first two original films, one featuring an "old hippie" named Randy, the other a rap movie. MTV's current subscriber base is 47.2 million.

Freston refers to VH-1, launched in 1985 and now seen by 32.4 million subscribers, as a "work in progress. We're working with four basic elements: nostalgia, comedy, music, and entertainment lifestyle information, and trying to give it a personality, as we've been able to do pretty successfully with MTV and Nickelodeon."

Nickelodeon, the cable network for children, was launched in 1979 and has 47.3 million subscribers. This month it will launch a show called *Eureka's Castle*, a puppet-driven, value-based show which Freston calls "the most ambitious entry into preschool programming since *Sesame Street*." Nickelodeon will jump to its "next level," says Freston, with the opening next June in Orlando, Fla., of an entertainment facility housing two full-scale television studios. He says we can expect more original programming as well from the popular Nick-At-Nite, which launched in 1985.

Freston is spending a great deal of time these days preparing for the April launch of "HA," MTV Networks' comedy channel. "We think we're very well positioned to do this," he says. "It's a logical extension of the businesses we've already been in."

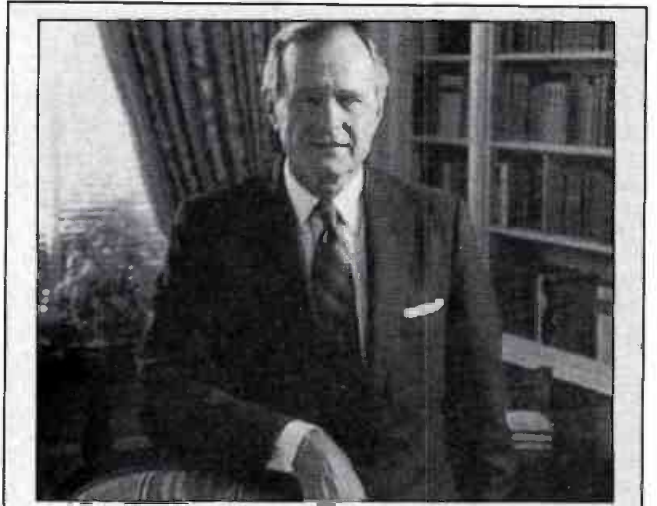
Freston describes his 1972 trip around the world as "one of the most basic experiences of my life in terms of shaping; it tends to give you perspective on the world and your place in it." Seventeen years later, that perspective has placed him in charge of a thriving entertainment company which includes what he calls "the world's first real TV network, in the sense that we're on five continents, in 28 countries. Half of the homes that see MTV are outside the U.S."

"There's a global generation developing out there, as the world continues to get smaller. For our networks, the future's barely been scratched." ■

**Wutv(TV) Buffalo, N.Y. was sold by Citadel Communications Co. to Act III Broadcasting for \$46 million.** Seller is group owner headed by Phillip J. Lombardo that also owns WVNY(TV) Burlington, Vt.; WMGC-TV Binghamton, N.Y.; WHBF-TV Rock Island, Ill.; KCAU-TV Sioux City, Iowa, and KCAN(TV) Albion, Neb. **Buyer** is group owner headed by Bert Ellis that also owns WUHF(TV) Rochester, N.Y.; WZTV(TV) Nashville; WNRW(TV) Winston-Salem, N.C.; WVAH-TV Charleston, W.Va.; WRLH-TV Richmond, Va.; WTAT-TV Charleston, S.C., and WRGT-TV Dayton, Ohio. WUTV(TV) is Fox affiliate on ch. 29 with 1,050 kw visual, 105 kw aural and antenna 959 feet above average terrain. Brokers: Frank Boyle & Co. and Sandler Media Group.

**McDonnell Douglas successfully launched British Satellite Broadcasting bird Sunday, Aug. 27, marking first successful commercial satellite launch by U.S. company, and key step forward for troubled UK direct broadcast TV project.** Following launch on Delta rocket, Hughes HS376 bird, dubbed Marcopolo I, last week successfully fired apogee kick motor and was in drift phase toward assigned orbital slot of 31 degrees west. Satellite's antenna and solar panel were to deploy late last week. Privately funded five-channel satellite venture was forced earlier this year to delay program launch by six months until next spring, primarily because of holdup in final design of descrambling chips for its D2-MAC transmission system. Broadcaster also has not yet reached agreement with manufacturers of square home receiver aerial.

**Movement against broadcast indecency may have cost Cleveland radio personality his job.** WWWE(AM) Cleveland announced last week it had "reached agreement to part company" with afternoon drive talk jock **Gary Dee** just three weeks after indecency complaint against station at FCC for allegedly indecent content of Dee's call-in show. In press release, station acknowledged that it took Dee off air Aug. 18—three days after complaint was filed—to gather facts relating to indecency complaint. But, station said, Dee's



**The more you know.** NBC said last week it has tapped President George Bush to appear in an upcoming public service campaign that will encourage viewers to volunteer at their local schools. Bush taped a spot in which he says: "If you've been out of school for 10, 20, even 50 years, it is time you went back. The more you know, the more our schools need you. So find out what you can do, and then do it." NBC has shot 18 spots for the "The More You Know" campaign, which will air in daytime and prime time this fall.

departure was not due to complaint, but to station's desire to expand news and information in afternoon drive and "take our afternoon talk programming along a different course." Dee, whose real name is Gary Gilbert, told *Cleveland News-Herald* that FCC complaint "wasn't the real cause" of his dismissal. "They had every reason to fire me because I didn't follow directions. It's my fatal flaw. The bottom line is that it got to the point where they could not rely on Gary Dee," he said. Complaint was filed by Washington lawyer Thomas Keller on behalf of Greater Cleveland Broadcasting Corp. Keller declined to reveal officers or shareholders of Greater Cleveland.

Fox Television Stations last week named **Thomas R. Herwitz**, VP/general manager of Fox's WTTG(TV) Washington. Herwitz, who has been VP of corporate and legal affairs for Fox in



Washington, succeeds late Betty Endicott (BROADCASTING, Aug 28). Herwitz, 32, joined company in 1986 after serving as legal assistant to former FCC Chairman Mark Fowler for three years. Previously (1981-83) he was with Washington law firm of Hogan & Hartson. In addition to legal responsibilities, Herwitz was involved in development of Fox's hit program, *America's Most Wanted*, and has been executive in charge of it. "Mr. Herwitz's background will allow us to continue using WTTG as a source of program development," said Robert Kreek, president/CEO for Fox Television Stations.

**Judge hearing suit brought by Chris-Craft Industries over its right to approve completion of Time-Warner merger is expected to rule on issue this week.** Hearing in case took place last Monday (Aug. 28). Chris-Craft alleges that acquisition by Time Warner Inc. (formerly Time Inc.) of all of Warner Com-

## No news is big news

*A U.S. district court judge in Des Moines, Iowa, last week ordered the Polk County attorney to return a videotape of a fatal street fight to the freelance photographer who had made it and who has a contract to sell it to WHO-TV Des Moines. Judge Harold D. Vietor said two police officers who had taken the tape from the photographer, Beau Lambert, violated his constitutional rights to freedom of speech and press and to be free of unreasonable seizure of his property.*

*Lambert came upon the fight early on the morning of Aug. 1 while touring the downtown loop area with his video camera. He was searching for newsworthy material to tape and, possibly, sell to WHO-TV or any other buyer. Lambert summoned police when he saw the victim—who was later found to have been stabbed—bleeding badly. He turned his tape over to the officers after, he said, he was told police would make a copy and return it. The police said they had only told Lambert they were taking the tape.*

*Vietor, in granting a preliminary injunction ordering the return of a copy of the tape, said that even the police version indicates that Lambert's rights were violated. Vietor said a court trying the case on the merits would consider a situation in which Lambert was confronted by two policemen at night at the scene of a violent crime as one of "implied duress or coercion resulting in delivery of the tape to the police." From that, Vietor said, findings would flow that Lambert's property was taken without due process and that Lambert's First Amendment right to display the videotape was violated.*

munications stock cannot proceed without Chris-Craft's approval of financial terms. Chris-Craft is holder of all of Warner Series B preferred stock.

**Trial of PTL founder and president Jim Bakker** in Charlotte, N.C., **was suspended** last week by Federal District Judge Robert Potter, who ordered Bakker to be taken to Federal Correctional Institute in Butner, N.C., for psychiatric evaluation after his defense lawyer said Bakker had been hallucinating and cowering in a fetal position in the lawyer's office. Earlier last week, former PTL executive Steve Nelson testified that Bakker had ordered that sales of hotel partnerships be underreported during telethons, apparently to perpetuate donation enticement that in reality had been used up. Later, Nelson collapsed during cross-examination.

**Media groups seeking to have FCC rule banning indecent broadcasts on 24-hour basis overturned last week filed opposition to commission's request that U.S. Court of Appeals in Washington remand case for further consideration.** FCC said it would use remand to collect data to support 24-hour rule. Commission said relief it is seeking is same as that requested by media groups. But petitioners said remand is in conflict with ruling they are seeking—to have Helms amendment, which mandated rule, declared unconstitutional, and then to require commission to hold proceeding to determine appropriate safe harbor for broadcast of indecent material. Media groups also say delay commission is seeking would "seriously harm" them. Even though court has stayed effectiveness of rule, petitioners say "very pendency of the Helms amendment...has an inhibiting effect on petitioners' First Amendment rights."

**GE Americom has signed contract with The Sci-Fi Channel** for one transponder on Satcom C-4, to be launched in September 1992.

### NTIA set to study spectrum

*The National Telecommunications and Information Administration has announced plans for a study of the use and management of radio frequencies in the U.S. The aim, NTIA said, is to encourage the most effective and fair use of the radio spectrum.*

*The new head of NTIA, Janice Obuchowski, said the policy review—the first of its kind since the agency was established in 1978—was prompted by sweeping changes in spectrum-related technology. The changes, she said, "require the development and fostering of policies that will encourage the most effective, efficient and fair use of spectrum."*

The Sci-Fi Channel joins Showtime, The Movie Channel, MTV, Nickelodeon, C-SPAN, The Weather Channel and others on GE's two-satellite cable system, which is backed by third in-orbit bird and will be designed to fly for 12 years. Based at WKCF(TV) Clermont, Fla., channel is scheduled to launch in late 1990.

**Star Cablevision Group has hired Waller Capital Corp. to sell systems** covering 165,000 of 230,000 basic customers whom Star serves in Wisconsin, Minnesota, Illinois and Iowa. Star, headed by Donald G. Jones, is holding on to systems near Minneapolis, purchased last year, and in eastern Wisconsin area. Company is investigating new investments in other communications and media areas.

Rise of commercial competitor PanAmSat is not all bad news for Intelsat. Last week, international satellite transmission service **BrightStar Communications leased third full-time transponder on Intelsat 332.5 satellite** over Atlantic Ocean. BrightStar, which had been negotiating with both international carriers, adds ability to uplink in C-band from U.S. and downlink in Ku-band to 2- to 3-meter dishes in Europe.

**Joe Indelli**, president, MTM Television Distribution Group, is leaving company, effective immediately, following decision by MTM Chairman Arthur Price not to renew Indelli's contract. Price said Indelli's contract ran out two or three months ago, and he had been working without new one. According to Price, company is talking to number of candidates, but until replacement is hired, Price will oversee distribution division. It was also announced that **Greg Phillips** will take over as VP/director of international sales for MTM's newly formed MTM International sales office in London. Phillips, who had been at CBS International in London for four years, will report to Price and MTM executive Tim Buxton (recently appointed from parent company Television South of Britain) in Los Angeles.

**Robert Schakne**, 63, former CBS News correspondent, died of cancer Aug. 31 at Sibley Memorial Hospital, Washington. "For decades Bob Schakne set the highest standards in our profession," said David Burke, president, CBS News. Schakne began his 33-year career with CBS News in New York bureau in 1955 as writer. He was then named reporter-assignment editor, position he held for five years. He was named CBS News correspondent in 1961 and moved to Los Angeles bureau after one year. From August 1963 to January 1964 he was West Coast bureau manager and then became Latin American correspondent, position he held until 1966. He then returned to New York, where he was based for 10 years. Schakne moved to Washington bureau in 1976 where he remained until his retirement in July 1988. He is survived by his wife, Toshiye, and daughter, Miye.



**Service recognition.** Three television stations were presented with with Emmy Awards for excellence in community service programming and PSA's for 1988 by the National Academy of Television Arts and Sciences. Two stations, KPIX(TV) San Francisco and KOMO-TV Seattle, tied for first place, the first time that has happened. KPIX was honored for its "Getting in Touch" campaign on breast cancer, and KOMO-TV for its "AIDS Lifeline" campaign. The third winner was WCCO-TV Minneapolis for its "Project Quit" campaign.

Shown above are Tobie Pate (l), KPIX marketing director, and Carolyn Wean, KPIX VP and general manager.

# Editorials

## Conduct unbecoming

Apparently, the three indecency actions the FCC initiated last week may only be the tip of a cumbersome, content-chilling iceberg. Word from the commission last week was that there were at least 16 more complaints that had passed FCC staffers' litmus test for indecency, and only awaited approval by the commissioners to be translated into official station notifications.

Given that an indecency violation represents a scarlet letter on a station's record, and thus should not be entered into lightly; given that each finding adds a new piece to the puzzle of what is indecent, determining what will be deemed so in subsequent rulings, and given the difficulty in determining what is too little or too much of what, the FCC may have time for little else if it chooses to put itself at the disposal of the growing pack of morality watchdogs.

The intimidating tactics of Donald Wildmon et al. and the intimidating congressional tactics of an unconstitutional "around the clock" ban buried in an unvettable budget bill are symptomatic of a disturbing wave of censorship whose active agent the FCC has become (BROADCASTING, Aug. 28, et seq.). It is a wave that has been building at least since another censorship commission, that of former Attorney General Edwin Meese, appointed itself arbiter of national taste. It has been aided in part by the extreme religious right and abetted by legislators—and in turn regulators—who would rather risk trampling constitutional protections than be branded soft on smut by their constituents. It is a misguided course, and one from which we urge the new FCC to turn away.

A succinct summation of the fatal flaw in content regulation came recently from an unlikely source: Tim Robertson, head of CBN Family Channel and son of religious broadcaster Pat Robertson. Tim Robertson, who has indicated he will not donate time to the programing of boycotter Billy Melvin, leader of Christian Leaders for Responsible Television, said this of the issue: "One person's freedom is someone else's indecency."

Amen, and copy to 1919 M.

## Forward to the past

Fans of the late fairness doctrine have asked the Supreme Court to review an appeals court's affirmation of the FCC's striking of the doctrine. They argue that the commission's decision was an attempt to move the Fifth Estate closer to the print model of First Amendment protection. We couldn't agree more. The petitioners also could find no case of greater importance to the regulation of broadcasting. Again, we are on the same page, but here the roads diverge.

Having recognized the importance of the decision, and its weight toward squaring the regulatory book with the constitutional imperative of a free press, the petitioners proceed to argue against it. They either fail to see, or choose to ignore, the light of truth that illuminated the FCC decision: Scarcity is not a valid argument for deeding the government control over the content of broadcast media (although it has historically been a convenient excuse for those who wish to control it). The basic realities missed by the petitioners, but fortunately not by the FCC, are that there is no real scarcity of media outlets—the appeals court upholding the FCC decision agreed—and that the Constitution demands that the press (and it is ludicrous to deny broadcast newsgatherers that status in full) be free of intrusive government control. That means the freedom—though surely not the obliga-

tion—to broadcast in a manner some might think unfair.

Broadcasters are charged with serving the public interest. As the Constitution makes abundantly clear, that interest is best served by a free press.

## Out of this world

It is by now a truism that the Fifth Estate has helped make the miraculous commonplace, or at least seem deceptively so. People the world over have been recently treated to a comet's eye view of Neptune and its celestial family—including several new additions: just-discovered moons and rings, ice volcanoes and a flood of other new information. Those pictures, the attainability of which would once have been the far-fetched fictional province of Verne and Wells, have been fetched from afar—some three billion miles away—by NASA's Voyager 2, courtesy of satellite relays by GE Americom and Alascom and the matter-of-fact magic of Fifth Estate technology. Even in an age accustomed to men playing golf on the moon and roaming the sea floor, these hauntingly beautiful—and amazingly sharp—images from several worlds away still inspire awe in their beauty and pride in their accomplishment.

## Vanishing breed

If the Fifth Estate had a flag, it would be at half-staff this week for William C. McReynolds, the former president of Meredith Broadcasting, who died Aug. 27 of cancer. His was not a household name in radio and television, but it should have been. Bill McReynolds was the broadcaster who stood up to the federal government in opposing the fairness doctrine, and won. Not just for his station group but for all broadcasters everywhere—if not for all time.

Whether that victory will last much longer is in doubt. The broadcasting establishment has made a calculated decision not to fight the John Dingells and Ernest Hollings of the world, determined to keep the broadcast media under their thumb. It's yet to be seen whether President Bush will stand as steady as did Ronald Reagan in holding off a rampaging Congress. In the final analysis, the greatest hope remains with the Supreme Court, which may ultimately save the day.

If, in the end, broadcasters remain freed to be free, Bill McReynolds will have been largely responsible. If, in the end, broadcasters are returned to their cages, the whole Fifth Estate will bear the blame.

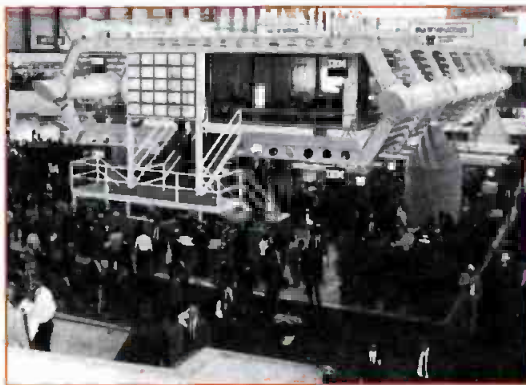
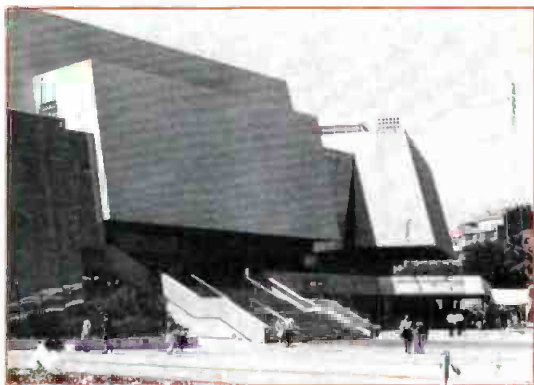


Drawn for BROADCASTING by Jack Schmidt



"Sorry I didn't get back yesterday—I had a long session with our banker. He shot a 98 and I had a 103."

**SPECIAL REPORTS**  
 Exclusively in Broadcasting  Abroad

# Window to the World. October's Big Three.



**From Geneva, Switzerland - ITU-COM**  
**From Cannes, France - MIPCOM '89**

**Broadcasting  Abroad** will again be your window to the world next month. This time, in Geneva covering ITU-COM and in Cannes for MIPCOM '89. Eleven full days of intense, thorough reporting. **Broadcasting  Abroad** style. From all angles. The buyers. The sellers. What's hot. Who's hot. Trends. Figures. MIPCOM '89...up close. ITU-COM...up close. With bonus distribution of this special issue at ITU-COM (Oct. 2-8), MIPCOM '89 (Oct. 12-16) and MIFED (Oct. 21-28).

## **Broadcasting Abroad**

**Space reservations and copy closing:  
 10 days prior to publication date**

For details on these Special Reports or space reservations in **Broadcasting**, **Broadcasting Cable** and the **Broadcasting/Cable Yearbook**, call any of the numbers listed below.

**New York**  
 (212) 599-2830

**Washington, D.C.**  
 (202) 659-2340

**Los Angeles**  
 (213) 463-3148

**Lewis Edge & Assoc.**  
 (Eastern Equipment)  
 (609) 683-7900

**Schiff & Assoc.**  
 (Western Equipment)  
 (213) 393-9285

**Pattis/3M**

Chicago  
 (312) 679-1100

Los Angeles  
 (213) 462-2700

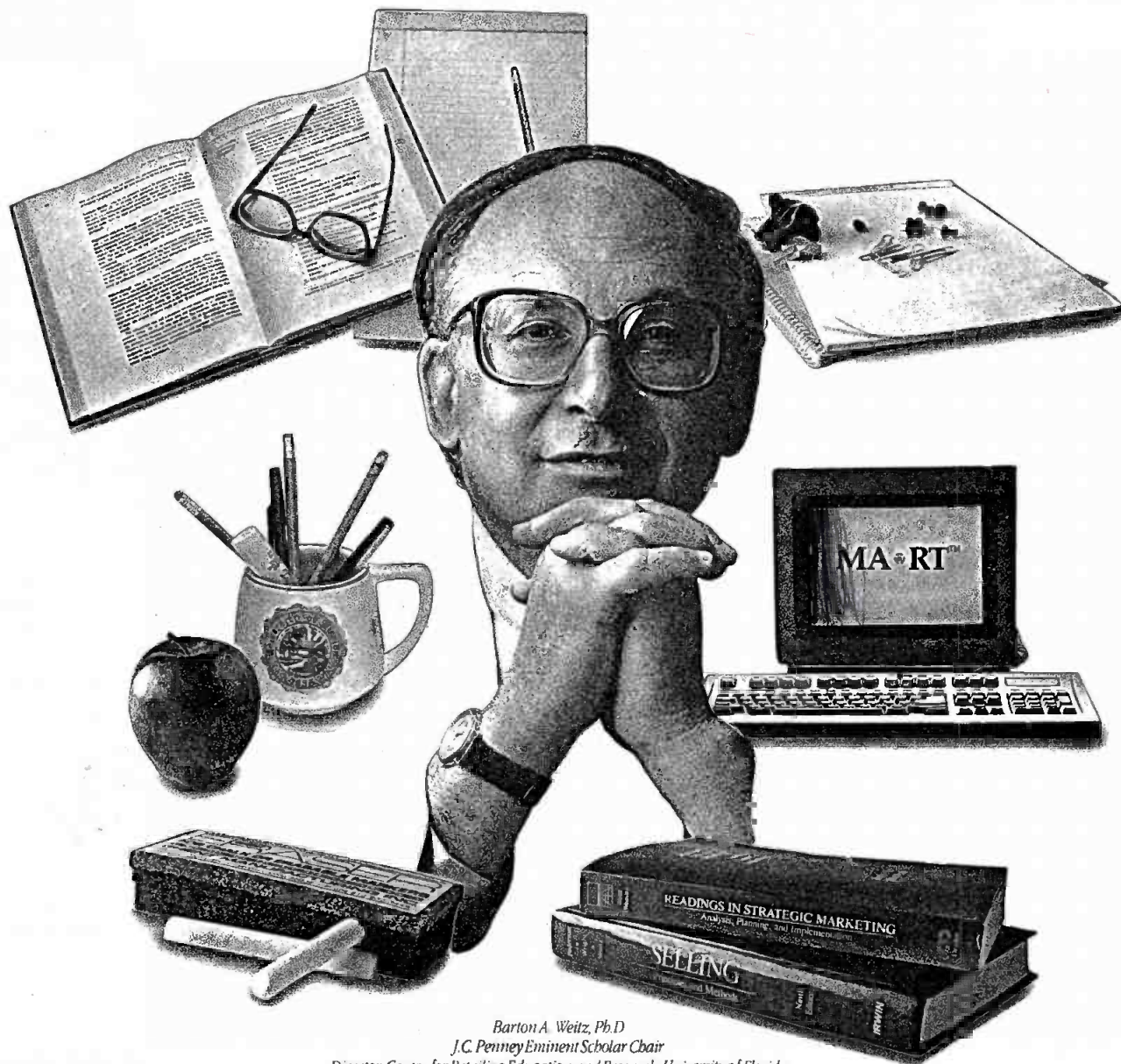
Toronto  
 (416) 482-6288

New York  
 (212) 953-2121

Hawaii  
 (808) 545-2700

London  
 (01) 427-9000

**Broadcasting  and Broadcasting  Abroad. Together, a world of news.**



Barton A. Weitz, Ph.D.  
 J.C. Penney Eminent Scholar Chair  
 Director, Center for Retailing Education and Research, University of Florida  
 (One of the nation's top four retail institutes.)

## When Professor Weitz looked at how we gather consumer information, he found that we really do our homework.

MA•RT™, Impact Resources' unsurpassed market measurement system is one of the most valuable ways Dr. Weitz, author of two college textbooks and over 30 academic papers on marketing strategies, has found to prepare his retailing students. It is also one of the most valuable ways for any company or business to learn about their customers. With a sample size ranging

from 5,000 to 18,000 per market, MA•RT provides a wide range of information on consumers, including lifestyle, hobbies, shopping patterns, and media habits. "We use the MA•RT data for Atlanta, which includes responses from 7000 active consumers," Dr. Weitz says. "By using MA•RT, my colleagues and students are better able to solve or gain

insight into complicated retailing issues. Because the sample size is so large, we know we're always getting an accurate picture of the market. And I know they're better prepared for the complex retail challenges facing them." And you'll be better prepared for the retail challenges facing you today—because MA•RT provides you with the largest sample and most

accurate measurement of consumer behavior available. Call 1-800-733-MART today to learn more about MA•RT and Impact Resources.

**MA•RT™**  
  
**IMPACT RESOURCES**  
 125 Dillmont Drive  
 Columbus, Ohio 43235