

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 13

KATZ COMMUNICATIONS INC

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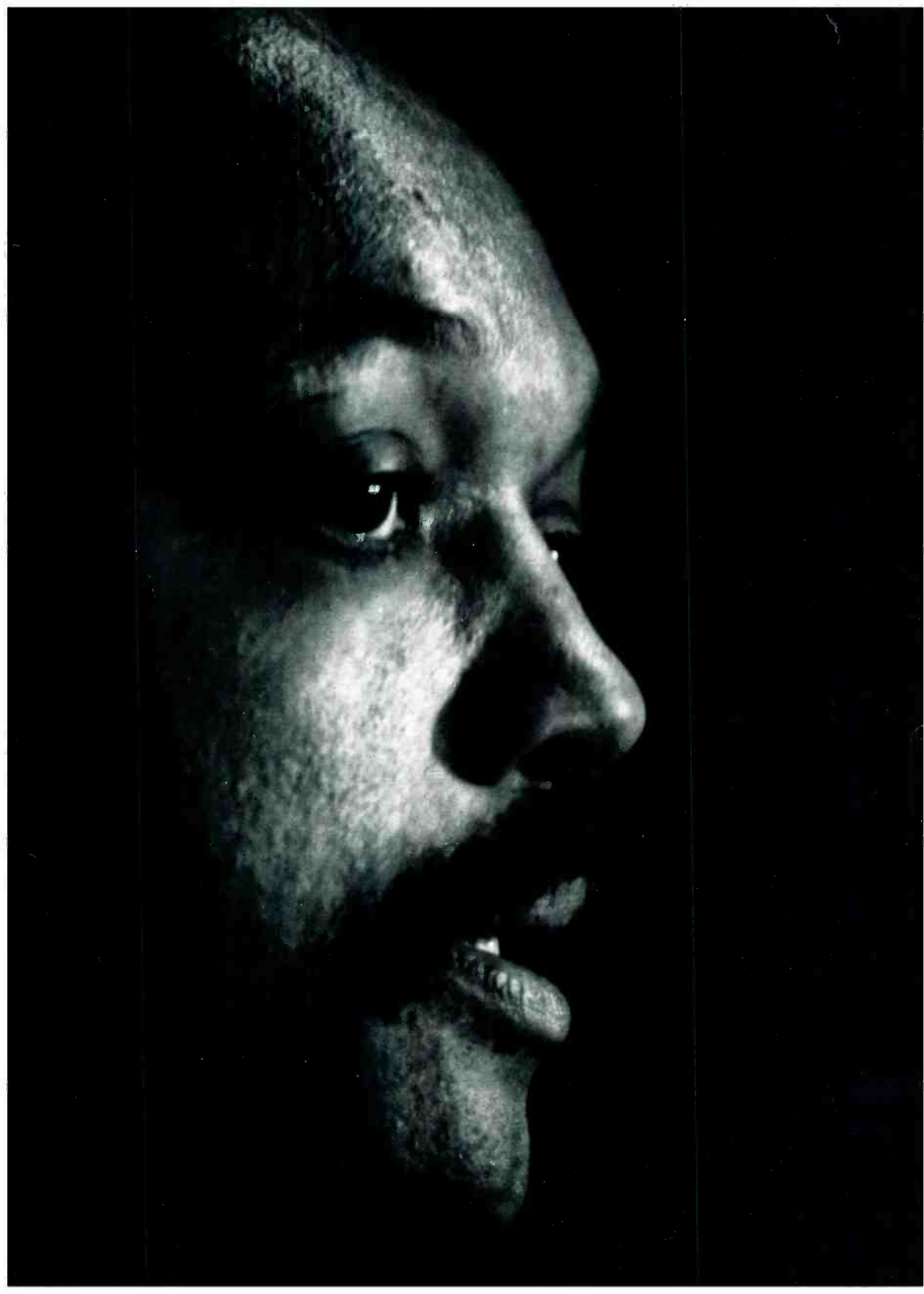
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59th Year 1989
**NBC sews up NBA
 for record \$600 million**
 Banking: the money
 behind the media



**Jesse Jackson's strength
is not in how well he speaks,
but in how well he listens.**

Jesse Jackson
**Noices of
America**

One Hour. Once A Week. One Of A Kind.

Fall 1990.

Produced by
Quincy Jones Productions
in association with
Jesse L. Jackson Sr. Productions Inc.
and distributed by



**WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION**

A Warner Communications Company

NBC nets NBA deal...

National Basketball Association signs four-year, \$600 million agreement with NBC that will more than triple NBA's annual broadcast network TV revenue. **PAGE 35.**



Making of must carry...

BROADCASTING's must-carry chronology looks at history of rules. **PAGE 36.**

Bankers' hour...

This special report on Fifth Estate financing examines how investment banks may affect future media landscapes by way they respond to their own changing situation; provides look at some of major Wall Street firms with media practices, and capital and M&A services offered by those firms outside of major investment bank media groups. **PAGE 47.**



38/ MCA CONTENDERS

MCA TV is offering five new shows in syndication, including



Adam 12 (above), part of

packaged strip for stations.

40/ HYBRID SERVICE

Commercial KRON-TV San Francisco and noncommercial KQED(TV) there join to produce 24-hour all-news broadcast/cable channel.

41/ WORDS FROM VALENTI

Motion Picture Association of America President Jack Valenti lashes out at U.S. networks and European Community for adopting programing quotas.

42/ L.A.-DENVER BUY

Viacom Broadcasting signs agreement to purchase KJOI(FM) Los Angeles and KHOW(AM)-KSY(FM) Denver from Command Communications for \$101.5 million cash.

82/ SOUP'S OFF

ABC cancels *Chicken Soup* due to show's inability to hold onto lead-in audience; network says Oprah Winfrey will star in and co-produce half-hour drama series for next spring.

82/ 'WAKE, RATTLE & ROLL'

Worldvision syndicates Hanna-Barbera's live-action/animated first-run strip for 1990-91 season.

84/ MTM CHANGES

R. Kevin Tannehill is named president of MTM Television Distribution, capping management reorganization by MTM owner.

86/ MOVEMENT TOWARD TV MARTI

House-Senate conference agrees on authorization bill providing for TV Marti Service and offering protection to U.S. broadcasters from interference.

88/ HBO INCENTIVES

HBO institutes new subscriber incentive program: "Son of SIP."

88/ THUMBS DOWN

National Commission on Working Women's annual report on new TV season finds characterization of females unrealistic, with, according to luncheon host, actress Linda Lavin, return to "old stereotypes and unbelievable characters."

93/ TV ADVERTISING

Advertiser-supported TV encounters resistance from Europeans, say speakers at London barter syndication conference.

94/ EUROPEAN BARTER

Roundtable of experts explore barter syndication's potential growth in Europe.

97/ DOMINANT AM'S

Often overlooked in discussions to improve AM band is fact that many major market AM's are doing just fine.

119/ DESIGN AND CONQUER

Henry Guzewicz, chairman of Stainless Inc., has made his mark on Fifth Estate by filling some tall orders.

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B
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ENRIGHT
PRODUCTIONS

ITC
Domestic Television

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t a c
dough

HOLLYWOOD

Quacks like a duck

While Fox Broadcasting Co. is still technically program service, company is looking and sounding more like network. Two weeks ago, FBC sent letters out to stations granting non-duplication protection of FBC programs, which, upon 60 days' notice, triggers required cable blackout of FBC programs in market overlap and distant signal cases. Letter to affiliates said protection was "dramatic opportunity" to stations as "the exclusive broadcaster of all network offerings" from FBC. Fox said development could figure in station negotiations for channel positioning on cable systems and would better arm stations to get positions within "network cluster."

Another sign that FBC is nearing networkhood is scheduling of 1990 affiliate meeting—in May, instead of adjacent to INTV meeting in January, per past custom. Reason for switch, according to one Fox executive, is to "get more in line with the other three networks." With schedules set for new season by then, there's more to show of new programs, he said, and more to talk about in terms of approaching upfront market. If Fox program rollout plan stays on schedule, it will reach 15-hour weekly program level by fall 1990, making it network by FCC definition. Still pending is FBC petition seeking exemption from network rules, main argument being rules would hinder rather than help foster program alternatives in marketplace.

Scene of the crime

Highly placed executive at MGM/UA Communications added to list of potential suitors (BROADCASTING, Nov. 6) for Kirk Kerkorian's Beverly Hills-based entertainment company by reporting he'd seen Ted Turner enter Roxbury Drive headquarters. Turner was in Los Angeles Oct. 30-31 to screen new TNT feature and speak at environmental seminar. Scott Sassa, executive vice president, TNT,

would not comment on Turner interest in acquiring remainder of company, nor would Turner Program Service spokespersons. Turner bought MGM library in 1986 for \$1.2 billion, including RKO and pre-1950 Warner Bros. titles.

MGM/UA source says "everything is on the block," confirming that Dutch electronics manufacturer Philips N.V. has "inquired" into company, as have French broadcaster TF-1, 20th Century Fox, Disney Studios, Paramount Pictures and Time Warner. "We are definitely shopping it around to the highest bidder," source said. "Anything could happen."

Redeeming social value

According to figures recently compiled by National Coalition on Television Violence, Fox's *America's Most Wanted* is most violent network show on television. However, "the show has a dual purpose," adds Brian Sullivan, director, television monitoring for coalition, referring to show's assistance in apprehending criminals. Second most violent show, he said, is NBC's *Hardball*, scheduled on Fridays, 9-10 p.m. Sullivan said recently cancelled NBC comedy *Nutt House* was one of

most violent comedies in recent memory. He said show averaged 16 acts of violence in its slapstick humor, compared to four to five acts usually found in violent comedy.

WASHINGTON

Strings attached

Senate Communications Subcommittee Chairman Daniel Inouye's proposal to push must-carry bill and turn channel positioning issue over to FCC has met with cool reception among broadcasters, who don't want FCC to handle matter unless Congress provides specific instructions. Last week, National Association of Broadcasters indicated it would devise guidelines for Congress to impose on FCC if it takes up channel positioning issue.

Rate redux

Those looking for sources of cable rate regulation provision in cable legislation Senator John Danforth (R-Mo.) is drafting should look to National League of Cities and U.S. Conference of Mayors. Norm Sinel, Washington attorney representing municipal associations as well as city of New York, acknowledges that he has

been talking to Danforth's staff and has had some input on various provisions. Although NLC and USCM supported Cable Communications Policy Act of 1984 that ended rate regulation, they now see return of rate regulation as key to restoring authority over cable and to keeping cable rates down. To that end they have adopted resolutions calling for reregulation.

Pessimistic view

Failure of broadcast and cable groups to reach accommodation on channel positioning two weeks ago (BROADCASTING, Nov. 6) had one broadcast lobbyist speculating that must carry is "dead" issue. His reasoning is that television board of National Association of Broadcasters—meeting this January in Palm Springs, Calif.—will vote to abandon must carry and instead push for repeal of compulsory license. There are growing number of broadcasters who feel that "cable subsidy" should end and that cable should pay broadcasters for retransmitting their signals, position that is antithetical to must carry. NAB's cable relations committee is expected to meet before January, and retransmission fee proposal is agenda item.

Cable, too, is tiring of must-carry process, feeling each time agreement is near, broadcasters—and particularly independents—up ante.

Private sectoring

Former FCC Chairman Dennis Patrick, making his move in telecommunications field, has established Patrick Communications in Washington to serve as consultant in telephone, production and broadcast areas. After considering so-called "legal option" of joining major firm, Patrick decided he could be "more effective in achieving the bottom line business objectives of clients" through consultant option. He has, however, discussed possibility of being "of counsel." Part of international consultant work will be in association with William Clark Co., headed by former

Danforth cloud on cable horizon

Senate Commerce Committee members' treatment of cable witnesses during oversight hearings this week (and, some say, testimony of FCC Chairman Al Sikes) should provide insight into how much trouble industry faces in upper chamber.

Feeling among some cable lobbyists and lawyers is that cable is in some trouble due to legislation that committee's ranking Republican, John Danforth of Missouri, is cooking up and is expected to introduce this week. None but drafters know exactly what's in bill, but word is that it's all bad from cable's perspective. Bill is said to bring back rate regulation and must carry and put limits on vertical and horizontal integration.

Regardless of substance, Danforth initiative is believed to have created atmosphere for movement of some sort of legislation putting reins on cable. Just how far such legislation will go, however, will depend not so much on Danforth as it will on committee's Democratic leadership, Chairman Ernest Hollings (D-S.C.) and Daniel Inouye (D-Hawaii).

NCTA has already begun process of trying to block or at least manage cable legislation. President James Mooney and other cable lobbyists were visiting offices of senators last week. And hottest topic at NCTA board meeting in La Quinta, Calif., this week is expected to be legislative situation and what to do about it.

Our Sitcoms
Are Hits In
Syndication
Because
Of It.



Patrick

national security adviser and Patrick mentor.

But ex-chairman's major business thrust will be entrepreneurial. Patrick is well on way to establishing capital fund (First Charter Inc.) to acquire communications properties, has already secured financing in \$100 million-\$200 million bracket. Initial areas of principal interest: mobile communications, local telephone and broadcast. Among financial houses with which he's reported to have association is Furman, Selz, Mager, Dietz & Birney, New York (see special report, page 54).

Shortcircuited

America's private shortwave radio operators have again been disappointed by FCC. After stretch in which FCC was not sending technician abroad to international meetings for seasonal coordination of shortwave frequencies to represent shortwave licensees, it had sent technician to last two meetings, both in U.S. But on Thursday (Nov. 9), Policy and Rules Division engineer who was set to go to Cologne, Germany, this week for coordination meeting—Tom Polzin—was told that chairman's office had decided to call off trip, citing budget problems. Edward J. Bailey, of World Christian Broadcasting Corp., said he was "surprised." "Informal indications" he had from commission, he said, were that private operators would be represented. Voice of America and Radio Free

Europe/Radio Liberty will be represented, along with international broadcasters from Canada, United Kingdom, Netherlands and West Germany.

Shortwave operators say Cologne meeting—scheduled to run four days starting Tuesday (Nov. 14)—is unusually important, as it would be first one planning for six-month period, beginning with start of daylight savings next year. Normally, sessions deal with four-month periods.

PITTSBURGH

Taking third

KDKA-TV Pittsburgh and Pittsburgh Pirates baseball team have quietly agreed to exercise option that extends two-year contract to third year in 1990. But station "cannot take for granted" future after that, said general sales manager, Hal Whack. Despite tough 1989 season for team, hobbled by injuries to five starting players, KDKA-TV actually had increased revenue over 1988—second-place finish in 1988 had motivated advertisers to make extensive upfront buys for 1989, leaving station to rely less on spot sales toward end of Buccs' slide to fifth place this year.

LA QUINTA

K-1 conclave

Cable operators in consortium that has been toying with idea of launching satellite broadcasting service via GE Americom's Satcom K-1 satellite are expected to get together during NCTA board meeting in La Quinta, Calif., this week to determine where venture is going. According to sources, operators may make go-no go decision on service that would deliver several distant broadcast signals and two channels of pay per view to homes equipped with one-meter earth stations.

Sources said consortium still includes TCI, ATC, Newhouse, Viacom, Comcast, Continental and Cox, although ATC was wavering

because of parent Time Warner's unhappiness with TCI's purchase of half-interest in Showtime, competitor to Time Warner's HBO. GE Americom would also be partner in venture, taking equity in exchange for discounting K-1 transponders.

TWIN CITIES

Interference call

Powerful Cuban AM station known to have been operating sporadically on 830 khz, clear channel, since July 1988, is reported to have caused interference to several U.S. stations, including dominant U.S. station on channel, WCCO(AM) Minneapolis-St. Paul, particularly in last two months. FCC officials say station, billing itself as Radio Taino, has been operating at night with estimated 1,500 kw—which is 30 times more power than is allowed any U.S. station. And WCCO general manager, Steve Goldstein, thinks he knows reason for interference—which has drawn complaints from listeners in station's primary as well as secondary service areas. He believes it is in retaliation for government's Radio Marti and, "prospectively," TV Marti. Television affiliate of Radio Marti is expected to undergo tests early next year. "It's a political issue," he said.

TRI-CITIES

Both sides now

First TV station purchase by writer-producer Stephen Cannell will be announced soon. Hollywood producer has teamed up with Bill Schwartz, former Cox Broadcasting head, to purchase, subject to FCC approval, ch. 21 WHNS(TV) Greenville-Spartanburg, S.C.-Asheville, N.C. for as-yet undisclosed sum. Timely part of acquisition is that competing independent, WAXA(TV) Anderson, S.C., went dark two months ago and has been purchased, subject to FCC approval, as satellite station for co-located WLOS(TV), ABC affiliate. WLOS previously had weak signal coverage in Southwest part of ADI, where WAXA is

located. Cannell and Schwartz are said already to be looking at another station.

ATLANTA

Cutting it close

It's just over four months until National Association of Broadcasters kicks off annual convention in Atlanta (March 31-April 3). Registration and hotel reservation forms will be out in next "couple of weeks," reports Henry (Hank) Roeder, NAB's senior vice president for conventions and meetings. Roeder says 75 hotels are reserved; NAB is undertaking "ambitious" shuttle bus service to meet convention needs. NAB hopes to attract 50,000 or more delegates; Atlanta Convention and Visitors Bureau says entire metropolitan area, which had only 48,825 hotel rooms in total in 1988, hopes to have 51,097 rooms ready by end of 1989.

Designated hotels for radio: Atlanta Hilton, Atlanta Marriott Marquis and Radisson. TV hotels: Hyatt, Omni and Westin. Exhibit hall space in Georgia World Congress Center is sold out and association is considering converting meeting rooms to exhibit space.

MOSCOW

Orbital handshake

East-West cooperation will extend, for first time, to satellite organizations Intelsat and Intersputnik, which have agreed to jointly donate satellite time for two-hour live telecast next Jan. 19 of Global Forum on Environment in Moscow. U.S. superstation WWOR-TV New York has agreed to carry special on five-day forum, which has scheduled addresses by Soviet President Mikhail Gorbachev, U.S. Senators Al Gore (D-Tenn.), Claiborne Pell (D-R.I.) and Dave Durenberger (R-Minn.), and UN General Secretary Javier Perez de Cuellar. Approximately 100 countries are ready to air telecast, produced by Washington-based Foundation for Global Broadcasting.

Night Court Is A Hit In Syndication Because Of It.



BY THE NUMBERS 1

ABC's *Coach*, shown at right, returns to the network's schedule Tuesday, Nov. 21, to take over the time slot, at least temporarily, last occupied by *Chicken Soup*, which bowed out during Week Eight with its final 15.2 rating/24 share. The network's *thirtysomething* had its lowest rating so far this season that same night, posting an 11.8/20.5, down from Week Seven's 12.2/22.

Coach has had 24 exposures to date in a mixture of Tuesdays and Wednesdays at 9 or 9:30. Most



recently, *Coach* ran on Wednesdays at 9:30, during last season's Week 48 through Week 51, when it averaged a 7.7/13. Prior to that, the show ran on Tuesdays in the same slot for seven weeks, where the show had its best track record, averaging a 12.9/23. Twelve broadcasts on Wednesday nights, from Week 24 through 38 of last season, gave the show a 10.7/17 average.

Tonight, CBS's *Doctor* returns to the 10:30 Monday slot it last occupied during Weeks "By the Numbers" continues on page 14

RATINGS ROUNDUP

Rank/rating	Network	Show
1 ▲ 25.4/39	N	<i>Cosby Show</i>
2 ▲ 24.7/38	N	<i>Different World</i>
3 24.4/37	N	<i>Cheers</i>
4 ▼ 23.8/37	A	<i>Roseanne</i>
5 ▲ 21.3/36	N	<i>Golden Girls</i>
6 21.2/33	N	<i>Dear John</i>
7 ▼ 21.1/33	C	<i>60 Minutes</i>
8 ▼ 20.2/30	C	<i>Murder, She Wrote</i>
9 ▲ 20.1/34	N	<i>Empty Nest</i>
9 ■ 20.1/34	N	<i>L.A. Law</i>
11 ▲ 19.9/34	A	<i>NFL Monday Night Football</i>
12 19.0/33	A	<i>Barbara Walters Special</i>
12 ▲ 19.0/30	N	<i>Unsolved Mysteries</i>
14 ▼ 18.9/30	N	<i>In the Heat of the Night</i>
15 17.6/27	A	<i>ABC Sunday Movie</i>
15 ▲ 17.6/28	A	<i>Growing Pains</i>
17 ▼ 17.4/27	A	<i>Wonder Years</i>
18 ▲ 17.3/28	N	<i>Mailock</i>
19 ▼ 16.8/26	N	<i>NBC Monday Movie</i>
19 ▼ 16.8/27	A	<i>Who's the Boss?</i>
21 ▲ 16.7/26	A	<i>Head of the Class</i>
22 ▼ 16.3/25	C	<i>CBS Sunday Movie</i>
23 ▼ 15.9/26	A	<i>Chicken Soup</i>
24 15.7/28	A	<i>Full House</i>
24 ▼ 15.7/29	N	<i>Hunter</i>
26 ▲ 15.1/28	N	<i>Midnight Caller</i>
26 ▼ 15.1/23	N	<i>Night Court</i>
28 ▼ 15.0/23	A	<i>Doogie Howser, M.D.</i>
29 ▼ 14.6/25	C	<i>Knots Landing</i>
30 ▲ 14.1/22	N	<i>ALF</i>
30 ▼ 14.1/22	C	<i>Jake and the Fatman</i>

Rank/rating	Network	Show
32 ▲ 14.0/24	N	<i>Amen</i>
32 ▲ 14.0/22	C	<i>Designing Women</i>
32 14.0/26	A	<i>20/20</i>
35 13.9/21	N	<i>Wickedest Witch, special</i>
36 ▼ 13.8/20	C	<i>Murphy Brown</i>
37 13.7/24	A	<i>Family Matters</i>
38 ▼ 13.2/21	A	<i>Anything But Love</i>
39 ▲ 12.8/21	A	<i>MacGyver</i>
40 12.7/22	C	<i>Dallas</i>
40 12.7/22	A	<i>Perfect Strangers</i>
42 ▲ 12.5/20	S	<i>NBC Sunday Movie</i>
43 ▲ 12.3/19	C	<i>48 Hours</i>
44 12.2/19	C	<i>Garfield's Halloween, special</i>
44 ▼ 12.2/22	A	<i>thirtysomething</i>
46 ▲ 12.0/21	C	<i>Newhart</i>
47 ▼ 11.9/18	C	<i>Famous Teddy Z</i>
47 11.9/21	A	<i>Just the Ten of Us</i>
47 ▼ 11.9/17	N	<i>My Two Dads</i>
50 ▼ 11.8/17	F	<i>Married...With Children</i>
51 ▼ 11.7/21	N	<i>227</i>
52 ■ 11.6/18	N	<i>My Two Dads, Wednesday</i>
53 ▼ 11.3/18	C	<i>Rescue: 911</i>
54 ▼ 11.1/20	N	<i>Baywatch</i>
55 ▲ 10.8/19	C	<i>Paradise</i>
56 ▲ 10.5/16	F	<i>America's Most Wanted</i>
57 ▼ 10.3/18	C	<i>Wiseguy</i>
57 ▼ 10.3/16	A	<i>Young Riders</i>
59 10.2/19	C	<i>Falcon Crest</i>
60 ▲ 10.1/19	N	<i>Mancuso, FBI</i>

Week 7 □ Oct. 30–Nov. 5

Rank/rating	Network	Show
61 9.9/15	C	<i>Famous Teddy Z, special</i>
61 ▲ 9.9/17	N	<i>Hardball</i>
61 9.9/16	A	<i>Life Goes On</i>
64 ▼ 9.7/15	N	<i>Magical World of Disney</i>
64 ▲ 9.7/15	C	<i>Top of the Hill</i>
64 ▼ 9.7/14	F	<i>Totally Hidden Video</i>
67 ▲ 9.4/14	A	<i>Free Spirit</i>
67 ▼ 9.4/16	N	<i>Quantum Leap</i>
69 ■ 9.3/16	A	<i>ABC Mystery Movie</i>
70 ▼ 9.2/14	N	<i>Sister Kate</i>
71 ▼ 8.6/13	A	<i>Mission: Impossible</i>
72 ▼ 8.3/15	C	<i>Island Son</i>
73 8.0/13	C	<i>Hagar the Horrible, special</i>
73 ▼ 8.0/14	A	<i>PrimeTime Live</i>
75 ▼ 7.8/14	C	<i>Sat. Night with Connie Chung</i>
76 7.7/12	C	<i>Blondie and Dagwood, special</i>
76 ▼ 7.7/13	C	<i>Tour of Duty</i>
78 7.5/11	A	<i>Homeroom</i>
79 7.4/13	A	<i>Living Dolls</i>
80 ▼ 7.1/13	F	<i>Cops</i>
81 6.9/12	C	<i>Peaceable Kingdom, breakout</i>
82 6.7/12	A	<i>Mr. Belvedere</i>
83 ▼ 6.4/10	F	<i>Booker</i>
83 ▼ 6.4/9	F	<i>Open House</i>
85 ▼ 6.0/9	F	<i>21 Jump Street</i>
86 ▼ 5.7/8	F	<i>Alien Nation</i>
87 ▼ 5.5/9	C	<i>Wolf</i>
88 ▼ 5.1/9	F	<i>Reporters</i>
89 ▼ 4.0/6	F	<i>Tracey Ullman Show</i>
90 ▼ 3.0/5	F	<i>Beyond Tomorrow</i>
91 ▼ 2.8/5	F	<i>Garry Shandling's Show</i>

Guide to symbols

▼ —Down from last week

▲ —Up from last week

Source: Nielsen Media Research
■ —Premiere broadcast

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (King World)	13.6	226	97
2	Jeopardy! (King World)	11.9	215	97
3	Star Trek: Next Generation (Paramount)	9.6	231	97
4	Cosby Show (Viacom)	9.5	204	98
5	Oprah Winfrey Show (King World)	9.3	212	99
6	Current Affair (20th Century Fox TV)	8.5	184	95
7	Entertainment Tonight (TPE)	8.2	164	95
8	Wheel of Fortune, wknd. (King World)	7.4	193	91
9	Donahue (Multimedia)	6.1	221	98
10	Future Legends of Football (Berl Rotfeld Prods.)	5.8	128	90

* Nielsen weekly pocketpiece

Week ended Oct. 29

Rank	Program (Syndicator)	Rtg	Stns	Covg
11	Geraldo (Paramount)	5.6	195	98
12	Fox Premiere Movie (20th Century Fox TV)	5.5	133	88
13	Family Feud (LBS Communications)	5.4	125	85
13	Star Search (TPE)	5.4	155	94
15	Mama's Family (Warner Bros. Domestic TV)	5.1	165	89

The following shows were rated, but not ranked

Wrestling Network (Turner Program Services)	6.5	165	91
World Wrestling Federation (WWF)	8.4	242	96

Source: Nielsen and Broadcasting's own research.

Growing Pains Is A Hit In Syndication Because Of It.



And Next Fall It'll Of These Sitcoms



ALF



Head Of The Class

"Night Court" and "Growing Pains" didn't become stripping hits by accident.

Just like all of syndication's biggest sitcom winners, they have the special ingredient that ensures five day a week success. A network audience made up of the same type of viewers that watch comedies five days a week. Twelve years of research tell us this is what makes a prime time

hit a syndication winner.

It's the reason "Night Court" still dominates the competition in its second strip year. And why "Growing Pains" shot right to the top this fall.

This essential ingredient isn't in most off-network sitcoms available for stripping.

But fortunately, it's in every Warner Bros. sitcom for 1990-91. Considering the high cost of

Make Every One A Syndication Hit.



The Hogan Family



Perfect Strangers

quality programming, it's the kind of assurance you can't afford to do without. After all, you'll be living with your off-network commitment for many years to come.

Your Warner Bros. sales representative is ready to show you how "ALF," "Head of the Class," "The Hogan Family" and "Perfect Strangers" all have what it takes to ensure syndication success.

We've proven it with "Night Court" and "Growing Pains." And next fall we'll prove it again. And again. And again. And again.

**Funny Shows.
Serious Business.**



WARNER BROS.
DOMESTIC TELEVISION DISTRIBUTION
A Warner Communications Company

Summary of Broadcasting & Cable

"By the Numbers" continued from page 10

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

39 through 45 of the 1988-89 season. For the show's six exposures, it averaged a 10.6/20, from a premiere high of 12.1/23 to a mid-flight low of 9.4/17, and back up to a Week 45 closeout of 11.0/21.

Week Seven went to NBC when the network posted a 15.2/24.8. ABC came in second with a 13.7/22.4, followed by CBS's 11.9/19.4. Together, the big three posted a 40.8/66.6 and delivered 37.6 million households. That figure is up slightly from last year's 40.0/65.2. This season's larger TV household universe means an additional 1.4 million households were delivered over last year's 36.2 million.

In the book of days for Week Eight, NBC has taken Wednesday away from ABC for the third time this season, winning the night with a 14.0/23 over ABC's 13.3/22. As reported last week, the book of days for Week Seven marked NBC's first Tuesday night win this season, accomplished with a 17.1/28.7 over ABC's 16.4/27.1.

The other nightly wins for Week Seven were: ABC won Monday, Wednesday and Friday; NBC took Thursday and Saturday, leaving CBS with Sunday.

MarketScope

It was another down week for the S&P Industrials and for the Stock Index as well. For the week ended Wednesday, Nov. 8, the S&P was down 4.28 from the previous week's close of 389.42. For the 127 stocks currently tracked on the Stock Index, there were 45 advances, 62 declines and 20 unchanged. The Cable group had another bad week, with only one stock advancing, TCA Cable TV, two remaining unchanged and the other 16 stocks posting a decline. The Programming group posted 14 advances, seven declines and six unchanged. The largest gain posted was for CapCities, up 8¾, to 547. Multimedia lost the most, 4 points, to close at 91. In the Service group, Grey Advertising gained 5 to close at 166.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.



STOCK INDEX 1

Market Capitalization						Market Capitalization					
Closing	Closing	Net	Percent	P/E	Market Capitalization	Closing	Closing	Net	Percent	P/E	Market Capitalization
Wed	Wed	Change	Change	Ratio	(000,000)	Wed	Wed	Change	Change	Ratio	(000,000)
Nov 8	Nov 1					Nov 8	Nov 1				

BROADCASTING

BROADCASTING WITH OTHER MAJOR INTERESTS

N (COB) Capital Cities/ABC	547	538	1/4	8 3/4	01.6	23	9,845	N (BLC) A.H. Belo	37	1/4	37	1/8	1/8	00.33	49	739	
N (CBS) CBS	197	3/4	198	1/2	- 3/4	-00.37	17	4,672	N (AFL) American Family	19	1/2	21	3/8	- 1 7/8	-08.77	18	1,582
A (CCU) Clear Channel	12	1/4	12		1/4	02.08	122	47	O (ACMA) Assoc. Commun.	33	3/8	33	7/8	- 1/2	-01.47	81	621
A (HTG) Heritage Media	3		2	7/8	1/8	04.34	-2	108	N (CCN) Chris-Craft	35	3/4	35	3/4		00.00	52	851
O (UCRP) Jacor Commun.	5	7/8	5	7/8		00.00	-4	58	O (DUCD) Durham Corp.	34		32	3/4	1 1/4	03.81	30	286
O (LINB) LIN	115		111	7/8	3 1/8	02.79	64	5,902	N (GCI) Gannett Co.	40	3/4	40	1/2	1/4	00.61	17	6,573
O (OBCC) Olympia Broadcast	5/8		1	1/4	- 5/8	-50.00			O (GACC) Great Amer. Comm.	10	1/4	10	3/8	- 1/8	-01.20	-3	321
O (OSBN) Osborn Commun.	12	3/4	13	1/4	- 1/2	-03.77	8	86	N (UP) Jefferson-Pilot	41	3/4	40	5/8	1 1/8	02.76	14	1,569
O (OCOMA) Outlet Commun.	25	1/4	25	1/4		00.00	31	165	N (KRI) Knight-Ridder	50	1/4	49	3/8	7/8	01.77	12	2,585
A (PR) Price Commun.	4	7/8	4	7/8		00.00	-10	44	N (LEE) Lee Enterprises	31	1/4	30	7/8	3/8	01.21	18	762
O (SAGB) Sage Broadcasting	3		3			00.00	-3	11	N (LC) Liberty	35	1/4	35	3/4	- 1/2	-01.39	20	292
O (SCRP) Scripps Howard	72		72			00.00	37	7	N (MHP) McGraw-Hill	61	3/4	64	7/8	- 3 1/8	-04.81	15	3,002
O (SUNNC) SunGroup Inc.	1	3/4	1	3/4		00.00	-2	4	A (MEGA) Media General	32	7/8	34	7/8	- 2	-05.73	821	846
O (TLMD) Telemundo	6	3/4	6	1/2	1/4	03.84	-2	154	N (MDP) Meredith Corp.	33	3/8	33	3/4	- 3/8	-01.11	19	622
O (TVXGC) TVX Broadcast	4	1/2	4	3/4	- 1/4	-05.26		32	O (MMEDC) Multimedia	91	1/2	95	1/2	- 4	-04.18	34	1,034
O (UTVI) United Television	34	3/8	34	1/4	1/8	00.36	49	375	A (NYTA) New York Times	26	1/2	27	5/8	- 1 1/8	-04.07	13	2,081



Introducing **TV PERSONALS**. It's the new, revolutionary late night strip that marries television and interactive telephone technology to match-up America's singles.

TV PERSONALS is a full-service lifestyle program that features video profiles of some of the most interesting and attractive singles from around the country, telling what they are looking for in that Special Someone. Using innovative, state-of-the-art telephone technology, viewers can now meet their match anywhere in the U.S.A.—without ever leaving their TV sets!

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VARIETY

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Vol. 119 No. 5

NEW YORK, WEDNESDAY, JULY 17, 1935

STICKS HICK PIX

World's Worst

N.T.G. is doing a film short for Ben Schwartz' Master Arts with the world's worst amateurs in it.

All the broken-down Sir Josef Ginzbergs, John McCormack, Jr., and other hopeleses are being assembled

Runner Runner-Up

Cry for 'Author' of Five Plays On B'way Will Get No Response

Top playwright on Broadway next season won't be there to see his own brain-children, the William Shakespeare cycle being due. No less than five of the Bard's classics will brave the Main Stem showshops for edification of earthy New Yorkers and waiting firemen.

With the exception of the Gilbert and Sullivan revivals, it is one of the rare times that five plays by one author or team will

Runner-Up

Chicago, July 16

Appears to radio execs here that Sears-Roebuck is after a record for the number of auditions for a future air program, a record which is now held by Schlits.

While Schlits is still far in the lead

STAGE

Y

PRICE

15¢

72 PAGES

NIX

T INTERESTED
FARM DRAMA

West Exhib Says 'Bar-
etts,' Rothschild,' Pim-
ernel' Among Best Gross-
s in Silo Belt—Musicals
me and Story Tops Star
s a Draw

PARTING TIME IDEA

By GEORGE McCALL

Hollywood, July 16

We speak
your language.

Every industry has a language all its own. And every CEO knows the value of a banker who doesn't have to be educated from ground zero.

At Chemical, our knowledge helped us spot opportunities and made us a leading player in one of America's fastest moving industries.

When a major motion picture company wanted to explore new sources of financing, Chemical helped create an innovative private placement backed by a database which gave institutional investors new insight into industry performance.

Our experience also enabled us to move quickly when TVS Entertainment plc acquired Mary Tyler Moore's MTM Entertainment Inc. In this instance, we syndicated and closed the \$210 million transaction within four weeks.

And in an industry where you're only as good as your last performance, we played a leading role in financing three of this year's Oscar-nominated films.

Of course, they don't award Oscars for best supporting performance by a bank. But that's how we try to treat all our clients, whether it's in related industries like publishing, broadcasting and cable, or industries like retailing and natural resources.

For Chemical, the bottom line is knowing your business well enough to make a difference.

CHEMICALBANK
The bottom line is excellence.®

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STOCK INDEX 2

	Market Capitalization					Market Capitalization								
	Closing	Closing	Net Change	Percent Change	P/E Ratio	Closing	Closing	Net Change	Percent Change	P/E Ratio				
	Wed	Wed				Wed	Wed							
	Nov 8	Nov 1	Nov 8	Nov 1	Nov 8	Nov 1	Nov 8	Nov 1						
N (NWS) News Corp. Ltd.	19 3/4	19 5/8	1/8	00.63	7	5,302	O (OMCM) Omnicom Group	23 3/8	23 7/8	-	1/2	-02.09	13	579
O (PARC) Park Commun.	21	21 1/4	-	1/4	-01.17	22	434	N (SAA) Saatchi & Saatchi	16	14 7/8	1 1/8	07.56	12	2,504
O (PLTZ) Pulitzer Publishing	28 1/2	28	1/2	01.78	14	298	O (TLMT) Telemation	2	2			00.00	-33	9
N (REL) Reliance Group Hold.	5 1/2	6 1/8	-	5/8	-10.20	22	410	A (UNV) Unifit Video	14	13 1/2	1/2	03.70	22	29
O (RTRSY) Reuters Ltd.	42 1/2	43 3/4	-	1 1/4	-02.85	22	19,306							
O (STAUF) Stauffer Commun.	142	141	1	00.70	47	142								
N (TMC) Times Mirror	36 1/2	37 1/4	-	3/4	-02.01	14	4,673							
O (TMC) TM Communications	11/32	9/32	1/16	22.22	-2	2								
N (TRB) Tribune	47 3/4	48 1/2	-	3/4	-01.54	16	3,459							
A (TBSA) Turner Bcastg. 'A'	47 1/2	49 5/8	-	2 1/8	-04.28	-20	2,354							
A (TBSB) Turner Bcastg. 'B'	44 3/8	47 1/4	-	2 7/8	-06.08	-19	1,189							
A (WPOB) Washington Post	285 1/2	286	-	1/2	-00.17	20	3,649							
PROGRAMING														
O (ALLT) All American TV	3	3		00.00		3								
A (CLR) Color Systems	1 3/4	2	-	1/4	-12.50	-1	9							
O (DCPI) Dick Clark Prod.	6 7/8	6 1/2	3/8	05.76	21	56								
N (DIS) Disney	122 7/8	123 1/8	-	1/4	-00.20	27	16,533							
O (FNNI) Financial News	6 3/8	6 1/2	-	1/8	-01.92	37	77							
O (FE) Fries Entertain.	2 1/8	2 1/8		00.00	-2	10								
O (GPEC) Guber-Peters Enter.	17 1/4	17	1/4	01.4	-9	187								
A (HHH) Heritage Entertain.	1 5/8	1 5/8		00.00	-1	8								
A (HSH) Home Shopping Net.	5	4	1	25.00	62	447								
N (KWP) King World	37	33 3/4	3 1/4	09.62	12	928								
O (KREN) Kings Road Entertain.	3/8	3/8		00.00		1								
N (MCA) MCA	62 1/2	62 3/8	1/8	00.20	22	4,581								
N (MGM) MGM UA Commun.	18 1/2	18 1/4	1/4	01.36	-9	933								
A (NHI) Nelson Holdings	1 1/8	1	1/8	12.50		42								
O (NNE) Nostalgia Network	1 7/8	1 1/2	3/8	25.00	-2	19								
O (OPC) Orion Pictures	22	21 5/8	3/8	01.73	26	396								
N (PCI) Paramount Commun.	56 1/8	57 7/8	-	1 3/4	-03.02	17	6,521							
N (PCC) Pathe Communications	2 3/4	2 3/4		00.00		50								
N (PLA) Playboy Ent.	15 1/2	15 1/2		00.00	-37	145								
O (QNTXQ) Qintex Entertain.	17 1/16	1 1/4	3/16	15.00		30								
O (QVCN) QVC Network	16 5/8	17 5/8	-	1	-05.67	27	167							
O (RVCC) Reeves Commun.	5 1/4	5 3/8	-	1/8	-02.22	-4	66							
O (RPICA) Republic Pic. 'A'	9 3/4	9 5/8	1/8	01.29	108	41								
O (SP) Spelling Entertainment	11 1/4	11 1/8	1/8	01.12	23	372								
O (JUKE) Video Jukebox	515/16	5 9/16	3/8	06.74	-19	55								
N (WCI) Warner	63 1/8	63	1/8	00.19	21	10,506								
O (WONE) Westwood O.	8 5/8	10 3/8	-	1 3/4	-16.86	-12	125							
EQUIPMENT & MANUFACTURING														
N (MMM) 3M	73 5/8	72	1 5/8	02.25	13	16,027								
N (ARV) Arvin Industries	14 5/8	16	-	1 3/8	-08.59	22	272							
O (CCBL) C-Cor Electronics	14	14 1/4	-	1/4	-01.75	11	57							
N (CHY) Chyron	3 1/8	3 3/4	-	5/8	-16.66	-18	35							
A (COH) Cohu	9 7/8	9 3/4	1/8	01.28	6	19								
N (EK) Eastman Kodak	42 3/8	44 1/2	-	2 1/8	-04.77	13	13,747							
N (GRL) Gen. Instrument	39	38 3/4	1/4	00.64	13	1,033								
N (GE) General Electric	54 1/2	55 3/8	-	7/8	-01.58	13	49,174							
N (HRS) Harris Corp.	34 3/4	37 1/8	-	2 3/8	-06.39	63	1,346							
N (MAI) M/A Com. Inc.	6	6 1/8	-	1/8	-02.04	12	143							
N (IV) Mark IV Indus.	18	19	-	1	-05.26	9	176							
O (MCDY) Microdyme	4 5/8	4 1/2	1/8	02.77	115	18								
O (MCOM) Midwest Commun.	5 3/4	5 1/2	1/4	04.54	16	17								
N (MOT) Motorola	54 1/2	55 5/8	-	1 1/8	-02.02	14	7,068							
N (OAK) Oak Industries	1	1 1/8	-	1/8	-11.11	33	82							
A (PPI) Pico Products	3/4	3/4		00.00		2								
N (SFA) Sci-Atlanta	21 1/8	21 1/2	-	3/8	-01.74	13	487							
N (SNE) Sony Corp.	57 7/8	58	-	1/8	-00.21	30	16,355							
N (TEK) Tektronix	17 5/8	17 7/8	-	1/4	-01.39	51	510							
O (TVTK) Television Tech.	7/16	7/16		00.00	43	3								
N (VAR) Varian Assoc.	21	20 5/8	3/8	01.81	8	423								
O (WGNR) Wegener	2 5/8	2 3/4	-	1/8	-04.54	6	19							
N (WX) Westinghouse	68	67 7/8	1/8	00.18	71	9,848								
N (ZE) Zenith	12 5/8	12 1/4	3/8	03.06	1262	337								
Standard & Poor's 400	385.14	389.42	-	4.28	-	07.10								
SERVICE														
O (AGRP) Andrews Group	5 5/8	5 3/4	-	1/8	-02.17	-5	51							
O (BSJM) Burnup & Sims	18 5/8	17 1/4	1 3/8	07.97	20	234								
N (CQ) Comsat	35 3/8	35 3/8		00.00	10	589								
N (CDA) Control Data Corp.	18	18		00.00	-1	752								
N (DNB) Dun & Bradstreet	49 1/8	49 3/4	-	5/8	-01.25	16	9,195							
N (FCB) Foote Cone & B.	28 1/8	27 7/8	1/4	00.89	16	240								
O (GREY) Grey Advertising	166	161	5	03.10	15	194								
O (IDBX) IDB Communications	6	5 3/4	1/4	04.34	300	29								
N (IPG) Interpublic Group	33 1/2	33 3/4	-	1/4	-00.74	17	1,148							

**Before making a
commitment to any
game show strip
for 1990, first
read this article
from the Oct. 16th
issue of Adweek!**

■ indicates new listing or changed item.

This week

Nov. 13—"The Tri-Monopoly Networks Versus Competition: The Battle for a Fair Marketplace in the Nineties," speech by Jack Valenti, president, Motion Picture Association of America, to *Academy of Television Arts and Sciences*. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

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. 14—"What Are Video News Releases and Why Are They News?," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Nov. 14-15—"Communicating in the 90's," conference sponsored by *San Diego State University*. SDSU, San Diego. Information: (619) 594-5204.

Nov. 15—*Canadian Cable Television Association* Quebec regional meeting. Loews Le Concorde, Quebec. Information: (613) 232-2631.

Nov. 15—"How to Reach the World's Largest TV Audience," speech by Georges Leclere, director of radio and visual services, United Nations, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York.

Nov. 15—*Society of Broadcast Engineers, chapter 15*, technical session, "Planning a Transmission System." Speaker: Joe Giardina, DSI Communications. Also, "Wiring a Facility for Audio, Video,

Data and Fiber Optic Applications." Speaker: Pat Gallagher, ADC Corp. New York Times building, New York. Information: David Bialik, (212) 752-3322.

Nov. 16—NATAS breakfast. Speaker: Douglas Marland, head writer, CBS's *As the World Turns*. "How to Break Into Soap Opera Writing and Survive." Museum of Broadcasting.

Nov. 16—FCC en banc hearing on AM broadcast service. FCC, Washington. Information: William Hassinger, (202) 632-6460.

Nov. 16—"Cause Marketing—How To Make It Work For You," sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. Program features Joanne Black, Mastercard; Lowell Hussey, Warner Cable Communications, and Josh Sapan, Rainbow National Services. HBO offices, New York. Information: Susan Kinzie, (212) 735-5395.

Nov. 16-17—"2001: A Communications Vision," sponsored by *San Diego Communications Council*. Speakers include Allen Neuharth, Gannett Foundation, and Bob Wright, president, NBC, who will examine issues relating to new communications technologies, impact on established communications media and regulatory issues. La Jolla Marriott, San Diego. Information: (619) 594-6900.

Nov. 17—Deadline for entries in 32nd annual Aldo Awards competition sponsored by *Men's Fashion Association of America* to "recognize excellence in men's fashion coverage." Information: Larry Hotz, (212) 545-1709.

Nov. 17-19—*Alpha Epsilon Rho* south regional convention. Jackson, Miss. Information: Trey Fabacher, (312) 321-6600.

Nov. 17-19—Second annual conference of *Nat-*

tional Association of College Broadcasters. Key-note: Ted Turner, chairman, Turner Broadcasting System. Brown University, Providence, R.I. Information: Steve Klinsenber, (401) 863-2225.

■ **Nov. 18**—*National Association of Broadcasters* Managers Roundtable for general managers of small and medium market radio stations. Kansas City Airport Marriott. Information: Aimee Jennings, (202) 429-5402.

Also in November

Nov. 20—17th International Emmy Awards presentation. Sheraton Center, New York. Information: Gillian Rose, (212) 489-6969.

Nov. 21—*International Radio and Television Society* newsmaker luncheon, featuring Michael Checkland, director-general, BBC. Waldorf Astoria, New York. Information: (212) 867-6650.

Nov. 21—12th annual Frank E. Gannett lecture, to be delivered by Katharine Graham, chairman, Washington Post Co. Lecture sponsored by *Washington Journalism Center* with grant from *Gannett Foundation*. Capital Hilton, Washington. Information: (202) 337-3603.

Nov. 28-29—*Cabletelevision Advertising Bureau* sales orientation seminar for new ad sales people. Atlanta. Information: (212) 751-7770.

Nov. 29—"Drama, independent producers and public television," speech by David M. Davis, president-CEO, American Playhouse & American Documentaries Inc., to *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York.

Nov. 29—"Political Advertising: A Conversation

Major Meetings

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. Information: (615) 327-4487.

March 14-18, 1990—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

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 19-22, 1990—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

June 6-9, 1990—*NBC-TV* annual affiliates meeting. Washington.

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

June 11-14, 1990—*ABC-TV* annual affiliates meeting. Los Angeles.

June 19-22, 1990—*National Association of Broadcasters* summer board meeting. Washington.

■ **July 15-18**—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego.

Sept. 12-15, 1990—Radio '90 convention, sponsored by *National Association of Broadcasters*. Boston. Future meeting: Sept. 11-14 (tentative), 1991, San Francisco.

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. Information: London, 44 (1) 240-1871.

■ **Sept. 24-27, 1990**—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif.

Oct. 4-7, 1990—*Society of Broadcast Engineers* fifth annual national convention. St. Louis. Future meeting: Oct. 3-6, 1991, Houston. Information: 1-800-225-8183.

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

■ **Oct. 21-24, 1990**—*Association of National Advertisers* annual convention. Ritz-Carlton, Naples, Fla.

ADWEEK

NEWSMAKERS

Whether Selling Plane Tickets or Himself, This Billionaire's Best Asset Is The Trump Name



Donald Trump Has Something Money Can't Buy

By Stephen Battaglio

There are 25 billionaires ahead of Donald Trump on the *Forbes* list of the 400 richest Americans. But none of them can boast of having their name on an airline or a TV game show.

Trump can. **And in an era when the cost of establishing a brand name that has meaning to consumers is almost prohibitive, the New York real-estate mogul's moniker has become marketing gold.** Some advertising executives

who have worked for Trump say they wouldn't be surprised to find his name on the country's largest and most profitable airline if he succeeds in taking over American Airlines. **"He has one of the only names that wouldn't take \$40 million to advertise,"**

says Ron Berger, a partner at Messner, Vetere, Berger, Carey, Schmetterer/N.Y. "People would know it instantly. You wouldn't have to explain it."

That name goes back to the 1920s when developer Fred Trump started building single-family homes and apartments for low-to-middle income families in New York's outer boroughs. His son Donald joined the family business after graduating from Wharton, but decided to try to take Manhattan on his own in the early '70s. After developing a string of successful hotels, luxury condominiums and Atlantic City casinos, he set his sights on the Eastern Shuttle. A few months after the \$365-million purchase, the shuttle's market share is again even with competitor Pan Am's share after slipping badly while Eastern personnel were on strike.

From an image standpoint, the comeback of the former Eastern Shuttle fits into Trump's reputation for turning around undervalued or run-down properties. He started building his \$1.7-billion fortune in New York real estate during the mid-70's, a time when the financially strapped city was dying. **"If you had to pick someone to fix something,**

who would you pick?" says Berger. "He has the image of a turnaround artist."

The Horatio Alger rise of Trump, who made his first real-estate deal at the age of 17, has been documented in a No. 1 best-seller and reinforced with a lot of adept self-promotion. A Trump press conference is an immediate draw for New York-based media. His homes in Greenwich, Palm Beach (a 1920s estate that Trump bought for \$5 million and put up for sale at \$25 million) and an apartment in Manhattan's Trump Tower are the stuff of Robin Leach specials.

Frequent press mentions, ranging from the society pages to the sports section, have made Trump a public symbol of self-made success and entrepreneurial spirit. When Trump looked out the window of his office in Trump Tower and saw

New York City's reconstruction work on Central Park's Wollman Rink drag on for years, he offered to do the job himself and brought it in under budget. **"He gets things done, cuts through bureaucracy, and he's got balls,"** adds Lois GGK chairman George Lois, who once had Trump Castle Casino as a client. **"If you did research on the street, 9 out of 10 people would say he's a terrific guy."**

For those reasons, the Trump name is frequently sought after for products. Trump looks at proposals that are aimed at the mass market but also serve "to improve upon his other businesses," says spokesperson Dan Klores. In February, Milton Bradley introduced a board game with the Trump name, and **a syndicated TV game show called Trump Card will be distributed next fall by Warner Brothers Domestic Television. "The name makes it a curiosity,"** says Janeen Bjork, vice president/programming for Seltel, an independent TV rep firm. **The name alone won't sell it, but it does mean it will get looked at."**

"He has one of the only names that wouldn't take \$40 million to advertise. People know it instantly!"

TRUMP CARD

The Game With The Name.



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in association with
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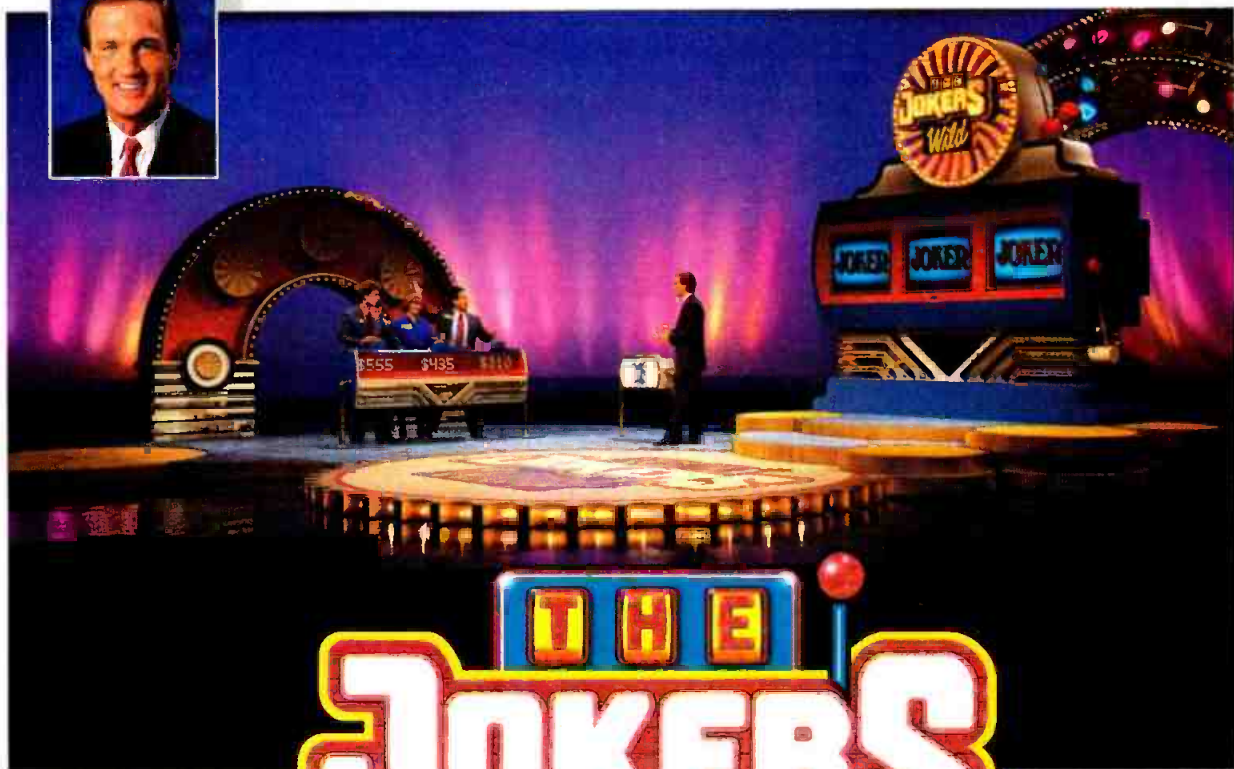
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with Tony Schwartz," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Nov. 29—American Women in Radio and Television, Washington chapter luncheon. Speaker: FCC Chairman Al Sikes. National Press Club. Noon. Reservations: (202) 578-0811.

Nov. 29-Dec. 1—Seventh annual Private Cable Show. Keynote speaker: Robert Wussler, president-CEO, Comsat Video Enterprises. Caesars Tahoe, Lake Tahoe, Nev. Information: (713) 342-9655.

Nov. 30—"The New Genetics and the Right to Privacy" conference for journalists sponsored by *Foundation for American Communications*. Gannett Tower, Arlington, Va. Information: (213) 851-7372.

December

Dec. 1—"Talking About the Weather: TV Weather-

men," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Dec. 1—"On Location with the Weatherman: WNBC, WABC, Fox 5, WCBS," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Dec. 1—Broadcast Pioneers, Washington chapter, annual banquet, featuring presentation of Distinguished Service Awards to WXEX-TV Richmond, Va., and WFMD(AM)-WFRE(FM) Frederick, Md., and to former FCC Chairman Robert E. Lee; Howard Head, formerly of A. D. Ring & Associates; former NAB President Vincent Wasilewski; Peggy Whedon, former ABC News producer, and the late Betty Endicott, WTTG(TV) Washington. Kenwood Country Club, Bethesda, Md.

Dec. 5—Deadline for entries in fifth annual Sunny Creative Radio Awards, sponsored by *Southern California Broadcasters Association*. Information: (213) 466-4481.

Dec. 6—"Interactive Television: Impact and Opportunities," sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Andre Orgel, president-CEO, Video Jukebox Network. Copacabana, New York.

Dec. 7—"The Television Marketplace," luncheon sponsored by *Academy of Television Arts and Sciences*, featuring David Gerber, chairman, MGM/UA Television Production Group; Jerry Leider, chairman, ITC Entertainment Group, and Sandy Wernick, president, Brillstein Productions. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Dec. 9—Texas AP Broadcasters regional news seminar. Holiday Inn, Northwest Loop, San Antonio, Tex. Information: (214) 991-2100.

Dec. 12—"Europe 1992: What Will a Stronger Common Market Mean for the U.S.—and the World?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 12—Pay-per-view seminar sponsored by *Cable Television Administration and Marketing Society*. Anaheim Hilton, Anaheim, Calif. Information: (703) 549-4200.

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.

Dec. 14—International Radio and Television Society Christmas benefit, featuring Flash Cadillac, sponsored by *Unistar Communications Group*. Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 20—Society of Broadcast Engineers, chapter 15, meeting, "Designing a Radio Facility." Speaker: Herb Squire, WQXR-FM New York. WQXR facility, New York. Information: David Bialik, (212) 752-3322.

January, 1990

Jan. 4—"Salute to 20 Years of [ABC's] *All My Children*," sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speakers: Agnes Nixon, who created the program; Felicia Behr, producer, *AMC*, and Jozie Emmerich, senior VP-daytime programs, ABC-TV. Copacabana, New York.

Jan. 8—International Radio & Television Society newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 10-12—TV programing festival of International Film & TV Festival of New York. Sheraton Center, New York. Information: (914) 238-4481.

Jan. 11—Federal Communications Bar Association luncheon. Speaker: Janice Obuchowski, assistant secretary of Commerce for Communications and Information. Washington Marriott, Washington.

Jan. 11—Deadline for entries in 22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Information: (301) 656-2582.

Jan. 15—Deadline for entries in Broadcast Media Awards, sponsored by *International Reading Association* for "outstanding radio and television broadcasting relating to reading education, literacy and the promotion of the lifetime reading habit." Information: (302) 731-1600.

Jan. 15-19—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.

Jan. 21—Showtime Dealer College, workshop sponsored by *Showtime Satellite Networks*, dur-



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ing SBCA convention. Bally's Grand hotel, Las Vegas. Information: Harvey Bolgia, (212) 807-1400.

Jan. 22-24—Satellite Broadcasting and Communications Association satellite television industry trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 23-25—Georgia Association of Broadcasters Georgia Radio-TV Institute. University of Georgia, Athens. Information: (404) 993-2200.

Jan. 26-27—Society of Motion Picture and Television Engineers 24th annual television conference. Contemporary hotel, Orlando, Fla. Information: (914) 761-1100.

Jan. 26-27—Minnesota Association of Cable Television Administrators seventh annual conference, "Entering a New Decade of Cable Challenges." Scanticon Conference Center and Hotel, Plymouth, Minn. Information: Linda Magee, (612) 788-9221.

Jan. 27-31—National Religious Broadcasters 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Jan. 30-Feb. 1—South Carolina Broadcasters Association 42nd annual convention. Embassy Suites hotel, Columbia, S.C.

February, 1990

Feb. 1—HDTV conference, examining political and technological questions surrounding introduction of HDTV to U.S. market, sponsored by *International Communications Industries Association*. Information: (703) 273-7200.

Feb. 1—Deadline for entries for *Action for Children's Television's* 1989-90 Achievement in Children's Television Awards. Information: Sue Edelman, (617) 876-6620.

Feb. 6-7—Arizona Cable Television Association annual meeting. Hyatt Regency, Phoenix.

Feb. 8-10—Louisiana Association of Broadcasters annual convention. Lafayette Hilton, Lafayette, La. Information: (504) 383-7486.

Feb. 9—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

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

Feb. 13—Federal Communications Bar Association luncheon. Speaker: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

Feb. 13-14—Television Advertising Workshop, sponsored by *Association of National Advertisers*. New York Hilton, New York. Information: (202) 785-1525.

Feb. 13-14—Broadcast Credit Association 23rd credit and collection seminar. Westin Lenox hotel, Atlanta. Information: Mark Maltz, (312) 827-9330.

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 28-March 2—Cable Television Public Affairs Association Forum '90, "annual skills and strategies seminar that provides cable system operators and cable network programmers the opportunity to sharpen their public relations skills." Portman hotel, San Francisco. Information: (703) 276-0881.



Clean-up campaigner

EDITOR: I applaud Mr. Peter M. Bardach and his comments in his "Open Mike" letter of Oct. 23. Radio broadcasters better clean up their act. They always claim First Amendment rights, but they fail to realize that with every right comes responsibility. Take no responsibility and you lose that right. Just look what is happening. The FCC is cracking down because of irresponsibility. Take no responsibility and you lose that right. Just look at what is happening. The FCC is cracking down because irresponsible broadcasters are running amuck and those same irresponsible broadcasters do not know anything about history either. I join Mr. Bardach in imploring all broadcasters to tend to their housekeeping.—*Peter Maynard, Milford, Pa.*

Early bird

EDITOR: Not to take anything away from the efforts of KNSD(TV) San Diego in landing their interview with the Vice President ("Fates and Fortunes," Oct. 23), but I must point out this was not the first interview granted to a local television station.

On Feb. 25, 1989, the Vice President was interviewed by KSTP-TV anchor Randall Carlisle on board Air Force Two while en route to a speaking engagement in Minneapolis.

The interview covered topics of interest to the Midwest as well as Mr. Quayle's

impressions after his first few weeks in office.—*Rick Willis, executive producer for news, KSTP-TV Minneapolis.*

Thank you note

EDITOR: I was about halfway between San Francisco and Santa Cruz when the Loma Prieta earthquake hit. For an hour after tremors ended, I stood in a parking lot with co-workers listening to reports on a car radio. We switched among the stations, gradually forming a picture of what had happened in the Bay Area as callers described their experiences and news reports began to filter in. The radio kept me company during my hour drive home in bumper-to-bumper traffic, and it kept me informed for three-and-a-half hours as I waited for the electricity in my apartment to be restored.

When the electricity came on, I turned on the television and saw my first pictures of the devastation. The anchors and reporters juggled updates and interviews, keeping the pace moving when technical difficulties cut live footage short, looking tired but sounding coherent, continuing to inform viewers who were able to receive their reports.

As a former reporter, I can appreciate how hard the radio and television newscasters worked in the aftermath of the earthquake. As a Bay Area resident, I appreciated the coverage even more.—*Jeannie Omohundro, Sunnyvale, Calif.*

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Super Mario Bros. First Place.



SEATTLE

#1 kids show on the station
Beats DuckTales head-to-head



SACRAMENTO

#1 kids show in the time period



DENVER

#1 kids show on the station



ST. LOUIS

#1 kids show in the time period



SAN FRANCISCO

#1 kids show in the time period



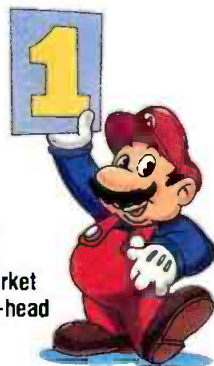
PHOENIX

#1 kids show in the time period
Beats DuckTales and
Ninja Turtles head-to-head



DALLAS

#1 kids show on the station



LOS ANGELES

#1 kids show in the market
Beats DuckTales head-to-head



HOUSTON

#1 kids show in the market
Beats DuckTales and
Ninja Turtles head-to-head

os. Super Show Every Place.

1



CHICAGO

#1 kids show in the market
Beats Chip 'n Dale head-to-head

1



DETROIT

#1 kids show on the station
Beats Fun House head-to-head

1



PHILADELPHIA

#1 kids show in the market
Beats DuckTales head-to-head

1



HARTFORD

#1 kids show on the station

NEW YORK

#1 kids show in the market
Beats DuckTales head-to-head

1



INDIANAPOLIS

#1 kids show in the time period
Beats Ninja Turtles head-to-head

1



WASHINGTON, D.C.

#1 kids show in the market
Beats Chip 'n Dale head-to-head

1



ATLANTA

#1 kids show in the time period
Beats Chip 'n Dale head-to-head

1



MIAMI

#1 kids show on the station

The Super Mario Bros. Super Show overwhelms the competition! Super Mario Brothers beats DuckTales head-to-head in New York, Los Angeles, Philadelphia, Houston, Seattle and Phoenix. And, it also outperforms Chip 'n Dale in Chicago, Washington D.C. and Atlanta.

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Fox TV Stations They Hired



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Dallas
and Houston.

The Fox-owned stations were quick to snatch up this sitcom. They realized the potential of attracting the perfect audience of teens, kids and young adults.

Take advantage of "WHAT A DUMMY," a half-hour comedy that introduces "Buzz," a state-of-the-art dummy with a mind of his own...and a mouth to match.

Call for a pilot screening and see what the Fox-owned stations are so excited about.

WHAT A DUMMY

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The leading supplier
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A high-definition TV commentary by Jeffrey A. Krauss, telecommunications and technology policy consultant, Rockville, Md.

In spite of all the recent congressional interest in HDTV technology, the fate of HDTV really rests in the hands of the FCC, which has the responsibility to pick a transmission format for over-the-air broadcasting of HDTV signals. But without an industry consensus on a high-definition TV format, the FCC may not be able to make the hard decision to pick a format. And no matter how many congressional hearings are held, there will not be a market for the technology without an FCC decision on a format.

The broadcast industry expects the FCC to decide on a single HDTV format for terrestrial TV broadcasting. But the FCC, in turn, is hoping for an industry consensus that it can ratify. Without a consensus, an FCC decision will be far more difficult. I am concerned that, in the absence of a consensus, the FCC may not have the resources to be able to make the hard decisions in a timely fashion.

FCC staffing levels have decreased over the last five years from 2,200 to 1,800. The FCC's staffing level for HDTV is distressingly slim. Only a small handful of staffers seem to be spending a significant part of their time on HDTV. This may pose no problem if the industry can reach a consensus on the hard issues, but it could be a disaster if there is no consensus.

The FCC has not committed the resources needed to make a truly independent decision, because it does not have those resources. It does not have the technicians, facilities or test equipment to independently test the hardware. Nor is it prepared to independently analyze the test data that the Advisory Committee and the Advanced Television Test Center will produce.

Help from Congress? Ha! Although there are many HDTV bills now pending before the Congress, and some of them do provide for additional funding for FCC activities, the Congress is not likely to give the commission a special appropriation to work on HDTV transmission standards. HDTV transmission is not high on the congressional list of priorities.

A decade ago, things were different. The Congress was interested in promoting technical parity for UHF TV stations, and gave the commission a big chunk of money to work on ways to improve UHF TV transmission and reception.

Of course, it is clear that the Congress is very interested in some aspects of HDTV, based on the many hearings that have been held. But the congressional interest centers on display technology, not transmission standards. The technical issues raised by transmission formats are too complex for the Congress to deal with.

Nor does the Congress appear to understand the importance of a transmission stan-



“The fate of HDTV really rests in the hands of the FCC.”

dard for broadcasting. Pre-recorded media, satellite and cable are each too limited a market to “go it alone” in HDTV without the participation of broadcasters.

Promoting the development of improved U.S.-made display technology is in line with typical congressional initiatives. But in light of the budget deficit, the likelihood of any significant appropriation of R&D funds is slim. As far as additional funding for the FCC transmission standards effort is concerned, forget it.

This means that the commission will have to make do with what it has, and rely heavily on the Advisory Committee to narrow the choices. But if an industry consensus fails to develop, the FCC has no contingency plan. Suppose the Advisory Committee, at the end of several years of deliberations, reaches the following conclusions: “Of the dozen systems tested, there are four that are superior. The four are equally good. Any one of them would be acceptable. We cannot reach a consensus on which should be the U.S. standard.”

Maybe this won't happen. And if it does, maybe the leading proponents will get together and devise a new hybrid format that is a synthesis of the best elements of each.

But the deck is stacked against a “mix and match” hybrid format. It would have to start back at square one in the Advisory Committee review process. The full technical details would have to be submitted to Working Party I of the Advisory Committee's Systems Subcommittee, that working party would have to evaluate it and “certify” it as ready for testing, and it would then

have to go through the same testing process that all of the current proponents will have to go through.

If no consensus is reached on a proposition, and no hybrid system evolves, the result could be years of delay, coming from a combination of administrative indecision and court appeals. Sounds like AM stereo, doesn't it? Neither manufacturers nor broadcasters would commit to any format while this uncertainty lasted.

There are several obvious things the commission could do today in response to these possible problems. First, a contingency plan is needed for dealing with lack of a consensus. This plan itself, if properly formulated, might provide the incentive that the industry needs to reach a consensus.

Second, the commission could direct the Advisory Committee to develop a streamlined process for dealing with hybrid format proposals. By giving priority to the testing and evaluation of hybrids, and by eliminating the need for the re-testing of some features, the review and approval of a hybrid system might not have to take quite so long.

In the last month, there has been an important new development that looks like it leads in the right direction. One of the leading ATV proponents is thinking about junking its “augmentation channel” approach and instead using a “simulcast” approach that is based on ideas proposed by one of the other proponents. This could be the first step in a hybridization process.

This development is not without cost. Not only will it cost real dollars to that proponent, who must undertake a major new R&D effort, but it will almost certainly cause a slip in the testing schedule. Any further hybridization will slip the schedule even more. And then there is the question of patent licensing, if indeed the new “simulcast” design is based on the ideas of another proponent. The FCC has no authority to regulate the terms and conditions of patent royalties and licenses—but presumably the various proponents know how to negotiate with one another.

Nonetheless, this is a positive step. And the commission will have an opportunity to add its voice in support.

In August, the commission was unable to act on several ATV decisions because of lack of a quorum. When those decisions come up for action again, the new commission will have an opportunity to express its views on the resources it has available, and how it plans to use those resources if no industry consensus can be reached. That will be the time for the new commission to encourage a consensus and streamline the evaluation process for hybrid systems. That will be the time for the new commission to put its own stamp on this very important subject.



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It's fresh. It's different. And it's the only program for kids that combines colorful animation with live action.

It's also the first project created

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Wake Rattle & Roll. The wake-up call you can't afford to miss. Coming Fall 1990 from Hanna-Barbera.

Hanna-Barbera

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UP

& ROLL

TM

COMING FALL 1990



WORLDVISION
A UNIT OF SPELLING ENTERTAINMENT INC.

Advertiser-supported
programming

Coming Soon.



**Cristina Ferrare and Ron Reagan
are together in a fresh, vibrant
daytime one-hour strip. Available Fall, 1990.**

You must screen this pilot.

MCA TV

First in first run.

Broadcasting Nov 13

Vol. 117 No. 20

TOP OF THE WEEK

Basketball takes \$600 million bounce to NBC

Network signs four-year deal for NBA rights; ABC and former rightsholder CBS say price was too high for them; still to come are cable rights and NCAA broadcast and cable deals

Another major professional sports league jumped television network ships last week, apparently to the league's great advantage, as the National Basketball Association sealed a four-year, \$600 million deal with NBC that will more than triple the NBA's annual broadcast network TV revenue.

Announced Nov. 9 in New York by NBC President Bob Wright, NBC Sports President Dick Ebersol, NBC Executive Vice President Arthur Watson and NBA Commissioner David Stern, the agreement marked the second major shift in a year in the balance of network sports programming power.

Last December CBS agreed to pay more than \$250 million a year to begin at least a four-year partnership with Major League Baseball, consequently ending NBC's and ABC's long-term relationships with the league (BROADCASTING, Dec. 19, 1988). Then president of NBC Sports, Watson had criticized CBS for bidding "irresponsibly" high (BROADCASTING, March 6).

This time, it was NBC's turn to end a 17-year relationship between CBS and the NBA. "It's a tough game being played these days" in rights negotiations, "and we've been on both sides of it," said Ebersol. "Our euphoria is balanced by remembering" what happened with baseball, he said.

But another source of balance might be the fact that, at approximately \$150 million per season beginning next fall, NBC's payments will represent a 241% increase over the NBA's annual broadcast network television income from CBS, which has averaged \$44 million per season during the current contract. And, NBC could throw in another \$50 million over the four years for what Stern described as "sources of...substantial additional promotion."

The annual cash payment represents, however, only a 23% increase over NBC's \$115 million rights payment to Major League Baseball in 1989, a cost it could be said to be saving over the next four seasons.

And in line with the NBA's stated intention to enlarge its broadcast schedule, the new deal calls for more games than currently aired on CBS and for more NBA-related programs.

The NBA on NBC will include at least 20 regular season games, the mid-season

All Star Game and up to 30 post-season games, including the league championship series and final. The regular season could reach 26 games, likely through the addition of more Sunday doubleheaders in the latter years of the contract. That represents half a dozen additional regular season games and several conference championship (league semifinal) series games now found on the national cable TV schedule on Turner Broadcasting System's TNT.

And NBC believes it will also get more

a Saturday morning (or perhaps noon ET) adult-oriented NBA show, which both parties believe could be the beginning of "a wave of the future," said Ebersol. Additionally, by airing purely national telecasts, with no regionalization, the network should save on production costs. Add to the list of benefits, said Wright, the fact that there are NBA franchises in all seven markets where NBC owns TV stations.

Unequivocal in insisting that his network will "break even or make a profit" on the NBA, Ebersol appeared ready to preempt any potential criticism similar to Watson's charges that CBS's baseball bid was irresponsible. Indeed, in what could be read as a reference to the \$1.1 billion 1990-93 CBS-MLB contract, as well as CBS's winning \$243 million and \$300 million bids for, respectively, the 1992 and 1994 winter Olympics, Ebersol said: "We are not trying to promote a dying prime time schedule. There was no desperation," he said.

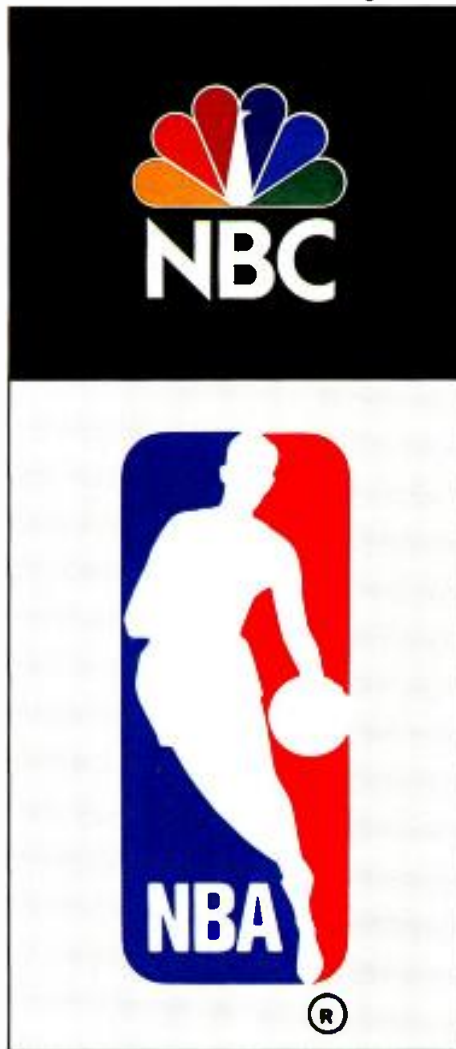
By NBC's figuring, said Ebersol, CBS has been paying roughly \$50 million a year for the NBA and has also seen \$40 million-\$50 million in profits from each season. Projections by NBC sports sales executives of what it would take to not lose money on the NBA, he said, "were almost identical to the deal" agreed upon. "But we [NBC] never believed we would get the opportunity to bid." The "strategy" at CBS, "has apparently been to pay anything" to gain or keep major sports programming, he said.

But by last week, it was clear that CBS was not willing "to pay anything." According to Stern, the process "was not a question of bidding; it was yes or no to the NBA's figure," following a month-long exclusive negotiating window for incumbent CBS in October. The same process will ensue between the NBA and TBS at the end of November, he said.

In a prepared statement, CBS Sports President Neal Pilson said: "CBS regrets the loss of the NBA broadcast rights after a 17-year relationship. However, the increase in the total cost of the package sought by the league, from \$176 million to approximately \$650 million for the next four years, was substantially more than we were prepared to pay."

Like CBS, ABC was also "unwilling to go as far as NBC," said an ABC source. ABC Sports President Dennis Swanson congratulated the NBA on "the success they accomplished [and] NBC for their acquisition of a quality sports package."

Comparing the CBS-baseball and NBC-basketball contracts, Sean McManus, for-



for its money in other ways. In addition to a larger in-game advertising inventory, "a coordinated approach to programming, production, marketing and sponsored promotion," said Stern, includes more pre- and post-game shows.

NBC and the league will also co-produce



On the ball. (L to r): Dick Ebersol, Arthur Watson, David Stern, and Bob Wright

mer vice president of NBC Sports (1982-87) and now senior vice president of New York sports marketing company Trans World International, said he believed the commitments had in common the perception that "the programing was more important than the financial liabilities. NBC realized," he told BROADCASTING, "that without the NBA, it was pretty much out of business."

BBDO Worldwide's Larry Novenster also said there may have been "more than financial factors on the table" for NBC, which he predicted will push the price of

NBA spots upward. "They will have to remember," he said, "that supply and demand is the bottom line. Other sports will be cheaper."

The NBA will, in fact, serve as a bridge in the NBC schedule between the end of the NFL season in January and Wimbledon tennis in June. "NBA basketball gives NBC Sports a balanced programing schedule," Watson conceded, "and the only regular series on a weekly basis in the first and second quarters"—including the months of May and June, no longer to be occupied by Major League Baseball.

Not betting entirely on added inventory, NBC, said Ebersol, is also counting on gaining ratings higher than CBS, particularly for playoff games. He noted that NBC regular series programing is stronger at the end of the week than CBS's, and will therefore serve as a better promotional vehicle for its weekend NBA programing. "All our analyses show that we will not lose money. Our projections show that our ratings will be higher than those of CBS, particularly in the playoffs," which will take place the last four days of May and the early days of June.

□

Still to be settled within the next four months are NBA cable rights, and broadcast and cable rights to the NCAA basketball tournament and the National Football League.

The NBA, said Stern, hopes also to double its national cable rights income in negotiations that could end by early December. TBS's fees had doubled to \$27 million a year at the outset of its current 1988-89 through 1989-90 NBA contract.

Given the "optimistic" assumption that the cost of cable rights will double again, said Stern, the NBA will find itself earning more than \$200 million per year from combined national broadcast and cable rights sales—a 168% increase over the \$74.5 million CBS and TBS will combine to pay this year. League television and radio revenue will likely approach \$300 million in 1990-91 with the addition of a network radio game of the week and more than \$80 million earned in local rights. NBA "players will get 53% of each dollar we get from this," said Stern. "Player salaries will rise dramatically." —PDL

Tracking 10 years of must-carry machinations

Representatives of the National Association of Broadcasters, the Television Operators Caucus and the Association of Independent Television Stations will be talking among themselves this week in an effort to come up with a common position on must carry and channel positioning that they can sell to the cable industry and take up to Capitol Hill and turn into law.

If Congress ever does get around to adopting must-carry/channel positioning legislation, it will bring to a close a saga that began nearly a decade ago when Ted Turner told a few trade reporters and several members of Women in Cable—gathered for the taping of a closed-circuit talk show—that he planned to go after the FCC's 15-year-old must-carry rules. It was Turner's view, affirmed years later by the federal courts, that the rules requiring cable systems to carry local broadcast signals were an affront to the First Amendment rights of cable programers and operators.

Most broadcasters consider must carry vital in light of the fact that cable is, in effect, the only conduit of television into well over half the nation's television homes. Consequently, after Turner began



Ted Turner got the ball rolling in 1980

an assault on the rules, broadcasters worked diligently to defend them. And after the rules were lost by decisions of the federal courts, they have worked equally hard to bring them back in one form or another.

Over the last few years, broadcasters have also come to believe that it is not only important to be carried by cable systems, but also to be carried together on low channels to attract maximum viewership. In that belief, they have insisted on making channel positioning a part of any must-carry

package. But consensus on channel positioning has proved elusive.

No one knows what the last entry in the following chronology will say. Even if an inter-industry compromise is reached and President Bush puts his name to a must-carry law, the courts—at the insistence of a single cable operator or programer—could once again strike must carry down.

The history thus far:

1980

□ **Oct. 6**—Ted Turner, appearing on talk show produced by Women in Cable for distribution to cable systems, announces he will petition FCC to drop its must-carry rules. "If anything is to be must carry, it ought to be an all-news-and-information service," the owner of four-month-old Cable News Network says.

□ **Oct. 20**—As promised, Turner files petition calling for elimination of rules, arguing, in part, that they violate First Amendment rights of cable programers. Divided cable industry does not line up in support.

1981

□ **Oct. 28**—National Association of Broadcasters, National Cable Television Association and Motion Picture Association of America reach compromise on legislative package that would reinstate syndicated exclusivity rules (which FCC deleted from its books year earlier), preserve compulsory license and significantly relax must-carry rules.

1982

□ **Sept. 27**—House adopts bill reflecting that compromise among not only NAB, NCTA and MPAA, but also religious and public broadcasters.

□ **Dec. 13**—Compromise bill collapses in Senate as other affected parties—sports interests, Spanish-language and low-power broadcasters and direct broadcast satellite applicants—demand provisions protecting their interests. Also, basic compromise is weakened by Copyright Royalties Tribunal's adoption in October of big boost in copyright fees, which Hollywood found justified and cable felt excessive.

1983

□ **March 28**—Quincy Cable TV Inc., Quincy, Wash., asks U.S. Court of Appeals in Washington to review FCC denial of its request for waiver of must-carry rules and its imposition of \$5,000 fine, arguing that rules violate cable operators' First and Fifth Amendment rights. Disturbed by FCC's inaction and undaunted by NCTA's lack of support, Turner files second petition at agency demanding repeal of must-carry rules.

□ **May 30**—Commenting on Turner's petition at FCC, broadcasters argue for preservation of must-carry rules. "[The rules] serve the time-honored public interest purposes repeatedly and recently recognized by the commission and the courts," says NAB. NCTA again fails to file comments, reflecting membership's dread about upsetting balance between compulsory license and must carry.

□ **Oct. 10**—Fed up with FCC inaction, Turner petitions U.S. Court of Appeals in Washington to direct FCC to act on its must-carry petition.

1984

□ **Jan. 16**—NCTA files brief in support of Turner's suit, making First Amendment case. "Cable operators share the full protections of the First Amendment enjoyed by editors and publishers of the print media," it claims.

□ **Feb. 20**—FCC asks court to remand Turner's petition so it can decide whether to launch rulemaking.

□ **April 2**—Court of Appeals remands Quincy case to FCC for consideration in light of new development: capacity of system was expanded from 12 to more than 36 channels.

□ **April 9**—After nearly four years, FCC denies Turner's petition for rulemaking "because of the virtually complete absence of evidence in the request (or indeed from our



It's a deal? Gathered in FCC Commissioner James Quello's office in 1986 to unveil details of the inter-industry must-carry agreement are (l-r): NAB's John Summers (since retired); TOC's Margita White (now with AMST); Quello; INTV's Preston Padden; NAB's Eddie Fritts, and NCTA's James Mooney

own research or other sources) relating to the impact deletion of these rules would have on the television broadcast service received by the public."

□ **June 4**—Turner resumes fight in federal appeals court, challenging constitutionality of must-carry rules and arguing that FCC was arbitrary and capricious in dismissing its petition for repeal.

□ **Sept. 24**—On remand from court, FCC affirms denial of waiver and fine against Quincy, sending cable operator back to court to test constitutional validity of rules.

□ **Dec. 17**—FCC defers action on whether to extend must-carry rules to require cable systems to retransmit broadcasters' stereo sound and teletext services.

1985

□ **July 22**—Having combined *Turner* and *Quincy* cases, U.S. Court of Appeals strikes down must-carry rules on First Amendment grounds. "In light of cable's virtually unlimited channel capacity, the standard of First Amendment review reserved for occupants of the physically scarce airwaves is plainly inapplicable," writes J. Skelly Wright in unanimous opinion.

□ **July 29**—NAB unveils multifaceted plan to restore must carry through courts, FCC or Congress.

□ **Aug. 26**—Broadcasters, led by NAB, ask court of appeals to stay Sept. 3 effective date of *Turner-Quincy* decision until Supreme Court has chance to review it.

□ **Sept. 9**—After appeals court rejects broadcasters' request for stay, must-carry rules lapse and cable operators are freed for first time in 20 years to carry whatever broadcast signals they choose. Broadcasters ask Supreme Court for stay while it considers appeal.

□ **Sept. 30**—Under pressure from Congress and broadcasters, FCC says it is willing to launch proceeding to consider new must-carry rules.

□ **Oct. 7**—Most major broadcasting organizations join in asking FCC for new must-carry rules, but offer no particulars. In separate petition, INTV proposes rule that would require any cable system taking advantage of compulsory license to accept responsibility of carrying all local signals.

1986

□ **Oct. 28**—Saying compromise is best approach, officials of NCTA, NAB, Television Operators Caucus gather at NCTA headquarters in Washington in effort to draft new must-carry rules that will give cable operators some relief from strict rules of past and meet court's constitutional concerns. "This is the starting point which everyone feels comfortable with," says NAB President Eddie Fritts.

□ **Jan. 20**—NCTA President Jim Mooney attends NAB board meeting in St. Maarten, Netherlands Antilles. Board members and Mooney come away optimistic that mutually acceptable must-carry rules can be worked out.

□ **March 3**—After several weeks of intense negotiations, deal is done. NAB, NCTA, INTV, Television Operators Caucus and Community Antenna Television Association are all party to compromise on new must-carry rules. New rules limit number of signals cable systems must carry, exempting those with 20 or fewer channels from all obligations.

□ **April 28**—FCC receives comments on proposed must-carry rules based on compromise, but not everyone is happy with them. CATA says proposal is unconstitutional and has no public policy rationale to support it. Turner also argues that proposal is constitutionally flawed. Noncommercial broadcasters complain that deal makes no accommodation for them.

□ **June 16**—Supreme Court declines broadcasters' invitation to take up *Quincy-Turner*, letting appeals court decision stand. Broadcasters turn to FCC to bring back rules by adopting inter-industry compromise.

□ **Aug. 11**—One year, one month and 19 days after *Quincy-Turner* decision, FCC adopts new set of must-carry rules reflecting inter-industry compromise. FCC adds some of its own features, most notably five-year sunset and post-sunset requirement that cable systems install A/B switches on sets of new subscribers and offer switches to all existing subscribers. Cable operators balk at A/B switch requirements; Turner immediately vows to challenge new rules in court.

□ **Oct. 27**—Concerned about trend among cable operators to realign channel lineups and, in some cases, push broadcast

signals to little-viewed high channels, INTV begins insisting on channel positioning rights for must-carry broadcast signals on cable systems.

□ **Dec. 8**—Group of 17 cable companies led by Century Communications, Daniels & Associates and United Cable Television ask U.S. court of appeals to stay FCC's new must-carry rules in anticipation of constitutional challenge. Group is represented by Jack Cole, same attorney who represented Quincy.

□ **Dec. 15**—FCC stays Jan. 15 effective date of new rules until after it disposes of petition to reconsider them, including that of NAB and NCTA to eliminate A/B switch requirements.

1987

□ **March 30**—On reconsideration, FCC modifies A/B switch requirement to allow cable systems to shift cost of switches to cable subscribers.

□ **May 11**—Group of dissident cable operators challenges new rules in federal court, saying they are "an unconstitutional abridgement" of operators' First Amendment rights. Group also asks for stay pending resolution of its appeal.

□ **May 25**—Sticking to compromise with broadcasters, NCTA, CATA and several individual cable operators join broadcasters in opposing stay of rules.

□ **June 15**—Appeals court turns down

stay request.

□ **July 6**—Turner Broadcasting System, which triggered must-carry upheaval seven years earlier, announces that it will not challenge new rules, citing their "limited scope and duration."

□ **Dec. 14**—In what comes to be known as *Century* decision, U.S. Court of Appeals strikes down must-carry rules for second time. "We do not suggest that must-carry rules are per se unconstitutional, and we certainly do not mean to intimate that the FCC may not regulate governmental interests," writes Chief Judge Patricia Wald. "But when trenching on First Amendment interests, even incidentally, the government must be able to adduce either empirical support or at least sound reasoning on behalf of its measure."

1988

□ **Feb. 15**—NAB and NCTA officials are back at work trying to devise strategy for bringing back some form of must carry.

□ **March 14**—NAB, INTV and Corporation for Public Broadcasting petition Supreme Court to review *Century* decision.

□ **March 28**—Despite FCC recommendation to contrary, Solicitor General says it will not ask high court to overturn *Century*, saying case was not "cert worthy."

□ **June 6**—Second version of must carry meets same fate as first as Supreme Court opts not to review *Century*.

1989

□ **Jan 16**—In Washington speech, NCTA President James Mooney reiterates cable's willingness to cut must-carry deal with broadcasters and to help broadcasters turn compromise into law on Capitol Hill.

□ **April 17**—Cable-broadcasting talks start to break down over channel positioning. Broadcasters seek provisions granting them final say on what cable channel they are carried on.

□ **July 31**—NAB and NCTA reach compromise on must carry and channel repositioning and identify legislative vehicle, but whole deal collapses when INTV refuses to sign on because of channel repositioning provision. "They were trying to shove this down our throats," says INTV Chairman John Serrano.

□ **Oct. 30**—Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) offers to move must-carry legislation for broadcasters, but there is catch. Must carry would be tied to children's television bill that is anathema to broadcasters.

□ **Nov. 6**—With positions hardening over channel positioning, likelihood of another broadcasting-cable deal decreases. Some broadcasters advocate taking case for must carry to Congress without cable; others believe industry should focus on eliminating compulsory license and make cable operators pay to carry broadcast signals. —HAJ

MCA introduces its 1990 first-run contenders

Lineup includes 'Dagnet/Adam 12' package, talk show strip, sitcom and late-night half-hour

MCA TV's 1990 program development slate is now in place, and the company will be offering five programs in the syndication marketplace to serve key station dayparts including daytime, late night and weekend access. In addition, the company will offer programs being tested this fall in New York

and Los Angeles—first-run versions of *Dagnet* and *Adam 12*—as a packaged strip that stations may schedule in any number of dayparts, including prime time, prime access and early fringe.

For daytime, MCA TV is developing a new one-hour talk show strip. Last week, the company signed Ron Reagan (son of the former President) to co-host the program with host Cristina Ferrare, long-time co-host of *AM Los Angeles* on KABC-TV. Rea-

gan will continue his roll as a special correspondent on ABC's *Good Morning, America*.

Ferrare served as co-host of *A.M. Los Angeles* for five years, until leaving last spring. The program was number one in its time period for most of that time.

The new talk show will be shot on the Universal lot in Los Angeles and will tie into the theme park there to gather the daily studio audience for the program. The show

Adam 12 (below), already on the test track in New York and Los Angeles, and *My Talk Show* (right), half-hour targeted for late night, are two of MCA's five new first-run entries.



will also do a number of remote shots in the theme park to further utilize the "captive audience" of attending visitors for polls and opinion surveys done in connection with the show.

■ "We're going in the opposite direction of *Geraldo*, *Donahue* and *Oprah*," said Shelly Schwab, president, MCA TV. Schwab said the Ferrare-Reagan program, which may be called *Studio 22*, will have a number of segments, including an issues segment, where the show will go outside the studio to get responses from "real people." There will also be a children's segment, in which Ferrare will question children in a format made popular by Art Linkletter.

Other segments will deal in fashion, makeovers, food, and nutrition. "We'll be out in the market with a pilot the last week of November," said Schwab. Terms are not yet definite, but the show will be offered either on a straight barter or cash-plus-barter basis, said Schwab. "We think the show can play anywhere from 9 a.m. to 5 p.m.," he said. The program is being produced by Fred Tatashore, former producer of *Dinah's Place* for NBC and *Dinah!*, the syndicated version of the show, and a producer of *A Conversation with Dinah* on The Nashville Network.

In late night, MCA has commissioned another talk show, of sorts. It's a half-hour strip being produced as a co-venture between Second City Television and Imagine Entertainment, the Ron Howard-Brian Grazer-founded company, now being managed by Robert Harris, former president of MCA's television group. MCA TV will offer the late night show for straight barter.

Cast entirely by Second City regulars, the program, entitled *My Talk Show*, will also have strong doses of comedy and satire. "It has a number of elements," said Schwab, including some that are reminiscent of *Fernwood 2 Night*, *It's Garry Shandling's Show* and *Arsenio Hall*. *My Talk Show* will have several sets, built to look like rooms in the home of the main host, Second City's "Anne Marie Snelling" (said to be a stage name).

Also being offered for barter is a new once-a-week, half-hour comedy, *What a Dummy*, which has already been picked up by the seven-station Fox-owned television group and, according to Schwab, "about a dozen" other stations, including ones in Minneapolis, St. Louis and Tampa, Fla.

Produced by The Arthur Co., which also produces *Munsters Today*, *Adam 12* and *Dragnet* for MCA TV, the sitcom centers on a family that inherits a ventriloquist's dummy that takes on a life of its own. The pilot was originally pitched to Fox Broadcasting Co. by the MCA network production division. FBC rejected it because "it was perceived as a little too 'all family'" for the network's prime 12-34-year-old target audience, said a source.

According to Steve Leblang, vice president, programming, Fox Stations Inc., the pilot was accepted unanimously by the managers at the seven Fox stations. "They loved it," he said. "And we think it has the

potential to be the next *Small Wonder*," he said, referring to the pioneer weekly first-run comedy now being stripped by stations around the country.

Finally, MCA TV will take *Dragnet* and *Adam 12* as a package into the national marketplace for availability as one strip (three nights of one show, two nights of the other) next fall. By the time the package hits the street, each program will have 52 episodes in the can.

Currently, WWOR-TV New York and KTTV(TV) Los Angeles are airing the pro-

grams with mixed results. In both cases, the shows have been finishing fifth or sixth in their markets, but with some signs of growth.

"At this time we are still looking at them and won't make a decision until we have more conclusive data," said Fox's Leblang, regarding the future of the two shows on KTTV. If the programs do find an audience, said Leblang, MCA will have a solid counterprogramming vehicle to position against the myriad of new game shows being offered for next year. —SM

Sweeps ratings: week one scorecard

It's NBC, ABC, CBS as networks stick mainly to regular schedules

With the networks completing their first full week of the November sweeps, NBC is on top with a 14.9 rating and 24 share average for Nov. 2-8. ABC is second with a 13.0/21 and CBS is in third place with a 12.3/20. Arbitron begins rating the sweeps period a day earlier, on Nov. 1, which changes the numbers only slightly to a 14.8/24, 13.5/22, and 12.1/20 for NBC, ABC and CBS respectively.

The trend currently has been for networks to rely more heavily on their regular series programming during the sweeps periods, and NBC has done just that in winning the first week of this sweeps period.

On Nov. 2, the first day of sweeps according to Nielsen, NBC aired the *L.A. Law* season premiere and won the 10-11 time period with a 20.1/35, equaling last year's premiere number. NBC ended up winning the night with a 22.7/36 average compared to CBS's 12.2/19 and ABC's 9/14.

The network schedule on Friday, Nov. 3, was made up entirely of regular series, as ABC continued to dominate that night. For the evening, ABC scored a 13.7/25, with NBC averaging a 10.4/19 and CBS a 9.9/18.

On Saturday night, the networks again programmed regular series fare, with ABC premiering the *Kojak* spoke of its *ABC Saturday Mystery Movie*. However, the return of the bald, lollipop-licking New York cop wasn't enough, as viewers answered the traditional *Kojak* question of "who loves ya baby?" with a 9.3/16 average at 9-11. NBC won the night, nearly doubling the competition's numbers with a 16.4/29, followed by CBS's 8.8/15 and ABC's 8.6/15. Fox, also with regular programming, averaged a 5.1/9.

On Sunday, CBS won the night averaging an 18.5/28, based on the strength of its 7-9 schedule of *60 Minutes* (21.1/33) and *Murder, She Wrote* (20.2/30) as well as its made-for *Taken Away*, starring Valerie Bertinelli, which scored a 16.3/25.

ABC came in second powered by the theatrical "Crocodile Dundee" (17.6/27) from 9-11, but got no help from its 7-9 schedule of *Life Goes On* (9.9/16), *Free Spirit* (9.4/14), and *Homeroom* (7.5/11).

NBC was two rating points behind ABC with an 11.4/17 average for the evening. The network got lower than expected numbers from the first installment of the two-



NBC's 'L.A. Law'

part *Cross of Fire*, which smoldered at 9-11 with a 12.5/20. NBC was hurt on the evening by an NFL overrun that moved its prime time schedule ahead by 16 minutes.

Fox continued to get strong performances from the bulk of its Sunday night schedule, averaging a 7.3/11 for the evening, but was hurt in the last hour when the highly acclaimed but low-rated *Tracey Ullman Show* and *It's Garry Shandling's Show* scored a 4.0/6 and 2.8/5, respectively.

ABC won Monday, Nov. 6, on the strength of *Monday Night Football*, which averaged an 18.1/30. CBS won the battle of network made-fors, with *When He's Not a Stranger* averaging a 17.2/26, while NBC's part two of *Cross of Fire* improved from Sunday night to a 14.7/23. On the evening, ABC scored a 16.8/26, CBS a 16.0/24, NBC a 14.6/22 and Fox a 5.6/9.

On Tuesday, with regular series programming across the schedule, ABC won the evening with a 16.5/26, ahead of NBC, which finished with a 15.8/25, and CBS, which limped in with an 8.4/13. This night was notable in that it marked the last broadcast of ABC's *Chicken Soup*, which was canceled after seven episodes (see story, page 82). In its swan song, the Jackie Mason vehicle scored a 15.2/24, once again carrying far less than its *Roseanne* lead-in, which scored a 23.3/35.

NBC won Wednesday, Nov. 8, paced by its regular series. The network's 8-9 show, *Unsolved Mysteries*, was the highest rated show of the night, averaging an 18.9/30. NBC's *My Two Dads*, filling in from 9:30-10 for the recently canceled *Nutt House*, scored an 11.6/18, a slight increase from the 11.3/18 *Nutt House* scored in its last airing. —SC

Viacom, clients playing hardball over 'Cosby'

Stations holding out against initial offers; some say 'Cosby' should be sold with different price or without 'Different World'

Viacom Enterprises' Nov. 8 deadline has passed for stations to make a counter-offer on the second-cycle renewals of *The Cosby Show* (beginning in fall 1993) and the first-cycle sale of *A Different World* (beginning in fall 1992). Preliminary indications are that both off-network sitcoms received a lukewarm reception among top-20 stations.

Of the 11 stations in the top 20 markets reached by BROADCASTING, only one, Viacom Broadcasting-owned KMOV(TV) St. Louis (market number 18), had accepted the deal; KPHO-TV Phoenix (20), submitted a counter-offer for *Cosby* but passed on *Different World*. Among those nine top-20 markets known to have passed on the shows without counter-offers are Los Angeles (2), Chicago (3), Philadelphia (4) Boston (6), Dallas-Fort Worth (8) and Washington (9). In markets that passed or submitted unacceptable counter-offers, Viacom can now shop the shows to the competition.

Since Viacom's meeting two weeks ago to introduce the *Cosby II* and *Different World* marketing plans, some top station executives have expressed dissatisfaction with the plan (BROADCASTING, Nov. 6).

Blair Television's director of programming, Mike Levinton, said that of the 35 client stations that were polled by the rep firm, only one had accepted Viacom's contract as is, and few of those stations have expressed "earnest" interest in pursuing negotiations to acquire a *Cosby* renewal. Even with per-episode prices that industry sources have reported to be slashed by 25%-75% of *Cosby's* original first-cycle cost, Levinton said Viacom "has expressed a realistic interest in having 50% of affiliates renew the show, but I don't see them achieving anywhere near that number."

While Levinton said the initial first-cycle price for *Cosby* was "reasonable" in medium to smaller markets, he said Viacom had

played "head poker" in the larger markets where the renewal prices were still "way too expensive" in reference to the "ballooning" bids stations ponied up to get the first cycle.

Another rep source says Viacom will pocket \$700 million on first-cycle revenues from *Cosby*, but calculated that the distributor will take home \$120 million, at the most, for the second go-round of *Cosby* and *A Different World*. In terms of coverage, the source estimated Viacom would be fortunate to achieve 20% coverage of the U.S. on the initial contract offer. The rep source said *A Different World* will have trouble standing on its own if Viacom has to reshop it alone, saying it suffers from "the *Chicken Soup* syndrome."

Viacom officials declined to comment for this story, but issued a statement that the company will respond to station offers by the "previously indicated" date of Nov. 15. "We've had responses from a number of stations representing a variety of marketplace sizes," the statement read. "These responses include acceptance of our offer, re-expression of the offer and some creative alternative proposals."

In Los Angeles, Carol Martz, program director for independent KCOPTV, said that the offer was "rejected outright." She did leave the door open, saying management counter-offers on some "variation of the package" could still be in the offing. WFLD-TV Chicago General Manager Stu Powell said no counter-offers were made by the Fox affiliate, and added that it was Viacom's "prerogative" to shop those shows to any of the market's competing stations. Executives from New York independent WWOR-TV declined comment on their decision.

Some station executives complained about the timing of the package, coming only 13 months into the first cycle and before Nielsen's November rating book, which might have given them a clearer one-year track on *Cosby's* first-cycle performance. WCAU-TV Philadelphia General

Manager Steve Cohen said the station made its decision "not to play" several days before the deadline. "It was just a question of whether we wanted to be committed to either program from 1993 to the year 2000," Cohen explained. Timing was also cited as a reason why WUAB-TV Cleveland and WXIA-TV Atlanta also balked on both sitcoms.

Network affiliates are on record as lacking available time periods, and two network affiliates, Boston's WCVB-TV and Seattle's KIRO-TV, rejected their contract proposals on that basis.

Allan Cohen, general manager of KMOV(TV), which re-upped and added *Different World*, said the St. Louis station has seen its highest numbers "ever" in the 4:30 p.m. (CT) slot with *Cosby* as a lead-in to its 5 p.m. local news, and said the show was "ideal to fill the needs" of the Viacom station. According to Nielsen October 1988 ratings, *Cosby* averaged a locally top-ranked 11/30 rating in St. Louis. In the October 1989 book it had declined slightly to 10.7/25. The CBS affiliate's 5 p.m. local news was measured at 13/28 for each of the same months, where it ranks second in the market.

WUAB-TV's General Manager Bill Scaffide said Viacom is a "solid" company, but suggested it might "rethink the mix" to possibly throw in *Roseanne* for an enhancement of the existing offer. "I hold Viacom in very high regard, and I might have done the same thing in trying to market *Cosby* and *A Different World* together," Scaffide said. "You have to remember that they were offering bonus runs and a deferment on the payments for *A Different World* while *Cosby* is in its first cycle. It's all very creative, but one must remember that a company is only as good as the next product it sells." —MF

San Francisco and the all-news platypus

KRON-TV and KQED to launch 24-hour noncommercial/commercial, broadcast/cable news channel/service

Commercial KRON-TV San Francisco and noncommercial KQED(TV) there are joining forces to produce a noncommercial 24-hour all-news channel—*Bay News Center*—that will be programed on the public broadcaster's co-owned station KQEC(TV) (channel 32) as well as customized as an advertiser-supported regional cable news service (BROADCASTING, Oct. 23).

KQED plans to expand to 24 hours itself to accommodate jettisoned educational programming from KQEC.

A finished proposal on the project has

SCI Television restructuring update

SCI Television's banks and bondholders last week continued to negotiate with the TV station group's owners over the latter's proposed plan to restructure more than \$1.4 billion in debt (BROADCASTING, Oct. 30). The creditors also continued to discuss among themselves possible counterproposals to that plan, urged on by the fact that as of this Thursday (Nov. 16), holders of SCI 16½% securities can technically put the company into bankruptcy.

Complicating matters are the varying interests of the creditors themselves. Some banks, for instance, would have more reason to favor the sale of at least some TV stations, since proceeds could be used first to retire part or all of their loan, on which a more than \$150 million repayment has already been missed. Less senior securities holders, however, worry that sale proceeds of the group currently might not be adequate to cover their claims.

While some creditors said they would not be interested in seeing the company in Chapter 11 proceedings, Craig Davis, an analyst at R.D. Smith & Co., noted that holders of the 16½% notes are anxious to not let negotiations drag on too long, since the senior pay-in-kind securities continue to grow in size.

been submitted and is subject to approval by KQED's board of directors at a meeting Dec. 7. The stations are targeting a spring 1990 launch of the dual services.

According to KRON-TV Director of Cable Relations Richard Fisher, the coalition of a public and commercial station to produce full-time local programming is a "first," as may well be the 24-hour news service's double duty for broadcast and cable.

Fisher says the blueprint calls for a non-commercial regional broadcast service, while the cable service will be advertiser-supported (with ads inserted for PSA's and station promotions airing on the noncommercial version). The cable service will also feature "news wheel" localized inserts, *East Bay*, *South Bay* and *North Bay*, for different communities. He noted other inserts may be added to the cable service.

In exchange for providing the channel, KQED Inc. (the licensee of both stations) will become, in Fisher's words, an "equity participant" in advertising sales in the cable service. (Reportedly, KRON-TV would own 80% and KQED 20% of the venture.) The educationally programed KQEC is currently seen in 500,000 cable households. He hopes the new cable service can be boosted into all of the Bay Area's 1.2 million cable households.

As an incentive to cable services to carry the channel, KRON-TV will offer an ownership interest in the service or equity participation in advertising revenues.

Though Fisher declined to reveal what start-up costs may be for the new venture, he said the capital will be provided by KRON-TV parent company Chronicle Broadcasting of San Francisco Inc., and that it may take three or more years for it to see a return on the investment. The directive to expand the station's influence into the cable market may have come from the corporate level, but as Fisher says, it was KRON-TV President and General Manager Amy McCombs who hired Fisher and empowered him to create other revenue streams. Fisher, who had worked previously at HBO as regional and national accounts manager for the premium cable service, had known KQED Cable Relations Manager Joe Camicia through prior business contacts, and the two discussed the proposal a number of times to find a way to "get from point A to point B."

"We just saw an opportunity to expand our expertise in new and different ways," Fisher explained of the deal. "Amy McCombs was really the impetus behind this. We've had unanimous support from cable operators for the entire package. From the programming concept point of view, we have gone a lot further and faster than I expected. Our original intention was to take the concept to the Western Cable Show (in Anaheim, Dec. 13-15), but someone leaked the story to the press."

Fisher said the station's FCC lawyers "have looked ahead" and said they are "confident they can make it happen." As far as KQED board approval, President and General Manager Tony Tiano said the governing body will look at the "strength" of

the business plan, and to what extent this will be a "public service" to the community. He said the station will inform the FCC also, if the plan is approved, and that a green light from the Corporation for Public Broadcasting (CPB) is not required.

Fisher has stated that separate on-air and production talent will be hired for *Bay News*, but was hesitant to discuss if the hirings would encompass nonunion personnel. Fisher generalized: "It is clear under the current environment on the cable front, you cannot have the same environment that KRON and other major broadcast outlets are in. It is going to be a tough consideration for us."

Tiano says KQEC will shift its public affairs, college education and children's pro-

graming to KQED, and that he also intends to expand KQED to a 24-hour on-air format to accommodate the additional programming. "Probably one of the things most people don't understand is that most public broadcasting outlets are supplemented with income from outside entrepreneurial efforts," Tiano says. "Without the opportunity to run commercials, it would not have been a viable venture."

In related news, KRON-TV, which temporarily rolled back its prime time schedule reportedly as a "public service" to commuters (BROADCASTING, Nov. 6), has also been supplying daily post-quake updates for airing on the two noncommercial stations on a temporary basis as a community service. —MF

MPAA's Valenti lashes out at European Community, U.S. networks

At FCBA luncheon, he says fin-syn rules protect competition, but nonEC programming quota does not

Jack Valenti, the president of the Motion Picture Association of America, was at the Federal Communications Bar Association luncheon meeting last week, "doing," as he put it, "the Lord's work." For he was "defending competition." And that, like virtue, he said, "is at all times besieged." So Valenti lashed out, as he frequently does, at the European Community for adopting a regulation setting a nonbinding quota on the amount of nonCommunity programming the 12 member countries would accept. But he lashed out also at another of his well-worn targets, the three major networks. His complaint, again, involved their effort to free themselves of rules they say hamper their ability to compete.

Hollywood and ABC, CBS and NBC have long been engaged in negotiations mandated by Congress to resolve their differences over FCC rules prohibiting the networks from gaining financial or syndication rights in the programs they acquire from outside sources. And Valenti noted that the motion picture studios are prepared to reach an agreement. "We'll soon know if the networks are of the same mind," he said, adding: "But what is requisite to any agreement is that competition remain thriving in the marketplace. The 'terrorizing truth so clear to hundreds of independent producers,' he said, "is that if the networks are ever unshackled, competition is stone-cold dead in the marketplace."

Valenti noted that the consent decrees resolving the antitrust suits the Justice Department filed against ABC, CBS and NBC in 1972 are expiring. And the networks, he said, "are crouching in the wings, determined to gain total domination of the prime time television marketplace." Valenti said that "they promise they will not abuse the power they would regain." And, he added: "If there were some way to restrain that reach for power, I'd think about it." But as he has in the past, Valenti expressed con-

cern regarding the networks' ability to program prime time: "They have the ultimate power. They and they alone decide who goes on and who does not. That is power." Not even the new megamedia company, Time Warner Inc., he said, can buck such power.

But if in his view the fin-syn rules protect competition, the broadcast directive adopted by the European Community does not. The directive calls on broadcasters in EC countries to reserve, "where practicable," a majority of their time for European Community works. And Valenti had just returned from Brussels, the home of the European Community, where he had tried, and failed, to persuade officials to abandon the directive. He called it "bizarre irony" that one of the first directives of the Community should establish a quota, since Jean Monnet, whose ideas led to the creation of the Community, "wanted to crush all borders, erase all trade shackles."

Valenti said he had made a variety of arguments in Brussels: In a shrinking world, trade barriers, "no matter how benign the design, are as dangerous as armed conflict." To those who say they worry about preserving their culture, he said it



MPAA's Jack Valenti

makes no sense to worry about American programming corrupting 2,500 years of Greek tradition. To those who say they want to develop their own television industry, he said that Europeans cannot depend on a market of 321 million residents; Europeans must sell abroad, as American producers do. Otherwise theirs would be "an enfeebled enterprise." And (in an allusion to a discussion of justice in which Athenians engaged with the island of Milos 2,400 years ago), he said: "When you put a sharp stick in the eye of someone, you make him want to do the same to you."

"I tried to make it perfectly clear to the Europeans why we opposed the local content provision of the broadcast directive," Valenti said. "I told them it was protective, it violates the GATT [General Agreement on Tariffs and Trade], and handcuffs consumer choice." And Valenti has not been alone in his campaign. He praised the Bush administration for being "fantastically supportive." He said U.S. Trade Representative Carla Hills and Secretary of Commerce Robert Mosbacher "had leaped to the barricades with great celerity to tell the Community they supported this industry and that this was an intolerable broadcast directive, and we didn't like it one goddamned bit."

As Valenti indicated, the administration's support is not surprising, given the motion picture industry's contribution to the country's balance of trade. He noted the industry—in its sale of theatrical films, TV shows, home video and pay-television programming abroad—produces a \$3 billion trade surplus. And an American trade surplus, Valenti observed, "is a rare bird."

Network officials in the audience at the luncheon appeared bemused by Valenti's defense of competition in the context of EC and FCC regulations. Robert D. Hynes Jr., NBC's Washington vice president, said he would like to have taped Valenti's speech denouncing the EC broadcast directive setting a quota on nonEC programming. "I could play it back as testimony the next time NBC appears before Congress" on network regulations, he said.

And Martin Franks, CBS's vice president in Washington, saw an irony in the fact that one of the MPA member companies Valenti was defending, Columbia Pictures, is owned by a Japanese firm, Sony. For while some of the profits Columbia earns from the foreign syndication of American product "end up in Japan," Franks said, FCC regulations prevent the three American-owned network companies from contributing to America's balance of trade by syndicating programs abroad.

There was another comment on the Valenti speech by a network executive, one triggered by Valenti's description of the networks' "ultimate power." The executive said that "the only reason CBS is carrying *Falcon Crest* this season is because Warner Bros. wanted it on. It was the price CBS paid for getting *Dallas* again." Warner Bros. owns both shows. The executive said *Falcon Crest*'s ratings indicated it had "run out of gas" last year, while *Dallas* "had a few years left." So, the executive asked, "who's got the power?" -LZ

NBC News goes to the Wall

Tom Brokaw is only network TV anchor in Berlin as the East German government drops emigration restrictions

Last month, it was the earthquake that shook Northern California that dominated the news. Last week, it was the political earthquake with its epicenter at the Berlin Wall that shook a large part of the world. And while NBC News was embarrassed by its slow start in covering the disaster in California, it was first by far among American broadcast organizations in its live coverage of the breaching of the Wall, a story likely to be regarded as the most important of the year.

NBC News anchor Tom Brokaw had left for West Berlin following the *Nightly News* on Tuesday (Nov. 7). The changes in East Germany were occurring so fast, including the overhaul of the cabinet and the Politburo, that NBC News executives—including president Michael Gartner—thought that Brokaw's place was there. When he landed Wednesday morning, along with a producer and unit manager, he found 45 correspondents and technicians drawn from eight NBC News bureaus either on the scene or about to land. David Miller, the director of foreign news, had marshalled those forces in anticipation of a major story.

So NBC News was ready on Thursday when the East German government announced the lifting of all restrictions on travel or emigration to the West. At 1:20 p.m. ET, Brokaw was on the air, live, with a report from the Wall. Within the next 70 minutes, he had done four more reports.

And of all the specials on the Wall on Thursday night, only NBC's had an anchor on the scene, where anchors are supposed to be when big stories break. But the story could not have erupted at a more propitious time for ABC News's *Primetime Live*, whose format puts it at the mercy of breaking events. The Sam Donaldson/Diane Sawyer show, which starts at 10 p.m. ET, devoted the first half of its 60 minutes to the Wall. And the network's *Nightline* stayed on for 15 minutes beyond its normal midnight ET signoff to cover the story.

By Friday, CBS News's Dan Rather and ABC News's Peter Jennings had arrived at the Wall, along with full complements of correspondents and technicians. Rather was airing reports during the day, and both he and Jennings were preparing to anchor or subanchor Friday and through the weekend. Brokaw had been anchoring *Nightly News* from West Berlin since Wednesday. CNN shipped in nine correspondents, from Washington, Moscow, Frankfurt and elsewhere, along with a flyaway uplink. And the networks' Sunday morning shows late last week were preparing to be fully represented at the Wall.

The story had not been NBC News's exclusive for long. But as Dan Rather and

CBS News will be remembered for being first on the scene during the student uprising at Tiananmen Square in Beijing in June, and ABC News for the good fortune that allowed it to dominate the early network coverage of the northern California earthquake, NBC News and Brokaw can claim credit for being first from the Wall. "It's nice to have good news to report," said an NBC News spokesperson. And she was not talking about the happiness of the East Berliners. -LZ

Viacom buying L.A., Denver stations for \$101.5 million

Viacom Broadcasting has signed an agreement to purchase KJOI(FM) Los Angeles and KHOW(AM)-KSYF(FM) Denver from Command Communications for \$101.5 million cash. The agreement, according to Command Communications' principal investor, Robert F.X. Sillerman, is a "binding agreement but still subject to approval by both companies' board of directors."

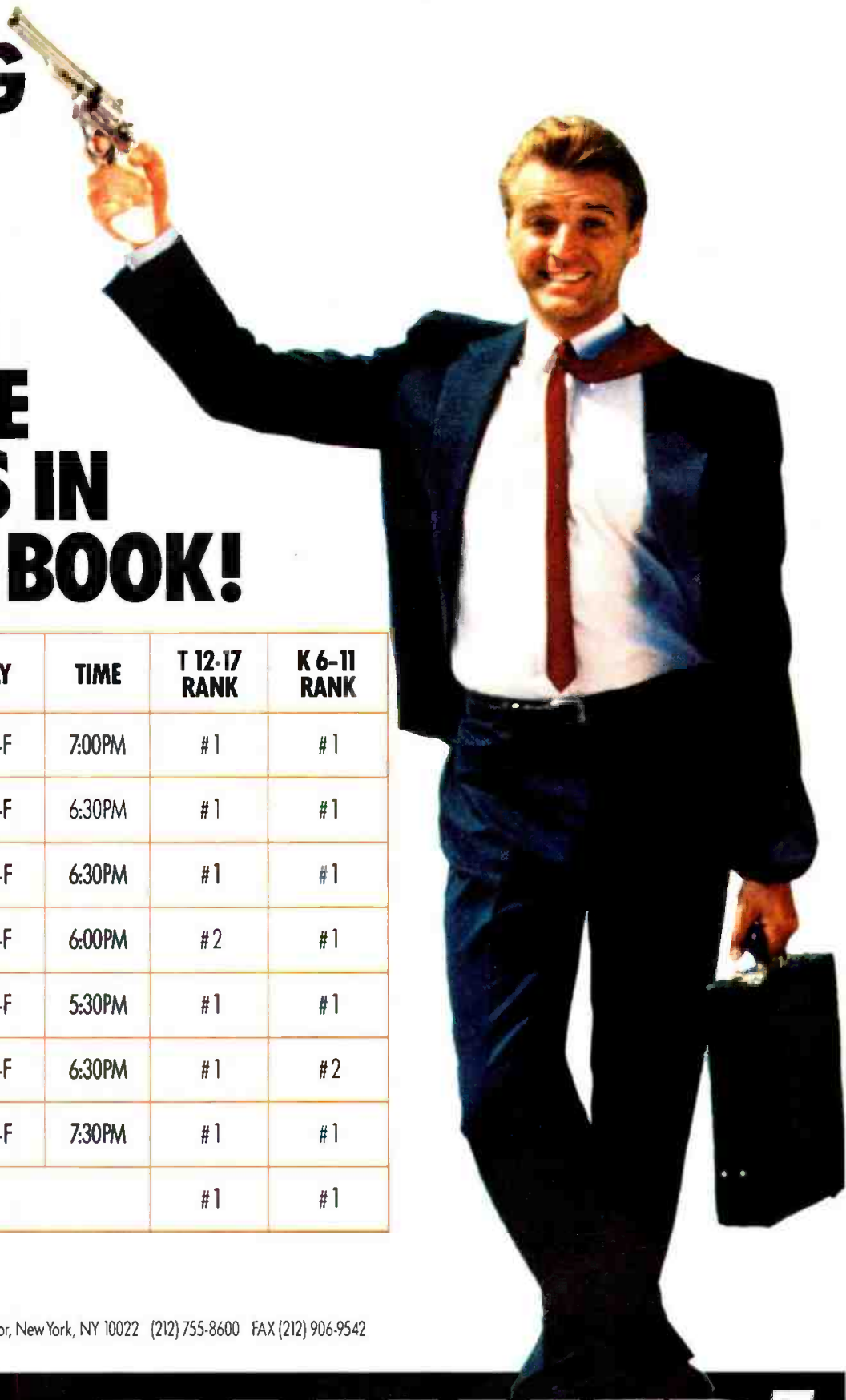
The deal includes property and assumption of contracts, but specifically does not include "cash, accounts receivable and quick assets." The actual proceeds to Command will be closer to \$105 million, according to Sillerman. "One should not perceive that the realignment of Command is a dissatisfaction with radio at all," he said. "We think that Carl Brazell and the folks at Command did a wonderful job despite a difficult financial climate for financing deals. The fact that we are selling these assets now should not be interpreted as a global statement; I think you will see our organization with several of the same players making some important acquisitions in the very near future," he said.

Command acquired the properties last year from Legacy Broadcasting for \$94 million (BROADCASTING, July 11, 1988). The intention was not to sell them, said Sillerman, but given the difficult financial climate (as far as financing stations), he said he believes this deal can be "positioned as a very productive and satisfactory conclusion to a short-term investment."

The Command investment in the stations included working capital and seller financing. The actual proceeds to Legacy at the time were approximately \$84 million.

Another Sillerman transaction in the works—the Group W purchase of Legacy Broadcasting and Metropolitan stations (BROADCASTING, April 24)—is coming together. According to Sillerman, the lawsuits filed against Metropolitan and Legacy have been settled (BROADCASTING, Aug. 14). The tender offer for all of Metropolitan's outstanding public debt has been extended by a week to Nov. 17. According to the terms of the offer, said Sillerman, the deal must be closed immediately after it is completed. Since the deal has not yet received FCC approval, the extension was necessary. □

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SACRAMENTO	KCSH	M-F	6:30PM	#1	#1
HARTFORD	WTVR	M-F	6:00PM	#2	#1
ORLANDO*	WOFL	M-F	5:30PM	#1	#1
SCRANTON	WOLF	M-F	6:30PM	#1	#2
ALBANY*	WXXA	M-F	7:30PM	#1	#1
AVERAGE				#1	#1

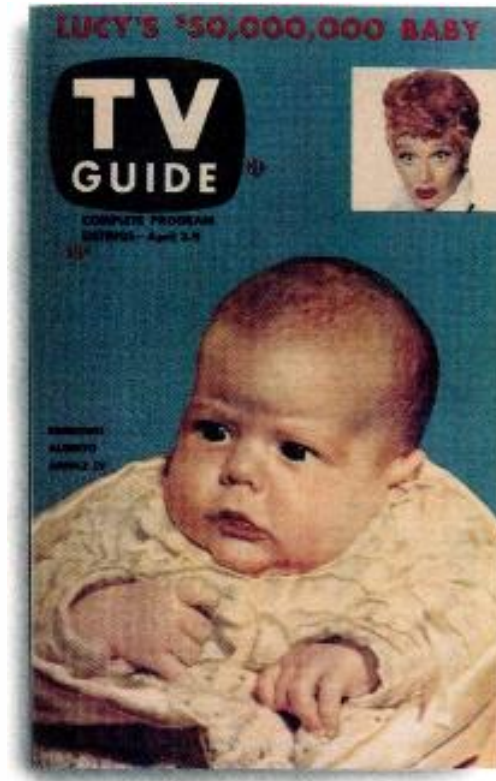
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Banking in the Fifth Estate



Riding high in the mid-1980's as asset values soared, this business now hears predictions of its own demise. Federal deregulation of a structurally advantaged competitor has led to increased competition and forced companies to tighten budgets and lay off staff. The industry is being forced to work harder at serving customer needs while deemphasizing the commodity nature of its business. Possibilities for new business lie abroad, where deregulation has created new opportunities.

□

The image reflected in the preceding is clearly that of broadcasting, but in fact there is a second portrait. Equally well described is an industry the Fifth Estate has gotten to know over the last decade, that of investment banking. Whether investment banks have already strongly affected the media landscape, as some think they have, they may affect it in the future by the way they respond to their own changing situation.

The Fifth Estate's ties with Wall Street go back at least half a century, but it was at the beginning of this decade that changes in the industry and financial markets brought principals and intermediaries into increasing contact. A need for capital by filmmakers, certain new technologies and cable occurred at the same time that mergers and acquisitions took root in a better financial and legal climate. Both finance and "M&A" were nourished by perceived good prospects for media, entertainment and communications. The mergers in turn drew upon the capital-raising skills of the investment banks.

In all of this the investment banking firms profited as agents and principals in the supply of capital, and, on the mergers side, as advisers and occasional equity participants. M&A work included everything from coming up with the idea, to holding a competitive auction, to providing a "fairness" opinion about an offer's value.

By the early 1980's most firms had not yet felt the need to set up a separate group of professionals to handle the increasing number of media transactions. Many investment bankers have considered themselves generalists, whose contributions were applicable to a wide range of situations and industries. The view that expertise in a particular

industry was not necessary still holds, to varying degrees, at certain firms.

But because of the increased Fifth Estate financing and M&A activity, the rapidly increasing prices, and thus banking fees—often calculated as a percentage of the transaction—and perhaps because of the success of some of those firms that had established communications groups, the middle of the decade saw most firms assign full-time responsibility to professional groups whose names employed in various combinations the words “media,” “entertainment” or “communications.” Currently some of the larger groups have a dozen focused professionals.

High-yield and other securities permitted rapid growth by entrepreneurial group owners, MSO's and entertainment companies, some of whom might not otherwise have had access to capital at all. On the mergers side of the business, investment banks took away a lot of business that might otherwise have gone to media brokers. They successfully marketed their reputation and expertise in corporate and securities matters. Wall Street tradition, reputation and mystique even worked against some investment banks as company boards were sometimes compelled to ignore them in favor of a top firm, such as a First Boston or Merrill Lynch, as protection against Monday-

morning quarterbacking.

Not all companies availed themselves of investment banking help. Those which sometimes abstain include firms that can easily tap bank credit or generate sufficient capital internally, such as Hearst, and also companies that are privately owned and don't want outsiders looking at their books. Nonetheless, the majority of media companies, and the vast majority of large media companies, have generated fees for investment banks amounting to hundreds of millions of dollars, a fact not ignored by others.

As some media companies have gotten larger and competition among firms has intensified, fees for certain kinds of investment banking services have shrunk. TCI, for instance, according to more than one investment banker, is now able to effectively auction some of its capital-raising projects, getting financing help at cut-rate prices. Additionally, requirements are being loosened in the private placement of debt, thus encouraging a move away from the firm's public underwriting practice, which is reportedly more lucrative.

Another problem for the investment banks comes from competition, somewhat from foreign firms, but more importantly from commercial banks, which are being deregulated in several important areas. Banks are now being allowed to participate in the underwriting of debt, and some predict they will soon be able to underwrite equity as well. Although they have always been allowed to offer merger advice, some banks, such as J.P. Morgan, are just now actively promoting such services. Robert Johnson, who heads the communications group at Donaldson Lufkin & Jenrette, thinks investment banks have started losing some talent to commercial banks.

Large sources of media capital, such as General Electric Capital Corp., Prudential Bache or certain LBO and venture funds, have the resources to do much of their own work, partially supplanting the role of traditional investment banking firms. Just as with audience ratings, there is now greater diversity in the supply of capital and advice.

Overall, said Ed Dugan, head of PaineWebber's communications group, “the competition in the media area is more intense than it has ever been. Some of the people that weren't focusing on it years ago currently have media groups. A handful of banks are competing virtually head to head on everything but public offerings of equity.” However, many investment bankers think that there is still plenty of work to go around.

The financial and legal climate that facilitated merger and fundraising activity may be turning less hospitable. Well-known swings in the stock and high-yield securities markets are in tandem with less-well-known developments, such as governmental attacks on the tax status of interest-deferred securities. Include the fact that the list of merger candidates has shrunk due to prior consolidation, which itself may have approached the point of antitrust limitations, and one can understand why the list



September 13, 1989

Mr. Marvin Rosenberg
Pat Thompson Co.
5613 DTC Parkway, Suite 300
Englewood, CO 80111

Dear Marvin:

Just a short note thanking you and Pat Thompson Co. for brokering the sale of our radio stations, KPUA-AM and KWXX-FM.

From finding a buyer to closing the deal you were instrumental in the negotiations, communicating with all parties involved, and moving the deal towards its successful completion.

It was a pleasure doing business with you and Pat Thompson Co. We wish you continued success in the future.

Sincerely,

Richard Henderson,
President

Michael S. Chagami,
Treasurer



Pat Thompson Co.

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5613 D.T.C. PARKWAY, SUITE 300 ENGLEWOOD, CO 80111 (303) 779-0880

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Chemical Bank • CIBC, Inc. • LTCB Trust Company
The Mitsubishi Bank, Limited • The Mitsubishi Trust and Banking Corporation
National Bank of Canada • National Westminster Bank USA
NCNB Texas National Bank • Security Pacific National Bank*

*Banque Nationale de Paris • Connecticut National Bank
First Interstate Bank, Ltd. • The Industrial Bank of Japan, Limited
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September, 1989

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The romantic epic that covers

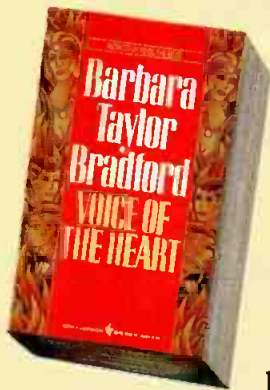
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Barbara Taylor Bradford's best-selling novel comes vibrantly alive in a dazzling new four-hour mini-series.

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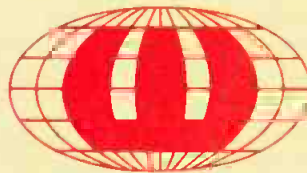
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of deals is expected to shrink, if it has not already begun to do so.

Said Steve Rattner, general partner of Lazard Freres and head of that firm's communications group: "People are wondering about next year. After four good years...the conventional wisdom is that it will be slower."

Nancy Peretsman, a director at Salomon Brothers and manager of the firm's media group, said the past decade may be an aberration that they are turning away from. "In the 1980's there were excesses and a lot of fanfare and big money thrown around. I am not sure [investment] bankers were really paid for adding to a company by ascertaining value, getting transactions done and using capital base," she said.

Investment banks, like broadcasters, are already starting to respond to the change in

several ways. Some investment banks are increasing their "deal flow" by setting up funds for which they both raise money and find acquisition possibilities.

Another response, said Charles Cory, who heads the communications group at Morgan Stanley, is that the work of firms may involve more "traditional advisory" services and less financing, which is more vulnerable to foreign and technological competition.

Firms are also looking for new markets. Abroad, deregulation of media has already resulted in acquisitions, financing and joint ventures, particularly in Europe. Some firms already have placed media specialists in London, while others now send their New York professionals over at least once a month. How big an opportunity European and Pacific Rim media represent is uncer-

tain; Lazard's Rattner calls it "something you do opportunistically."

Investment banks are also finding new business by expanding their industry focus to include new technologies and businesses. Much of the early part of the activity was in traditional advertiser-supported media, principally broadcasting and publishing, notes Fred Seegal, managing director of Shearson Lehman Hutton and head of its media and entertainment group. But that focus changed, said Jeff Epstein, chief financial officer, King World Productions, and a former media investment banker at First Boston: "The best investment banks are completely opportunistic and flexible and they move people around from one industry or other. In media there are sub-sectors and most banks have refocused...to cable and cellular." —GF

An investment banking portfolio

A look at some of the major Wall Street firms with media practices

Bear Stearns

The four professionals of the communications & entertainment group of Bear Stearns are a part of the firm's corporate finance department. The group's entertainment practice partly reflects the experience of Managing Director Michael Garstin, who came to the firm from Orion Pictures Corp., where he had been chief financial officer.

The Bear Stearns group co-managed initial public debt and equity offerings for both Aaron Spelling Productions and Carolco Pictures. It co-managed a \$50 million debenture offering by Nelson Entertainment, a \$200 million private placement for Cablevision Systems Corp. and a \$500 million refinancing of Viacom's bank debt last year.

Bear Stearns itself participated in the leveraged buyout of DIC Animation City, and raised debt for the animation production company. The group has also rendered fairness opinions to shareholders or independent directors at MGM/UA, Robert Halmi, Four Star International

and Pathe Communications.

On the broadcasting side the firm has been involved in transactions with both major players in the Hispanic television business. It co-managed the initial debt and equity offerings of Telemundo Group and represented Spanish International Communications Corp. in its station group sale for over \$300 million. It has also advised group owner Chris-Craft Industries.

Barbara Ginader, associate director, said the group is currently working on a radio transaction that she was unable to talk about. Elsewhere in broadcasting, she noted that a number of "programming types are getting interested in buying TV stations, particularly independents. They [programers] should be easier to finance than the financial buyers."

Just recently the group held its third annual Media & Entertainment Conference in Tucson, Ariz. One of the speakers was CBS Chairman Laurence Tisch, a close friend of the firm's vice chairman, E. John Rosenwald Jr.

Donaldson, Lufkin & Jenrette

Donaldson, Lufkin & Jenrette began 30 years ago as a securities research firm. Research is still important to the Equitable Life Insurance subsidiary, compared to much of Wall Street, a fact no less true for DLJ's media group. The group was started five years ago and is headed by Robert Johnson, a securities analyst who formerly followed the oil and gas industry.

Johnson often acknowledges the work done by DLJ's analysts, including Susan Decker, who follows publishing and advertising; Dennis Leibowitz, broadcasting, cable and cellular, and Mark Manson, entertainment.

The firm's financing work for broadcasters includes the \$156 million it

raised for Act III broadcasting. DLJ itself initially bought some equity in the company, said Colin Knudsen, a vice president of the group. The firm was also the lead agent on a \$92 million private placement for radio group owner Legacy Broadcasting.

A few months ago DLJ was retained by the Nostalgia Network to examine alternatives for the basic cable service, including possibly a sale. The firm earlier advised Viacom on its purchase of MTV



DLJ's Johnson

Networks and Showtime/The Movie Channel.

Cable clients have also included multiple system operators such as Century Communications, for which it co-managed a \$200 million public offering of subordinated notes, and Comcast Corp., for which DLJ was sole manager of a \$150 million public offering of subordinated debentures. Other cable clients have included Jones Intercable and Daniels Communications Partners.

On the mergers and acquisitions side, DLJ achieved early recognition for its part in assisting the Committee for Full Value for Storer, a.k.a. Conniston Part-



Bear Stearns's Garstin

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Legacy Broadcasting, Inc.

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has acquired through merger
100% of the outstanding stock

of
Metropolitan Broadcasting Holding Company

owner of

WNEW-AM
New York

WNEW-FM
New York

WMMR-FM
Philadelphia

KTWV-FM
Los Angeles

The Texas State Networks
Dallas

KRLD-AM
Dallas

in a transaction valued at
\$306,000,000

We initiated this transaction and represented the buyer.

Sillerman-Magee

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Jones-Eastern Radio, Inc.
has acquired radio stations

*WVBS AM/FM serving Wilmington, North Carolina
WYAK AM/FM serving Surfside Beach, South Carolina
WWOK-FM serving Nags Head, North Carolina
WLNB AM/FM serving Charleston, South Carolina*

We represented and provided equity and subordinated debt to the buyer.

Sillerman-Magee

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A corporation formed by

**James William Guercio/
The Sillerman Group**

has acquired 100% of
the outstanding stock
of

Country Music Television

We initiated this transaction, and provided equity and subordinated debt to the buyer.

Sillerman-Magee

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**The Sillerman Group/
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have formed a television syndication
and
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ACTION MEDIA GROUP

We provided equity capital for this transaction.

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**The
Sillerman
Companies**

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(212) 980-4455

**Hudson Valley Wireless
Communications, Inc.**

has acquired

WCZX-FM
Poughkeepsie, NY

for

\$2,800,000

We represent and provide equity and subordinated debt to the buyer.

Sillerman-Magee

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Command Communications, Inc.

has acquired

KJOI-FM
Los Angeles

KRLD-AM
Dallas

KHOW-AM
Denver

The Texas State Networks
Dallas

KSYY-FM
Denver

for

\$145,000,000

We represented, and provided equity to the buyer.

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ners, which was trying to force a sale or liquidation of the Miami-based broadcaster and MSO. The committee successfully gained some seats on the board, and shortly thereafter the company was taken private. The firm later represented some dissatisfied shareholders of the Evening News Association.

More recently the group has focused on the telephone and cellular industries; it organizes an annual conference for the latter. Johnson said DLJ is currently the most important cellular investment bank, "both in terms of the number of transactions and the dollars raised." The firm just completed lead-managing a stock offering for Telephone & Data Systems, an independent telco, cellular and radio paging company.

Drexel Burnham Lambert

Drexel Burnham Lambert has lead-managed or co-managed a respectable portion of the money raised by cable, entertainment and other media companies during the past decade. Despite accomplishing that without a dedicated media group, the firm's corporate finance area decided roughly a year and a half ago to establish a group that now consists of five to six professionals in New York and Boston and several more in Los Angeles.

Jack Langer, managing director, corporate finance, said one of the reasons for establishing the group of which he is head was that "the size of our client base got very large and we needed to focus our efforts to maintain that base." Key Drexel clients have included Tele-Communications Inc., Turner Broadcasting, Metro-media, Lorimar and George Gillett.

In addition to Gillett, broadcasting clients have included Telemundo Group, Olympic Broadcasting, Grant Broadcasting and Renaissance Communications Corp. Other entertainment company clients have included MGM/UA, Viacom and Orion Pictures, while cable clients have included Cooke Media Group and Cablevision Systems.

The high-yield bond marketplace that was created largely by Drexel is now going through rough times, which Langer



Drexel's Langer

said has affected the amount of debt companies can borrow: "How much leverage there is, is a function of how much patience the bondholders have. The marketplace has said recently that they are not willing to wait several years to let management grow cash flow to cover interest. They want that interest covered from the beginning." He cited the recent debt offering Drexel placed for Renaissance Communications Corp., which was required to contribute a higher portion of equity, he said, than would have been the case in the past.

Difficulties in the high-yield marketplace have also contributed to the increase in private placements, Langer said: "When a company's earnings story is bland to negative, it is easier to make a case to several institutional investors over the course of a few hours, than it is to public investors in a 45-minute road show." In fact, until the Turner Broadcasting offering in October, all the major communications financings completed this year by the firm were private placements.

Drexel, Langer said, does not have a dedicated communications group on the mergers and acquisitions side, but he noted that Leon Black, who heads the firm's M&A effort, has expertise in the business. Black and other Drexel executives have been directors of several media companies.

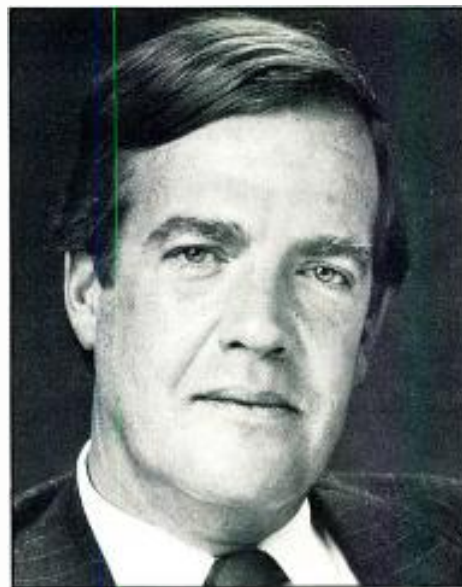
First Boston

Like many of the major Wall Street firms, CS First Boston has long-standing ties to certain media companies, but only established a media group several years ago. Now with 16 professionals, it ranks as perhaps the largest, and includes a four-person office in San Francisco headed by Ian Gilchrist, a cable specialist who was hired from PaineWebber.

The firm has handled financing and advisory work for almost all sectors of the industry, with recent deals including advising Outlet Communications on the pending sale of two radio and two TV stations. Other broadcasting transactions included its role as sole adviser to the TVX board during a financial restructuring last year, and advising BMA on the sale of its two TV stations. The group also helped Adams Communications purchase three TV stations; arranged financing for Summit Communications' \$225 million acquisition of DKM Broadcasting, and was managing underwriter for the initial public offering of Heritage Media.

In cable, First Boston has, among other transactions, advised the New York Times Co. on the sale of its cable systems; arranged a \$150 million private placement for Cablevision Industries, and arranged a private placement and Eurodollar credit facilities for Lenfest Communications. It sole-managed a \$125 million offering of notes for Time Inc.

Entertainment clients include Disney and Turner Broadcasting System, for



First Boston's Smith

whom First Boston co-managed the initial public offering in 1985.

Fred Smith, a managing director of the firm who heads the media group, said that the firm's financial ties abroad keep it in touch with international developments. CS First Boston is 45% owned by the holding company of Credit Suisse, and several Japanese institutions own just over 10%.

International work has included financing for News Corp., and for United Newspapers of England. In addition, the group is advising a Japanese media company and, said Smith, "certain companies on the cable TV front in Great Britain."

Although First Boston has not made media investments itself, Michael Connelly, a director in the group, noted that the firm is currently raising a leveraged buyout fund.

Furman Selz Mager Diets & Birney

Furman Selz—the shorthand way people refer to Furman Selz Mager & Birney—has the impressive corporate backing of Xerox Financial Services, which bought the firm in 1987. But partly because Furman Selz is not in the retail brokerage business, it has a lower profile than other investment banks close to its size.

That Furman Selz has done more media and entertainment work than in any of the other dozen or so industries the firm serves reflects the interest of Roy Furman, who founded the investment bank in 1973.

Currently, Furman Selz has five senior professional people working in media, including two well-known names it recently added: Michael Garin, formerly a senior executive at Lorimar Telepictures, and Ray Timothy, who finished a 30-year career at NBC as group executive vice president.

Operating experience, said Garin, en-



L-r: Furman, Garin, Timothy, and directors Ed Clancy and David Harris

ables the group to be "broad advisers on strategy as well as tactics" and cited assistance given to eight independent television producers who together formed a distribution company, ACI ("In Brief," June 26). The diversity of work Furman Selz provided included planning ACI's financial structure, helping find a president for the company's international distribution division, and helping arrange initial licensing deals in both Australia and Germany. The firm also helped set up ACI's internal procedures and controls and is looking at potential acquisitions.

Furman Selz's media group, Garin added, also has access to the firm's financial capabilities. In the last two months, he said, every one of the firm's 32 corporate finance professionals has been involved in one of the group's deals.

Other clients include Telepictures and Kings Road Entertainment. The firm also helped arrange the first U.S. acquisition by theater chain operator Cineplex Odeon, and managed the initial public offering of Carmike Cinemas. Home video clients have included Wherehouse Entertainment, and in home shopping the group advised QVC Network on its just-completed \$515 million acquisition of CVN Companies.

Timothy said one of the "new frontiers" the group is currently looking at is laser disks.

As the QVC merger suggests, Furman Selz does not just handle smaller clients, and Garin said it represented a client who approached Columbia Pictures: "It's just that we didn't see the value that Sony did."

Garin said that more than half of recent Furman Selz deals have had at least one international client. Examples of the firm's foreign connections include helping Icelandic Television find funding, and

putting together a joint venture between Group W Productions and France's Tele Images. Group W also provided funding for pay-per-view operator Request Television, in another Furman Selz deal. The firm currently is helping restructure two broadcasters: Beam Communications and HR Broadcasting.

Goldman Sachs

Goldman Sachs is one of the older investment banking firms, and its ties to media go back at least as far as those of its former chairman, Sidney Weinberg. His son, John Weinberg, has known the Cowles family for decades and helped put together the Knight and Ridder companies. Ties like that help; Goldman Sachs recently handled the disposition of Knight-Ridder's eight TV stations. Partners of the firm have also sat on the boards of Media General, A.H. Belo and Multimedia.

Representing the seller, particularly in television transactions, has highlighted the firm's media practice. Goldman Sachs's work in the 1970's included the sales of Southern Broadcasting, Combined Communications and Whitcom Investment's Corinthian Broadcasting. Gary Gensler, a general partner who heads the firm's M&A media practice, said he has probably been involved with the sale of at least 100 TV stations since joining Goldman Sachs in 1979, including TV stations belonging to Orion Broadcasting, Ziff Broadcasting, Field Enterprises, Gulf Broadcasting, Taft Broadcasting and Capital Cities/ABC. Recently Goldman Sachs also handled the sale of KOVR-TV Sacramento, Calif., and the attempted sale of WCCO-TV Minneapolis.

None of the roughly dozen professionals working at least a quarter of their time on media spend all of their time in that field. Gensler said working outside the industry keeps people "motivated" and that what is mostly required in any industry is to know who the "key players" are and what financing techniques are used.

Gensler defends the use of the competitive bidding process. He said the competi-



Goldman's Gensler

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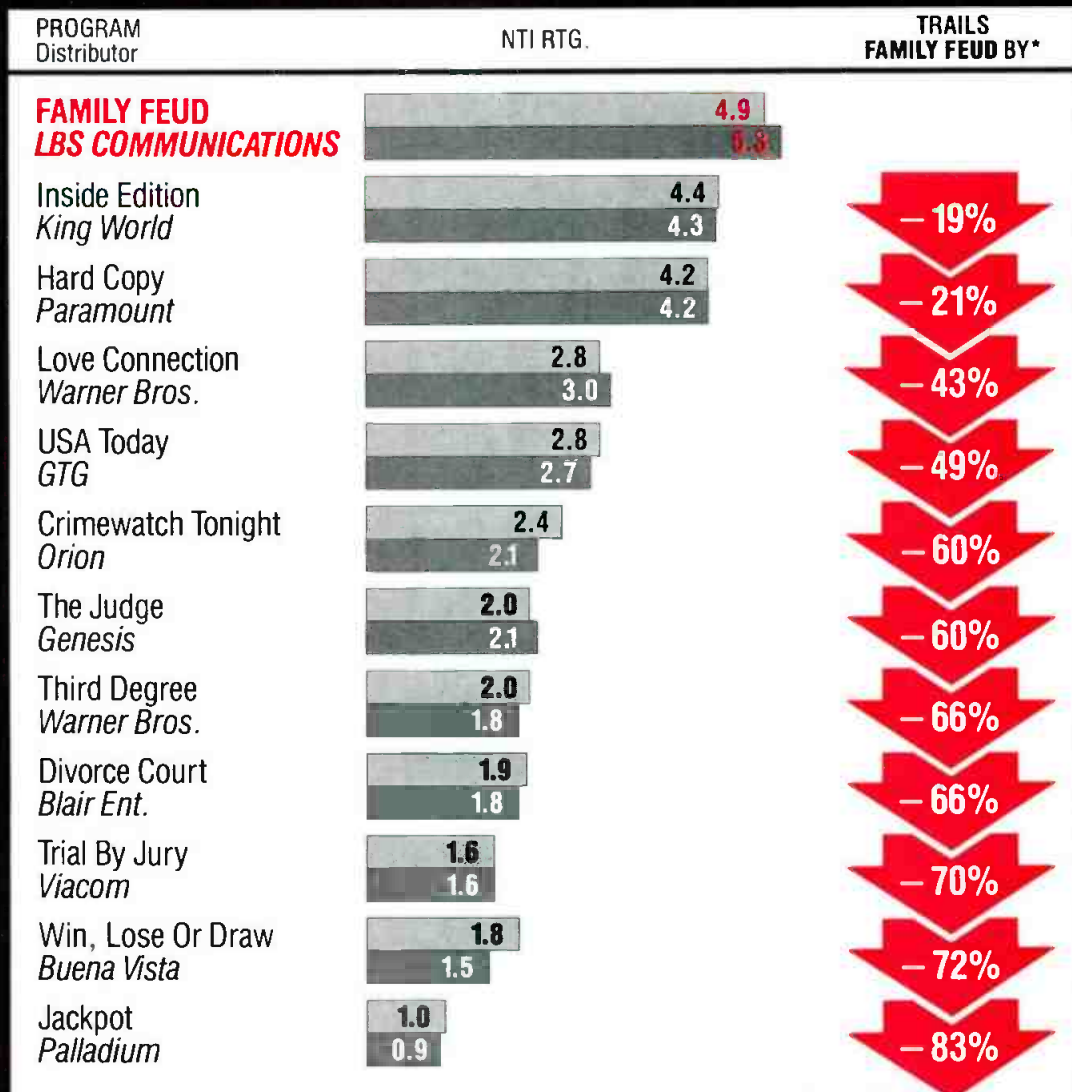
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			DMA HH SHARE
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PHILADELPHIA	WCAU	ACCESS	+ 50%
BOSTON	WBZ	EARLY FRINGE	+ 29%
DETROIT	WJBK	ACCESS	+ 57%
HOUSTON	KPRC	EARLY FRINGE	+ 23%
SEATTLE	KOMO	EARLY FRINGE	+ 12%
MINNEAPOLIS	WCCO	EARLY FRINGE	+ 40%
MILWAUKEE	WTMJ	EARLY FRINGE	+ 21%

Source: NSI overnights • 3 week avg. 9/18-10/6/89 vs. Oct. 88 T.P.

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tion, which need not necessarily take the form of an auction, forces all parties to "do their homework and stick to the timing. It also disciplines the contract negotiations."

At Goldman the media practice is broken into two pieces, with Richard Friedman running the firm's corporate finance effort. The firm has long worked on commercial paper and other financing for a number of large media companies, including News Corp., Times Mirror, Gannett and Disney, and has more recently attempted to finance smaller growth companies such as Young Broadcasting and Granite Broadcasting.

Kidder Peabody

Gary Blemaster describes Kidder Peabody's media and entertainment group,



Kidder Peabody's Blemaster

which he heads, as "primarily a financing-based group that does mergers and acquisitions." However, Blemaster himself is also a managing director in the M&A department. In addition, the group relies on other departments, some of which, like Kidder's high-yield debt area, have specialists in media.

The media and entertainment group has eight professionals, whose specialties include broadcasting, cellular, cable, entertainment, publishing and resorts.

Kidder's parent company, General Electric, also owns NBC, a tie which has resulted in some business for the firm. It was selected to sell NBC's radio stations and networks, and additionally advised General Electric Property Management on the acquisition of WRVJ(TV) Miami. Additionally, there have been "some synergies," Blemaster said, between Kidder and General Electric Capital Corp. (GECC), which has been a leading source of financing for the cable industry. For a deal currently pending, Kidder is seeking to place \$150 million in subordinated notes for V Cable, for whom GECC is providing the senior financing.

Kidder's deal and financing list, however, shows a wide variety of past clients, including GenCorp, for which Kidder handled the sale of KHJ(TV), and New World Entertainment, for which the firm

gave advice on that company's sale to the Andrews Group.

Kidder was one of the first firms to have an analyst focus on radio—its entire research division is headed by Joseph Fuchs, who formerly was the firm's broadcasting analyst. The firm's radio clients have included Duffy Broadcasting and Federal Broadcasting.

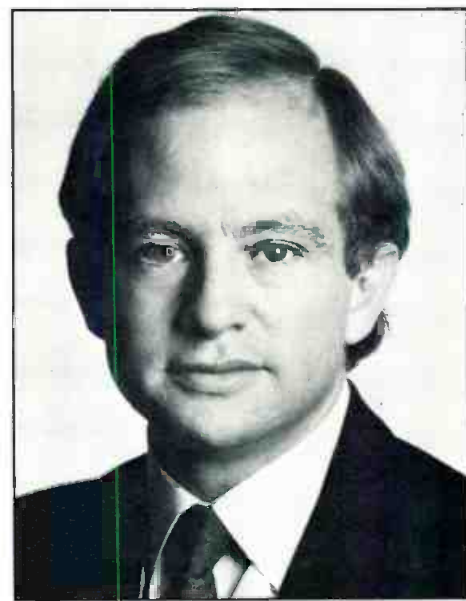
But in the Fifth Estate, Blemaster said, "for most people, action has been in cable television, where deals have been bigger and plentiful. Broadcasting has slowed down substantially."

Kidder has done merger advisory work in the recent purchases of Heritage Communications and American Cablesystems Corp. Last year it helped raise more than \$400 million in debt for Cablevision Systems Corp., and sold limited partnerships for Home Box Office. Currently it has two pending cable debt offerings—for V Cable and Triax—the latter of which is a leveraged buyout.

Lazard Freres


It has been less than a year that Lazard Freres has had an officially constituted communications group, but the firm was previously known for its role in certain milestone deals, such as the acquisition of RCA by General Electric. Partners Felix Rohatyn and Luis Rinaldini have worked with a variety of media clients, including MCA (of which Rohatyn is a director), Warner and Comcast.

Last spring the firm hired Steven Rattner from Morgan Stanley to be a general partner whose responsibilities included expanding the firm's ties to media companies. Rattner was in charge of Morgan Stanley's Communications Group during a period when it handled a large number of broadcast and cable financings and many of the larger cable sales, including those of Centel and Rogers Communications. And he was given



Lazard Freres's Rattner

When a minor statement becomes a major issue.



A slip of the tongue can be more costly to your media client than a slip and fall. Even when the statement is true. Retractions and corrections can help, but not always. In the suit-happy '80s, more and more people in the news want their day in court. When that happens, juries agree with them 80% of the time.

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credit for putting back together the largest cable sale ever, that of SCI Holdings' cable properties, after the deal had fallen apart.

Shortly after arriving at Lazard, Rattner was again called upon to be a marriage broker for another busted deal complicated by financial and tax considerations, this time between Cooke Communications and Intermedia Partners.

The group at Lazard, said Rattner, already includes seven professionals. It has co-managed financings for Continental and Comcast, and is one of the firms advising McCaw Cellular Communications in its attempted bid for majority control of LIN Broadcasting.

Rattner said that not having the distribution network or capital base of some other Wall Street firms is not necessarily a disadvantage because the market is "swinging back away from bridge loans and junk bonds." Lazard's reputation has always centered on its strategic advisory service. That service, he said, requires special care to customers and has forced him to turn away business in recent weeks.

Last week the firm announced that it will raise a \$200 million-\$300 million fund of which at least 80% will be invested in media properties. In addition to investing some of its own money as a limited partner in the fund, to be called

Providence Media Partners LP, the firm should also profit by its roles as a limited partner of the fund's general partner, and as an adviser bringing investment deals to the fund.

Merrill Lynch

Merrill Lynch is one of the few firms that has entertainment and media groups in both its mergers and acquisitions and corporate finance groups. All told there

are 10 professionals, four in finance and six in M&A, who work in the groups, which have had a number of recent projects. The group has already received over \$3 billion in financing assignments this year, including a billion-dollar bridge loan provided to Time Inc.

Greg Seibert, who was recently hired from Salomon Brothers to run the finance group, said recent assignments have included sole management of Turner Broadcasting's \$200 million of-



Merrill Lynch's Mason (l) and Seibert

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fering of liquid yield option notes (LYON's), a sort of zero-coupon convertible note developed by Merrill Lynch. Seibert said the LYON's, which were also recently issued by Blockbuster Entertainment, are a "way for companies to sell high-priced equity with attractive cash flow benefits for the issuer."

Other recent financing assignments have included arranging a \$475 million, 8-year revolving credit facility with two dozen European and Japanese banks, for a subsidiary of Tele-Communications Inc.; sole-managing a secondary offering for Ackerly Communications, and lead-managing a just-completed \$100 million convertible offering by Comcast.

The mergers and acquisition effort is headed by James Mason, another former broadcaster who now works on Wall Street. Just prior to coming to Merrill Lynch, Mason had been station manager of WRDU-TV Raleigh-Durham, N.C. The M&A group is currently helping sell the television program library and production group of MGM/UA, which tapped the media group to fill three senior executive spots, including the top spot filled by former Merrill Lynch managing director Jeffrey Barbakow. The firm was also one of two investment banks retained by Aaron Spelling Entertainment to help explore alternatives for the company. Other major deals the group has advised and helped negotiate include National Amusement's purchase of Viacom and Westwood One's purchase of the NBC Radio Networks.

Merrill also raises and helps manage

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partnerships, including six Delphi film partnerships. It has raised and provided advisory services to RP Companies Inc., formally known as ML Media Partners and ML Media Opportunity Partners, which between them have already made or announced acquisitions totaling three-quarters of a billion dollars.

Morgan Stanley

Morgan Stanley's communication group is headed by Charles Cory, principal, who until recently had been a generalist at the firm. One of the first things that im-

pressed him about media deals, he said, is that they have been "financible" because of assumptions about growth and cash flow. "That is different from the metal-bending industries where debt is kept at 40% of total capitalization."

The communications group has helped finance many companies, including, said Cory, "entrepreneurial clients" such as group owners Emmis Broadcasting, Tak Communications and Price Communications. Consisting of 10 professionals, the group is currently advising Emmis on the sale of several radio stations. In that company's recent purchase of the Seattle Mariners baseball team, Morgan Stanley

served as equity investor, lender (with a bridge loan) and financial adviser, and it also obtained bondholder consent. The firm has previously used part of a fund to profitably participate in the leveraged buyout of Metropolitan Broadcasting. Cory said that a second \$1.6 billion LBO fund has still not been completely committed: "Lots of people come to us looking for a 'money partner.' Part of the problem is conflicts with existing clients."

In addition to finance, the firm has been on both sides of takeover advisory work, helping CBS defend against the bid by Turner Broadcasting, while advising Paramount on its bid for Time Inc., including committing to a bridge loan in the latter case. Morgan Stanley is also advising McCaw Cellular Communications on its bid for LIN Broadcasting, and came up with the idea, said Cory, of a "private market guarantee," which LIN has been forced to respond to.

The firm is also expanding its international activity, and in recent weeks Cory

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Morgan Stanley's Cory

has made several trips abroad. The firm co-managed Continental Cablevision's \$450 million debt offering, \$100 million of which was sold abroad.

PaineWebber

Edward Dugan has been managing the communications group at PaineWebber, where he is a director, since 1978. One of his first transactions was handling the sale of cable MSO Cablecom-General to what was then Capital Cities Broadcasting. Of equal importance was his meeting at the time with a losing bidder, Telecommunications Inc., from whom PaineWebber subsequently received a steady stream of work. Other MSO clients have included Cablevision Industries, Sonic Communications, Adelphia, Falcon and Lenfest Communications.

A new twist on the firm's cable business is that many of the deals are taking place overseas. The group has seven pro-



PaineWebber's Dugan

professionals, three of whom work in London, two of whom spend most of their time on cable, said Dugan. The group is currently placing debt and equity for two UK franchises, and is acting as financial adviser to United International Holdings, composed of several former United Cable executives who are purchasing Swedish and Norwegian cable systems from United Artists Entertainment Co.

PaineWebber has also represented a number of radio clients; it placed \$92 million for Noble Broadcast Group, \$150 million for Summit Communications and recently extended a \$52 million bridge loan to Command Communications, formed by Robert F.X. Sillerman and Carl Brazell. It was in the process of taking EZ Communications public, completing the "road show," one week before the 1987 stock market crash. The firm did place debt for the group owner and is now in the process of selling four stations so that, Dugan said, EZ can set its sights on larger markets.

For Sillerman, the firm is also in the process of raising an investment fund, with most of the money coming from institutions and for which it expects to have a first closing in December.

PaineWebber also counts among its deals several communications satellite financings. In the future Dugan believes that investment banks will do more business with telcos, and he recently hired a Goldman Sachs telecommunications specialist for PaineWebber's New York office. Dugan also foresees refinancing: "The private market is very attractive, and rates are down. A lot of media companies are looking at doing fixed-rate financing."

Salomon Brothers

Nancy B. Peretsman, director of Salomon Brothers and manager of the firm's media group, had been working on media deals there since her arrival in 1983. It was in 1986, however, that the group was fully established, now comprising six professionals and four analysts.

At Salomon the media group is housed in corporate finance, with more "gener-

ic" mergers and acquisitions matters being handled by the M&A department, with the group's assistance. According to Peretsman: "At the group we try to solve problems...many of which don't have a classic M&A solution."

Peretsman said that she typically spends some time each month in Europe, where the firm has handled a number of transactions, mostly in publishing. It also advised British Satellite Broadcasting PLC in its obtaining 222 million pounds from two commercial investors.

Among its regular clients are The Tribune Co.—a former general partner of the firm is on the company's board—for which it has provided financing and advice. Salomon also advised The Evening News Association in its valuation and sale to Gannett, and Harte-Hanks in that company's \$650 million LBO.

The firm is strong in underwriting and has lead-managed debt offerings for companies such as Westwood One and The Washington Post. It has co-managed a Euro-convertible debenture offering for CBS; a sinking fund debenture issue for Capital Cities/ABC, and ATC's 14.5-million-share initial public offering. The group has also handled a number of private placements for cable MSO's, including Adelphia Communications and TeleMedia Co.

Salomon made what was perhaps the first large media bridge loan, to TVX



Salomon's Peretsman

Broadcast Group. Although the loan and equity investment did not turn out as hoped, Salomon "for book purposes—ignoring the opportunity cost of capital—came out even," said Peretsman, because, she explained, the group did not overvalue the stations in the first place.

Shearson Lehman Hutton

In 1982 Lehman Brothers was one of the first investment banking firms to establish a media and communications group, then (as now) headed by Fred Seegal,

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Shearson's Seegal

managing director of a now-larger Shearson Lehman Hutton. One of Seegal's first deals was helping Dow Jones purchase a 25% stake in Continental Cablevision, re-

cently sold for a highly profitable return. Other transactions that same year included representing both the buyer and seller in the Rockefeller Group's purchase of The Outlet Co.

Seven years later the media and communications group is involved in transactions covering all sectors of the industry. Shearson advised Time Inc. in its 58% acquisition of Warner Communications, and is doing the same for BellSouth in its attempt to merge its cellular interests with those of LIN Broadcasting. Seegal said that in handling the sale of Group W Cable of Chicago, Shearson dealt with another Bell operating company, Pacific Telesis Group.

Already the group has handled several international assignments, including acting as the sole U.S. adviser to the French government in its privatization of television network TF1. Shearson is also representing Reeves in the possible sale of the company to a foreign buyer. Just recently Seegal announced that one

of the group's two senior vice presidents, Jill Greenthal, would be working full time out of Shearson's London office. The media and communications group also has a vice president, two associates and two analysts.

The group has handled debt and equity financings, often as sole manager, for a number of radio group owners, including Jacor, United Broadcasting, Malrite and Infinity. In relatively quick turnarounds Shearson represented the management of the latter two companies in their recently successful LBO's. Television clients have included Burnham Broadcasting, H&C Communications and Wesray Inc. Shearson has also handled numerous cable financings, both public and private, and advisory work, with clients including Century Communications, of which a Shearson partner is a director. Seegal was a director—and Shearson a part owner—of SPI Holdings, parent of pay-per-view operator Spectradyme, which recently was sold to Marvin Davis.

Boutiques, up-and-comers and others

Capital and M&A services offered by many firms outside of major investment bank media groups

An investment bank, unlike, say, a television network, has no official definition. To some people investment banks are intermediaries in mergers and acquisitions, but in fact this has historically been a secondary role—many firms did not even have separate M&A departments until the 1970's. Rather, the idea of an investment bank, like the idea of a network, has to do with distribution, in this case for the sale of securities.

At what point a firm has such distribution capability, which also requires capital, is a somewhat arbitrary decision. And the fact that a firm does not have a media group in no way indicates that it does not have a sizeable media practice.

A case in point is *Allen & Co.*, a low-profile "relationship" investment bank. The firm has invested in a number of media

companies, the best known being Columbia Pictures, on whose board—and that of its previous parent company, Coca-Cola—sits Herbert A. Allen, the firm's president and chief executive officer. Stanley Shuman, executive vice president of the firm, has long represented and is a director of Fox Film's parent company, News Corp. Shuman represented Warner in its merger with Kenney, then headed by current Warner Chairman Steve Ross.

Cable programing is another example. *Allen & Co.* was a major shareholder in the Discovery Channel, and is a shareholder in the Nostalgia Channel and Infotechnology Inc., parent company of the Financial News Network.

Without any media group, the firm has undertaken roughly three-score media and entertainment assignments. Some of those include Shuman's helping Jack Kent Cooke sell Teleprompter to Group W and, more recently, handling a variety of assignments for Rupert Murdoch's News Corp. The firm

has represented Island Records in its sale to Polygram, and ex-Columbia Pictures executive Richard Gallop represented Sumner Redstone in his purchase of Viacom.

For its regular clients the firm has handled lead-managed underwritings for up to \$1 billion, but it does not pursue corporate finance assignments. It has participated in the initial public offerings of Imagine Films and dick clark productions.

Thus, the firms not separately profiled on pages 52-66 may also qualify as investment banks, have at least some media practice and, some would argue, are as important as some of those profiled, even if in most cases they are smaller. Such smaller firms discussed here may serve as models for future investment banks.

One reason smaller, "boutique" firms can compete effectively is due to the increased use of private placement financing—syndicating securities to fewer, but larger, investors. The regulatory constraints on private placements have eased, making that form of financing more attractive. Rather than an army of traders, sales people and research staff, private placements mostly require good relationships with insurance companies, pension funds and other institutional investors.

One firm that sees itself capable of providing financing for deals in the \$10 million-\$300 million range is *Charterhouse Media Group*, formed last year by Jon Bulkley, president, who had previously been president and chief executive officer of Moseley, Hallgarten, Estabrook & Weeden Inc. Rather than concentrating on mergers and acquisitions work, as many boutiques do, Charterhouse Media sees its role as "structuring and arranging financings for owners of television, radio, cable and other media properties." Managing directors of the five-professional firm are Jose

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Charterhouse's Echevarria, Bulkeley and Suter

Echevarria, who previously ran the media group of Marine Midland Bank, and Bill Suter, formerly a securities analyst, then investment banker, at Merrill Lynch.

In the \$40 million purchase by Broad Street Television of KWQC-TV Davenport, Iowa, Charterhouse helped negotiate the purchase, did the loan documentation and placed all of the debt with Prudential. It also helped arrange financing for the just-closed purchase of four TV stations by Northstar Television Group. The group is now in the process of completing a \$180 million refinancing for Act III Broadcast-

ing. Of a similar nature is *CF Capital*, a Stamford, Conn.-based firm started several years ago by G. John Krediet, previously of GE Acquisition Funding Corp. CF has six professionals who have since handled about 30 transactions totaling \$1.2 billion, according to Krediet. Among its clients are Adams TV and radio groups, King World Productions, Acadia Partners and Interep. He said the firm typically works with buyers "as advisers and to arrange the financing."

Other firms that are involved in private

placement include some brokerage firm affiliates such as *Blackburn Capital*, *Crisler Capital* and *Sillerman-Magee Communications Management*. Predominantly cable brokers such as *Daniels & Associates* and *Communications Equity Associates* have for some time arranged financing for buyers. *Sandler Capital Management* is currently working on arranging financing for a major-market affiliate purchase and recently started *Sandler Media Group Inc.*, a fund representative of another trend among investment banks (BROADCASTING, June 5).

Much of *Dillon Read's* work has been through such an investment fund, *Saratoga Partners*, whose media investments are overseen by Neil Austrian, managing director and formerly president and chief executive officer of *Showtime/The Movie Channel*. Austrian, who had earlier in his career been an investment banker, said that half the commitments of the *Saratoga Partners*, funded-by institutional investors, have so far been in media.

Beneficiaries have included former *Capital Cities Cable* executive Bill James, for whom the firm provided both debt and more than \$80 million in equity to purchase systems subsequently sold at a handsome profit. The firm has also helped former CBS executive James Rosenfield buy Blair Television and attempted, unsuccessfully, to find TV acquisitions that were to be run by former Cox Broadcasting head Bill Schwartz.

Dillon Read has also done advisory work, including valuations on MTV, as well as outdoor advertising and publishing transactions. It recently completed an offering of convertible notes for *Price Communications*.

Some of the 13 investors in *Brown Brothers Harriman & Co.'s* "1818 Fund" are media companies, and so Richard Witmer Jr., who handles media work at the firm, thinks some of the fund's targets will be in the industry also. The \$325 million fund seeks to make sizeable investments in publicly held companies with market capitalization of \$250 million-\$750 million. The firm would be a supportive influence, and in return, he said, would receive convertible preferred securities, providing a high-yielding, lower-risk return than straight equity.

Witmer has handled three dozen media transactions, mostly in publishing. *Brown Brothers* designed the self-tender offer for the *Providence Journal Co.* and advised one of the largest investors in SFN Companies during its leveraged buyout. Witmer said the firm currently has a cable listing.

Another fund was started by *Veronis, Suhler & Associates*, a well-know M&A boutique, best known for its advisory work in publishing transactions, including the recent \$3 billion purchase of *Triangle Publications* by *News Corp.* On the non-print side of the business, Marvin Shapiro, formerly an executive with *Westinghouse Broadcasting and Cable*, has handled a number of transactions. The fund, *VS&A Communications Partners LP*, helped finance the purchase earlier this year of four TV stations by *KBS Inc.*, an affiliate of

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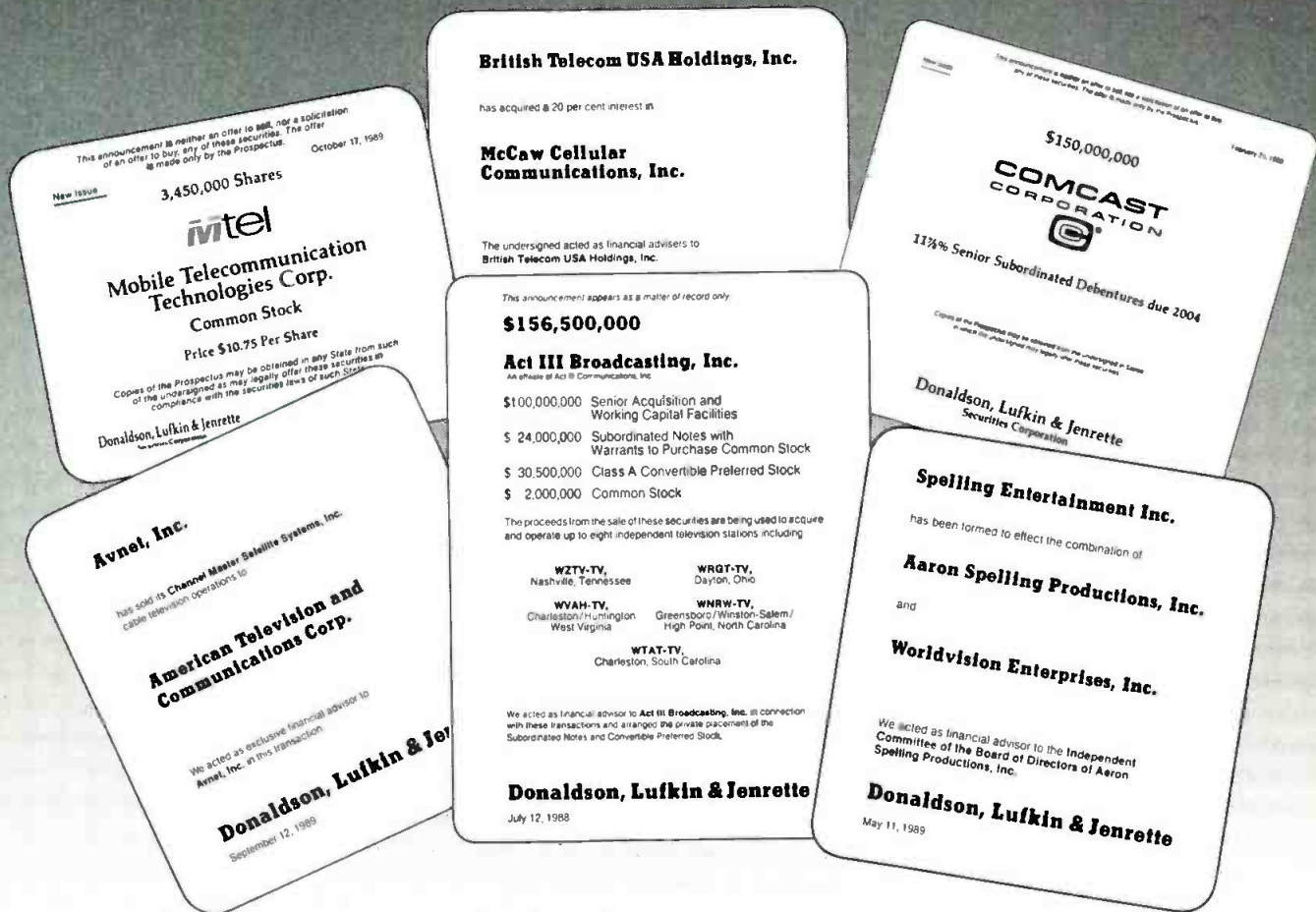
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Smith Broadcasting Group.

Another M&A boutique best known for its work in publishing, *Henry Ansbacher Inc.*, has also specialized in working with shareholders of privately held companies, including some group owners. *Rothschild Inc.*'s Sidney Gruson, former vice chairman of the New York Times Co., has previously represented Robert Maxwell, and the firm's restructuring expert, Wilbur Ross, is currently representing bondholders of SCI Television.

Prudential-Bache Capital Funding's Media & Entertainment Group was started in 1987 by Ralph Carballal, managing director, who now has three additional professionals working with him. Among recent transactions in which the firm has participated are a stock offering by Osborn Communications Corp., and a \$35 million private placement last year for Koplak Communications. Prudential-Bache also managed TCI's recent repurchase of \$450 million in debt securities.

Affiliates of the firm's parent company have loaned and invested substantial sums in various media transactions.

Warburg Pincus is another low-profile investment bank that has made substantial investments in media companies. Those investments include the SFN leveraged buyout and Advo Systems, spun off by John Blair & Co.

Some would argue that *Wasserstein Perella & Co.* has already become a major investment bank in the less than two years

since it was founded. If not, few doubt that it will be one. Charles G. Ward III, who formally ran the media effort for First Boston, was one of the founders of the new firm. He brought with him four or five others from First Boston, although, he said, most of them now do not spend all their time on media, and there is no formal media group.

The firm has a \$1 billion LBO fund, said Ward, which hasn't been used for any media acquisitions, although many have been looked at. He added: "We haven't done any underwritings yet, but will be doing underwritings and private placements. Right now it is M&A-oriented work."

Other new firms started by departing executives from investment banks, and that also do work in media, include *The Blackstone Group*, *Lodestar* and *King Investment Banking*.

Wertheim Schroder & Co. has been very busy on the entertainment side. Half-owned

by J.B. Schroder, one of the largest British merchant banks, the New York-based firm also has ties to international clients. Former NBC president Herb Schlosser, the firm's senior adviser on broadcasting and entertainment, said that among Wertheim's work has been helping Hubbard Broadcasting obtain private placement for Conus, and arranging a co-production joint venture between Tribune Co. and Germany's BetaTaurus.

Other Wertheim Schroder executives who are involved in the firm's communications effort include Errol Cook, formerly with Ernst & Whinney; David Londonner, an entertainment and broadcasting securities analyst, and James Harmon, chairman. Wertheim put together and invested in the buyout of Chappell Music, later selling the music publisher to Warner. It has also done valuation work for movie studios including Orion, Fox, Thorne/EMI, Cannon and DeLaurentiis. The firm has done some financings, mostly private placement. —GF

Banks vault to the future

Commercial lenders scrutinize borrowers more carefully, begin to offer more services to Fifth Estate clients as competition increases from other institutions

Bankers' hours" could acquire the opposite meaning for commercial lending institutions, given the imposing challenges and opportunities of loaning to the Fifth Estate. The opportunities include a foothold in the securities underwriting business—long denied them—as well as participation in advisory services traditionally given by investment banks. The challenges include restructuring certain media and entertainment credits gone bad, and facing competition from other sources of capital and from foreign banks. Also, turmoil in the high-yield securities market has thrown into question certain lending formulas.

Responding to both challenges and opportunities, banks are providing capital in new forms, both debt and equity. How the banks respond will have an effect on how borrowers arrange the rest of their financing, and how much they can afford to pay for properties.

Bankers contacted by BROADCASTING said they were lending to broadcasters more conservatively than in the past, for a variety of reasons, including credit problems for some station group owners and movie studios.

"We've become more cautious and careful over what growth assumptions we're making," said Kurt C. Jomo, vice president and group executive at Manufacturers Hanover Trust Co. "We're not looking at deals that require revenue growth of more than medium to low single digits."

Gerald Hassell, senior vice president of the Bank of New York, said another caution flag is currently being raised by federal regulators, whose working definition of a

"highly leveraged transaction" would include most media loans. Hassell added that although no limit has been set on highly leveraged transactions, "the Fed [Federal Reserve Board] and analysts have picked up on this subject."

Skepticism about highly leveraged transactions extends all the way down the loan syndicate to smaller banks, with many banks now wanting to hold smaller pieces of deals. The decline in the minimum size of syndicated pieces is probably a function of concerns about highly leveraged transactions, said Susan Ness, vice president in the communications industries group at Washington-based American Security Bank.

Another recent development, turmoil in the high-yield securities marketplace, has an uneven effect on bankers and their clients. Some banks see little effect, according to Paula Lang, senior vice president of the Bank of New England Corp.: "Junk bond financing has never been a major source of financing for most of our clients." Among broadcasting and cable clients, those relying on junk bonds probably numbered less



Bank of New York's Hassell

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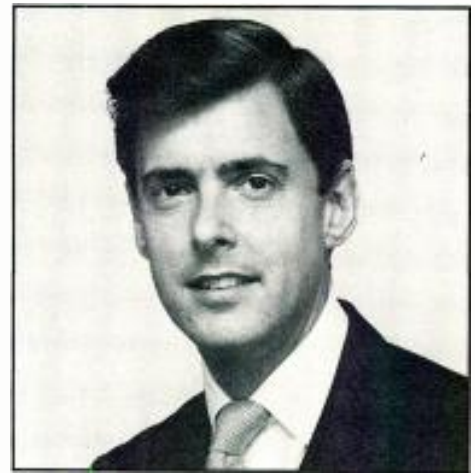
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than 10, she said.

Not surprisingly, the high-yield crisis is affecting large transactions where public subordinated debt is a critical portion of financings. "Deals that rely on the public sector are very much in question, other than some exceptional names," Jomo said. "Deals either require more equity, or there's a private layer of mezzanine capital [debt that is subordinate to bank credit]." That mezzanine level can come from either banks or insurance companies.

Today's problems with financing affect future expectations about asset values, a crucial element in determining current lending limits. Because the value of assets securing a loan depends ultimately on their ability to be resold, the ability of the potential next buyer to finance the purchase, and thus, for the seller, to repay the banker, "becomes more suspect," one banker said, if the next buyer has difficulty arranging subordinated debt.

"The real impact [of the current junk market] is that the deep-pocketed players have a real advantage in this marketplace," said Stephen McDonald, managing director at Toronto Dominion Bank. "The number of buyers has been fairly substantially lessened."

Publicized troubles of certain leveraged buyouts have "really helped us focus on the importance of total leverage in a transaction," McDonald said. "Conceptually,

we're looking at less leveraged deals." On an approximate basis, he said, the bank is looking for broadcasting deals with six times senior debt-to-cash-flow ratio, and eight times total debt to cash flow. For cable, senior debt would total perhaps 7.5 times cash flow and total debt, 8.5 times cash flow. "We've gone well beyond that in certain situations, particularly new-builds or turnarounds," McDonald said.

Individual segments of the Fifth Estate get varying reviews from commercial bankers.

Susannah Swihart, for example, head of Bank of Boston's media and entertainment division, was not disheartened about TV lending because of declines in network shares: declines in viewing shares among local broadcasters, she said, were not proportional to network losses. More important, she said, was the local franchise, including local news audiences. "I believe that network affiliates and also strong independents are here to stay, and we consider it a viable business to finance," she said.

Declining network shares may affect the fundamentals of the radio business, said Alexander Mason, managing director of the media group of Bankers Trust Co., because network affiliates will more aggressively pursue local ad dollars and compete much more directly with radio, newspapers and independent stations.

"Our traditional argument has been that radio is relatively recession-proof. I'm not entirely sure that's the case," Swihart said. "We're seeing good-sized pockets of advertising softness in radio." The situation requires keeping tabs on local economies, Swihart said.

Hedging against the volatility of the radio business continues to be a concern of bankers. Jonathan Schwartz, vice president, specialized industries, for the National Bank of Washington, said the bank will finance an FM stand-alone station, "but typically we like to do it for someone who is acquiring additional stations in the near future." Schwartz, formerly a director of finance administration for the NBC Radio group, said the bank began targeting "middle-market" station lending last year, and currently has \$40 million in loans to a dozen stations, primarily on the East Coast.

One banker said it appeared that radio

and TV groups were more undercapitalized than comparable cable operators, and thus more highly leveraged. "It seems that most of the [broadcasting] transactions are pushing the limits a little bit because sponsors mostly don't have capital," the banker said.

"Interestingly, the most successful broadcasters tend to be more conservative on the debt structure," said Ness. That pattern, she added, was attributable not only to their experience but also their foresightedness: "They want to be sure they have the flexibility and wherewithal to do what they have to do to protect their franchise," she said.

Cable television continues to generate a more comforting impression among bankers. "We seem to hear more about the prospect of regulation than its actual occurrence," Lang said. If reregulation takes place, Swihart said, she did not expect it to be as Draconian in execution as the capping of subscriber rates. If anything, cable operators would have their rate of growth limited, she said.

"I don't think anything is as recession-proof as cable is," with the possible exception of theatrical exhibition, Swihart said.

"The next four or five years look pretty good," one banker said, but a deal that projected current rates of growth over the next 10 years would be too optimistic.

In the past several years the presence of Japanese and other off-shore lenders has grown considerably in the U.S. "They seem to understand as well as we do that the media industries in America are one of America's prime growth segments," said Swihart. Observers said the Japanese had a noticeable impact in entertainment ventures, cable lending, and larger media deals in general.

The increased number of lenders has helped borrowers negotiate finer prices, agreed Don Dammeyer, senior vice president of the media group of Bank of America. There does not seem to be as much interest from foreign banks in broadcast lending, one banker said, because operating results are less predictable than with cable.

Meanwhile, North American bankers are seeing opportunity in Europe, where they are expanding operations. In Europe, "op-

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portunity and risk are the things that stand out," said one cable lender. The cable systems are mostly new builds, the banker said, and it is not clear that cable will be as dominant a technology as it is in the U.S.

Bank of Boston set up a media lending group in London about a year ago, according to Swihart. The office is lending primarily in cable, but is also making production and entertainment loans. This summer, Bankers Trust set up its own media specialist in London. "As the station market privatizes," Mason said, "we expect to see a lot of cross-border transactions in the software business," causing an increase in programming prices.

In addition to senior lending, banks are taking equity positions in companies and buying subordinated debt as well. Banks have been moving "down the balance sheet from these traditional senior positions" over several years, Jomo said.

A few banks are also beginning to underwrite and syndicate debt and are positioning themselves as financial advisors and valuation experts. Bankers Trust, for instance, established a junk bond sales and training affiliate earlier this year, which has the power to underwrite corporate debt, said Mason. About 75% of the media group's revenue at Bankers Trust comes from fees (including advisory work), he said. The 25% balance comes from interest, whose share of the revenue has been declining over the past five years, he said. Mason talked about one-stop shopping: offering an array of financial services, he said, "makes us a much better advisor to our clients. We're not pushing a single product in which we have a vested interest."

"We can virtually do everything that an investment bank can do," said Henry Morneault, head of the broadcast and cable group at Chemical Bank.

Bank of New York has assigned some staff to look for "opportunities in the equity and subordinated debt field," said Hassell. In the future, he added, "I see ourselves trying to get paid for bringing customers together. If that is M&A then I guess we will be in the M&A business, but I don't



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see ourselves trying to raid different companies to generate transactions.”

At Manufacturers Hanover, a unit of the bank's holding company, for example, is an equity investor in a venture with Apollo Radio Ltd., a radio operator. That setup “is certainly an indication of where we'd like to see things moving in the future,” Jomo said.

Expansion beyond senior lending is taking place at smaller banks, too. Earlier this year, Society National Bank and broker RC Crisler & Co. formed a joint venture that

provides financial advisory services as well as private placement of debt, equity and mezzanine financing, said Charles P. Coon, Society's vice president and manager of the communications division.

One of the barriers left to break for banks operating in the U.S. is the limitation on underwriting public securities defined by the Glass-Steagall Act. Although specific authorization has been obtained by some banks to derive a small portion of their total revenue from debt underwriting in a company separate from the bank itself, banks

hope for, and expect, still more liberalization of the Glass-Steagall Act constraints. “I see it happening.... I don't think it's going to take a terribly long time,” McDonald said. “We think we're well positioned to take advantage of any new change in the rules.”

“Do I think the limitations placed against banks are somewhat outdated?” asked Lang. “I do. Particularly as those of us in banks...are using their own money for investment, not simply acting in an agency role.”

—GF, GM

A Sampler of Fifth Estate Lenders

<i>Bank</i>	<i>TV/Radio</i>	<i>Cable</i>	<i>Entertainment</i>	<i>Total</i>
Bank of Boston	\$606 million	\$1.04 billion	\$956 million	\$2,602,000,000
Bank of California	\$99.3 million	\$385 million	—	\$484,300,000†
Bank of New England	\$745 million	\$730 million	—	\$1,475,000,000
Bank of New York	\$662 million	\$1.624 billion	\$696 million	\$2,982,000,000
Bank of Nova Scotia	\$162.3 million	\$1.1287 billion	\$471.2 million	\$1,762,200,000
Chase Manhattan Bank	\$300 million	\$1.15 billion	\$265 million	\$1,715,000,000
Chemical Bank	\$660 million	\$910 million	—	\$1,570,000,000*†
Citibank	\$1.6 billion	—	—	\$1,600,000,000**†
1st National of Chicago	\$1.2 billion	\$1.775 billion	\$310 million	\$3,285,000,000
Manufacturers Hanover	\$445 million	\$900 million	\$600 million	\$1,945,000,000
Mellon Bank	\$450 million	\$1.320 billion	—	\$1,770,000,000*
NCNB, N.C.	\$110 million	\$930 million	\$195 million	\$1,235,000,000
NCNB, Texas	\$245 million	\$1.159 billion	—	\$1,404,000,000*
National Westminster	\$296 million	\$889 million	—	\$1,185,000,000
Philadelphia National Bank	\$150 million	\$1.2 billion	\$200 million	\$1,550,000,000
Security Pacific	\$400 million	\$250 million	\$800 million	\$1,450,000,000

Notes: Numbers are derived from funded and/or unfunded commitments. * Estimate. ** Includes cable.

† Indicates company that may do entertainment lending but did not provide BROADCASTING with figures.

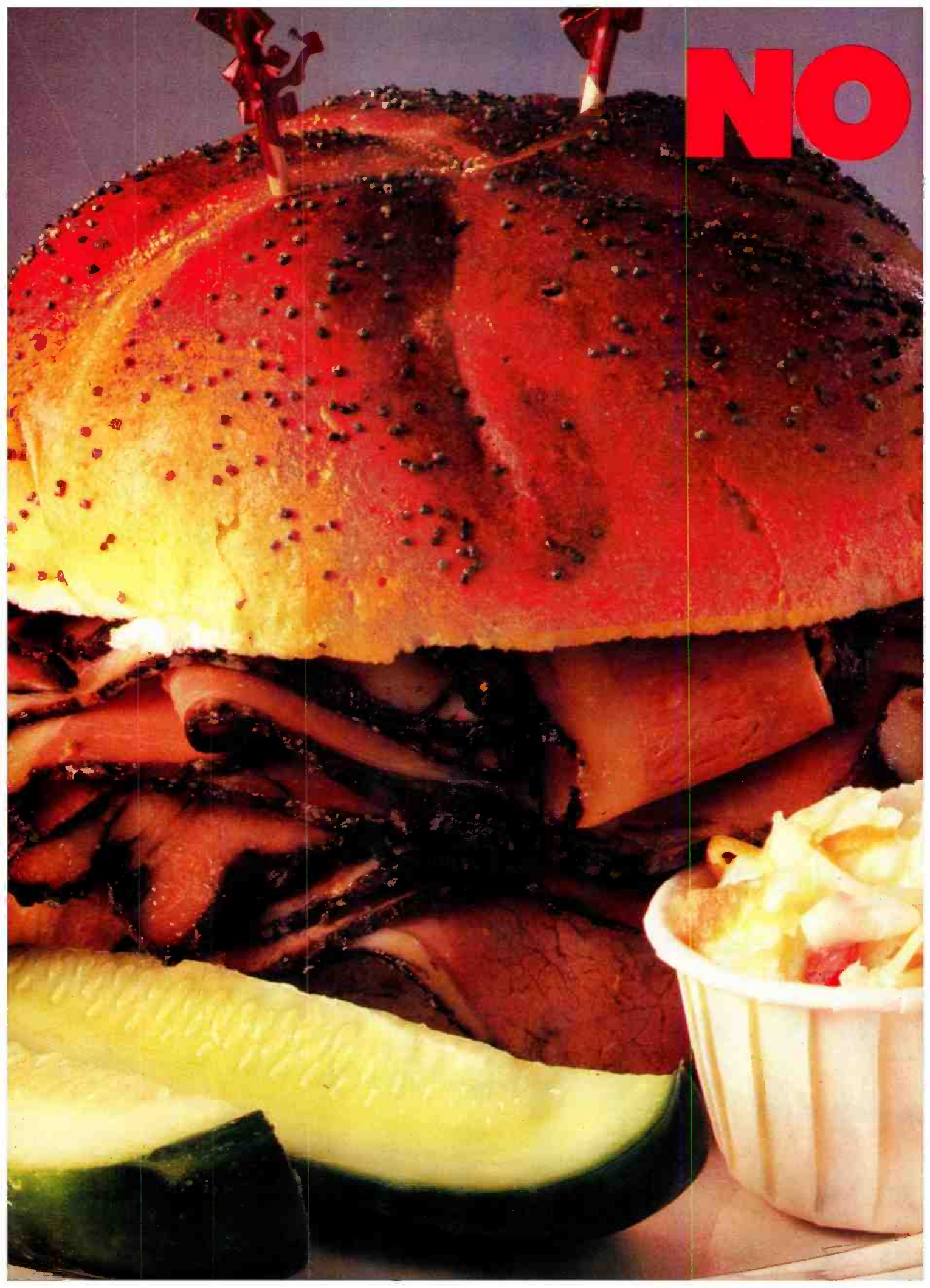
Names and numbers. Figures above show loan amounts currently outstanding from funded and/or unfunded commitments. Unfunded means the money is set aside for a specific company. The “TV/Radio” category was not broken down because many banks lend to group owners who own both. “Entertainment” includes movie and TV studios and production companies but not movie theater owners. Loan commitments are to U.S. companies only.

The following banks also provide broadcast and cable lending: American Security, AmeriTrust Co., AmSouth Bank, Bank of America, Bank of Hawaii, Bank of Montreal, Bank of Oklahoma, Bank One Cleveland, Bank One Dayton, Bank One Indianapolis, Bankers Trust Co., Banque Paribas, BayBank of Boston, Casco Northern Bank, Central Bank of Denver, Central Trust Co., Citizens Bank, Citizens Fidelity, Colorado National Bank, Connecticut National, Continental Ill., Crestar Bank, Deposit Guaranty,

Equitable Bank, Fidelity Bank, Fifth Third Bank, First American National, First Interstate, First American National, First City, Houston, First Florida Bank, First National, Md., First Pennsylvania, First Union National, First Wisconsin, Fleet National Bank, Frost National Bank, Hibernia National Bank, Irving Trust Co., Kansas City Commerce, Marine Midland Bank, Merchants National, Michigan National Bank, Morgan Guaranty Trust, National Bank of Detroit, National City Bank, Norwest Bank, Minn., Old Stone Bank, Pittsburgh National, Provident National Bank, Signet Bank, Society National Bank, South Carolina National, Sovran Bank, Sovran Bank of Maryland, State Street Bank, Sun Bank of Miami, Sun Bank of Orlando, SunTrust Banks Inc., Toronto-Dominion, Trust Mark National, United Bank of Denver, United Carolina, United Missouri, U.S. Bank of Oregon, Wells Fargo Bank, Westpac Banking.

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Parliamentary passage. BrightStar Communications will provide the trans-Atlantic satellite capacity for more than 20 hours of C-SPAN's inaugural coverage of Britain's Parliament Nov. 14-21. During the week preceding Queen Elizabeth's address to the House of Commons opening session (5:30 a.m. ET, Nov. 21), coverage will include a series of live interviews with British leaders, some of those providing viewers in the U.S. the opportunity to question the interviewees via telephone. BrightStar will also provide C-SPAN with standards conversion for the transmissions, which will be uplinked from the British Telecom tower in London to the Intelsat 332.5 satellite and downlinked at Washington International Teleport in suburban Virginia.

New launch date. Martin Marietta has resolved problems it experienced early this month conducting "electronic subsystems verification" testing and has rescheduled its launch of JCSAT-2 for Friday, Dec. 8. The first launch of Martin Marietta's Commercial Titan will carry JCSAT's second of two commercial birds to serve broadcast, telephone and private companies in Japan. European competitor Arianespace launched JCSAT-1 last March.

Permission to breathe. Intelsat, Hughes, Comsat and other ground technicians were able to relax a bit Nov. 2 at the Intelsat Launch Control Center, having successfully deployed five antennas and a solar drum aboard the Intelsat VI (F-2) satellite one week after Arianespace's Oct. 27 launch of the world's highest capacity international communications bird. The Hughes Aircraft-built satellite will now undergo four months of payload testing.

Satellite schoolhouse. According to a PBS poll taken earlier this year of 1,068 school districts with satellite dishes, nearly a quarter of those responding plan to add more antennas—mainly dual or Ku-band—in the next three years. Among 417 responding school districts in 44 states and Washington, D.C., 24% said they will acquire additional dishes—37.3% of those opting for dual C-Ku, 28.9% for Ku and 7.8% for C-band. Currently, 67.9% operate C-band and 40.3% operate Ku-band dishes; 21.8% said they have both.

In the programming area, 48.9% listed PBS as a source of services (14.2 hours per month); 33.6% listed Discovery Channel (12.5 hours); 26.4% listed C-SPAN (6.2 hours); 24.9% listed The Learning Channel (8.2 hours), and 21.1% listed CNN (11.6 hours). Although most respondents used their antennas to receive "general audience services, such as PBS and Discovery," those districts using interactive services, such as SERC (29 hours per month) and the TI-IN Network (67 hours per month), "use them extensively," said PBS. The satellite survey report or complete "Learning File" resource collection can be obtained from PBS Education Clearinghouse ([703] 739-5364 or 5145).

In-orbit PTA meetings. On the first day of American Education Week, today, Nov. 13, business and education leaders registered with the Public Broadcasting Service to obtain satellite coordinates will participate in a two-hour "Children in Need" teleconference sponsored by the PBS Elementary-Secondary Service. Created in association with the national Committee for Economic Development, the teleconference will seek, said PBS, to encourage participants "to connect corporate education outreach programs with the critical needs of our nation's children." Signed up early were Roy Merrills, president and chief executive officer, Northern Telecom; James Renier, president and chief executive officer, Honeywell Inc.; Drew Brown, motivational speaker and Federal Express pilot, and Owen Butler, retired chairman, Procter & Gamble.

And on Nov. 14, the Satellite Education Resources Consortium (SERC) will conduct an in-orbit Parent-Teacher Association meeting. Parents of students at participating high schools across the U.S. will have an opportunity to take part in SERC Parents Night, an interactive teleconference featuring live segments with teach-

ers of SERC's satellite-delivered courses in Probability and Statistics, Discrete Mathematics, AP Economics, Japanese I and Russian I. The teleconference will also include demonstrations of the interactive satellite computer technology used by SERC to offer instructional programs to secondary schools where the courses are not available. Members of SERC, a consortium of state departments of education and state educational TV systems, include Alabama, Arkansas, Florida, Georgia, Iowa, Kentucky, Louisiana, Mississippi, Nebraska, New Jersey, North Carolina, North Dakota, Ohio, Pennsylvania, South Carolina, Texas, Virginia, West Virginia and Wisconsin. According to SERC, 3,300 students at more than 300 schools in 22 states are enrolled for the 1989-90 academic year.

Meanwhile, although it advocates cooperation between educators and businessmen, at its mid-October meeting the PBS board of directors found the notion of contributing programming to an in-school service that includes advertisements an "inappropriate intrusion of marketing activities into the nation's classrooms." Therefore, the board decided to withdraw from a group of public TV groups that have been negotiating to provide programming to the commercial satellite educational service proposed by Whittle Communications. Recognizing "the need for the television equipment Whittle plans to offer to junior and senior high schools," the board said, however, that advocating "the use of technologies for learning...should not be predicated upon providing access to schoolchildren as potential consumers."

Tariff tiff settled. The FCC's common carrier bureau ruled Nov. 3 that GE Americom (then RCA American Communications) had lawfully and reasonably raised rates on satellite transponders leased on a long-term basis by Viacom International and Cable Health Network (now part of Lifetime cable service). The two programmers had in 1983 sought damages due to a tariff increase instituted in 1981, prior to expiration of their leases of then RCA Americom Satcom satellite transponders. In August of this year, the FCC had concluded a broader tariff investigation of RCA involving other cable programmers on the same Satcom spacecraft, ruling that Americom had not overstepped its authority in raising the rates. In denying the specific Viacom-Cable Health Network complaint, the commission said that "the complainants had failed to explain any particular circumstances which might distinguish their case and warrant a different result" from that reached in the broader tariff investigation.

Vegas venue. The Satellite Broadcasting and Communications Association will hold its next trade show Jan. 22-24, 1990, at Bally's hotel, Las Vegas, the SBCA announced last week. Having hosted its largest show to date last August in Nashville, the SBCA and National Satellite Shows of America expect another strong turnout for an agenda that will include program selling and media strategies seminars for home dish dealers and a look ahead at the next generation of domestic U.S. C-band satellites, due to be launched in the early 1990's.

World weather. Jointly owned by London-based Independent Television News, New York-based Capcities/ABC and Australian broadcaster Alan Bond, Worldwide Television News (WTN) has attempted to stiffen competition with Visnews and other providers of international video news by launching two new daily weather services. Using UK Meteorological Office weather information, WTN's three- to four-minute World Weather Service will "review and forecast global weather patterns using a world map divided into four sections," said WTN. Its "ready-to-air" Domestic Weather Service will provide specific national, regional or local weathercasts to broadcasters who will, said WTN vice president, corporate sales, Gerry O'Reilly, be able to "present individually tailored weathercasts while avoiding the high costs involved in producing sophisticated computer graphics."

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ABC cans 'Chicken Soup'

Iger says show was not moved to different slot because of 'incompatibility' with other shows; Oprah will star in 'Brewster' series for spring start

ABC's *Chicken Soup*, predicted by many television observers to be this season's hit show, was canceled by the network last Tuesday, and will be replaced by *Coach* in its 9:30-10 slot on Tuesday. *Chicken Soup*'s final broadcast was Tuesday, Nov. 7. *Coach* originally had a brief run on ABC last March and during the summer.

Although *Chicken Soup* was the highest rated new series, the cancellation didn't come as a surprise, due to the show's inability to hold onto the audience built by its lead-in, *Roseanne*. At a press conference on Wednesday, Nov. 8, Bob Iger, president, ABC Entertainment, commenting on the cancellation and the network's performance to date, said the loss of audience was too high. "We thought the show was a good show, well produced and well written and we promoted it well. But when you put a show in probably your most critical time slot, that kind of fall-off was simply too high," he said.

Iger dismissed the notion that *Chicken Soup* star Jackie Mason's recent controversial comments regarding the New York City mayoral race had anything to do with the network's decision.

Iger also said switching the show to another time slot had been discussed, but the show was incompatible with other shows on nights that *Chicken Soup* might have been used.

For the season to date, *Chicken Soup* had been averaging a 18.6/29 rating/share, compared to lead-in *Roseanne*'s average of 25.7/39—a drop-off of 7.1/10.

While *Chicken Soup* was the first ABC show to be plucked from the schedule, it probably won't be the last. Iger said deci-



'Soup' stars in happier times

sions will be made in the next month regarding the remaining shows that have not been given back-end commitments. First year shows on the bubble include *Living Dolls*, *Free Spirit* and *Homeroom*.

In terms of shows ABC has on the shelf as back-ups, Iger said the network is further ahead in its hour-long drama development than in their half-hour comedy and drama development. He said *Elvis*, a half-hour project in production, might be ready to bring to the schedule by Jan. 1. On the hour-long drama side, he said, *Capital News* and *Equal Justice* would be ready to use in December, while *Twin Peaks* and *Father Dowling* will be ready in January.

In addition to using the dramas on the shelf to replace canceled series, ABC will be using two hour-longs on Monday night, beginning in March. Iger said that following the network's *Monday Night Football* coverage, he'll use movies on that night in January and February, "and try series in May." Going to a single movie night will

enable ABC to save its strongest movies for Sunday night.

On the network's performance to date, Iger said he was "pleased and optimistic. When I took this job [former ABC Entertainment president] Brandon Stoddard gave me some advice that I shouldn't try to fix everything at once. When we scheduled the season in May, one priority was on Wednesday 9-10 p.m.," he said. "Now looking at Wednesday 9-10, with *Doogie Howser, M.D.* and *Anything But Love*, it's evident that there's been improvement."

He also noted improvement in the Sunday 7-8 time slot with *Life Goes On*, but added "from 8-9 [*Free Spirit* and *Homeroom*] we're not doing as well as we'd like."

Iger said comparing this season to last, ABC has improved its performance on each night with the exception of Sunday night, on which the network is even with last year. "Of the 22 hours of prime time programming, ABC is ranked number one in 12 of those hours among the key 18-49-year-olds."

In other ABC news, the network has announced Oprah Winfrey will star in and co-produce a half-hour drama series based on the four-hour movie *The Women of Brewster Place*, in which she appeared and which aired on the network last season. The series will be available to air in the spring of 1990. The series, *Brewster Place*, will be produced by Winfrey's Harpo Productions Inc., in association with King-Phoenix Entertainment. —SC

Worldvision 'Wakes, Rattles and Rolls'

Syndicator will roll out Hanna-Barbera action-animation kids show for fall

Worldvision is syndicating Hanna-Barbera Productions' live-action/animated first-run strip *Wake, Rattle & Roll* for the 1990-91 season, in what Worldvision President and CEO John Ryan says will be double the episodes a syndicator normally distributes for daytime animated product. Anticipating that 130 episodes of *Rattle & Roll* will be produced, Ryan says that number will minimize exposure to two runs within a station's 52-week first cycle, while most syndicators provide 60 episodes and exposure of up to four repeats.

Targeted for 7:30 a.m., Ryan says the half-hour is geared to capturing the imaginations of children before they go to school. The plot revolves around an off-the-

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wall teenager who lives in a basement lab and comes up with strange inventions, one them a sidekick robot named "Rewind." Ryan says the project was an original concept developed by recently appointed Hanna-Barbera President and CEO David Kirschner. Kirschner produced the animated theatrical "Child's Play" and shared producing duties with Steven Spielberg for the animated movie "An American Tail."

Ryan says that a presentation tape has been made, with *Wake, Rattle & Roll* being shopped to stations on a barter basis (the split has yet to be determined), and that it will also be presented at this January's NATPE convention in New Orleans. Potential client stations will receive the program via satellite feeds.

Worldvision and Hanna-Barbera have a long-term distribution agreement due to Great American Broadcasting's ownership of H-B and 50% interest in Worldvision's parent company, Spelling Entertainment. Worldvision has distributed such H-B product as *The Jetsons*, *Yogi the Bear* and the *Smurfs*. Worldvision may have a hand in the distribution of H-B's theatrical release "Jetsons: The Movie."

Worldvision also has a consumer-related show on the slate for fall 1990 titled *Future Stuff*. Hosted by Bill Boggs and Joe Rappaport, the half-hour weekly series displays and critiques new consumer products. The show, which is a co-production of the Spelling unit, Laurel Entertainment and Marathon Entertainment, will be offered on a barter basis. □

Fox readies kids block

Marvel Productions' Loesch expected to be named president of kids network

The Fox Broadcasting Company intends to announce the president of its forthcoming Fox Kid's Network during an affiliate teleconference from Los Angeles this Thursday (Nov. 16). According to Jon Nesvig, senior vice president, sales, FBC, Margaret Loesch, president and chief executive officer, Marvel Productions, is expected to be named to the post. "We've hired one of the top names in the business, someone with heavy network and studio experience, recently on the production side," Nesvig said.

Speaking on the subject of "A Network for the 90's," at a luncheon sponsored by the New York chapter of the National Academy of Television Arts and Sciences, Nesvig also said an announcement would be made at the same time concerning the Fox Kid's Network's initial half-hour weekday strip, scheduled to premiere next fall.

Nesvig said the network's first Monday-Friday effort would be an "action adventure program for boys and girls," focusing on the 7-12 age range. Sources have indicated that this show will be a new animated version of *Peter Pan* (BROADCASTING, Nov. 6).

Children's programming is the "next battleground," Nesvig said, and the Fox Kid's Network, as with other Fox shows, will aim towards audiences not necessarily served by ABC, CBS or NBC. The network's first year will begin in the fall of 1990 with a half-hour strip, expand to an hour of programming in 1991, and two hours in 1992. Budget levels for FKN programs are "equal to anything on the air," according to Nesvig, who placed a price tag of "\$18 million-\$20 million" on the network's Monday-Friday block.

The Fox Kid's Network will also program Saturday morning, a time period which has been a "crap shoot for the Big Three," Nesvig said. They will begin in the fall of 1990 with three hours, 8-11 a.m., the first hour of which will consist of existing shows. In 1991, Saturday morning programming will expand to four hours, 8-12 a.m. "We'll have more hours than any single network does now during our first year," Nesvig said, "and by year three, more than all the networks combined." The first Saturday morning hour would aim at younger audiences, and target older viewers as the day progressed, said Nesvig. Top animators, such as Hanna-Barbera, DIC and Ruby Spears, will be involved in the production of FKN programs, said Nesvig.

The Fox Kid's Network was formed at

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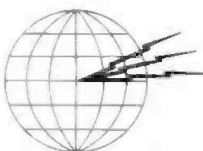
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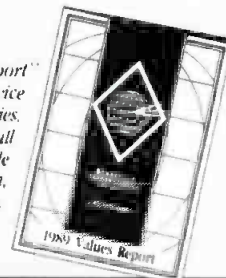
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the request of Fox affiliates, Nesvig explained, and is "wholly owned by them." Station ownership of the network provides a "real incentive for clearance of good time periods," he said. Affiliates will share "in all forms of potential profit," according to Nesvig. "Once the negative costs are paid for, stations own the rights in perpetuity."

Fox will program the children's daypart "responsibly," Nesvig said, "closer to network standards than syndication." He did not rule out, however, the possibility of certain types of crossover activity involving the merchandising of characters. —RG

'Crow souffle' and 'humble pie' on menu for ex-President at HRTS luncheon

Reagan says his statements in Japan were misinterpreted, but suggests that 'voluntary' code of behavior is needed

Former President Ronald Reagan apologized to a Hollywood Radio and Television Society luncheon crowd for statements he made while visiting Japan that he suggested had been misinterpreted as a knock against the industry.

On his recent paid trip to Japan (for which he was reportedly paid \$2 million by the Fujisankei Communications Group), the ex-President was reported to have commented that he thought Sony's pending \$3.4 billion acquisition of Columbia Pictures would limit the amount of "immorality" and "vulgarity" found in motion pictures and television programs produced by the U.S. entertainment industry. "I just have the feeling," he was quoted as saying, "that maybe Hollywood needs some outsiders to bring back some decency and good taste to some of the pictures that are being made. I'm not too proud of Hollywood these days, with the immorality that is shown in pictures, and the vulgarity."

Reagan used his trademark humor to defuse the tension after arriving slightly late, saying, "You see, my dentist was running late...he had a little difficulty removing the last piece of leather I acquired in Japan. I'm glad he did, though; otherwise, I wouldn't have been able to enjoy this wonderful lunch. There is nothing like crow souffle followed by humble pie."

By way of explanation, Reagan told the largest luncheon crowd in HRTS's 42-year history—gathered for a Newsmaker luncheon in Beverly Hills last Tuesday (Nov. 7), that it was "no secret" he has been critical in the past of motion pictures that have been "overly violent and sexually explicit," but that recent fare on television and in the theaters has been more "family-oriented," and that both mediums have dealt "candidly" with drug use and other important issues challenging society. Reagan still pressed for a voluntary industry effort to reach for a "code of behavior" to self-regulate against any "immoral areas."

Reagan addressed the luncheon crowd by hailing the assembled industry executives

as "truly great communicators," and that the industry holds a "very special place in my heart." The former actor and Screen Actors Guild president added: "This industry is not perfect—no industry is. This industry for the most part is made up of good, decent people."

When asked by a questioner after his speech why he accepted the money to speak in Japan, Reagan said that's "what was offered and I didn't protest." He cited that one Hollywood actor had accepted \$3 million to do a Toyota commercial "over there." Reagan cautioned against government intervention when asked if he felt financial interest and syndication rules would prohibit the networks from creating a production monopoly. "That is something that has to be worked out within the industry itself," he concluded.

Much of the former Commander-in-Chief's speech was devoted to how "information is the oxygen of the modern age." He lauded the role electronic media played in detailing the massacre at Tiananmen Square, and in bringing the "spirit of democracy" to the communist regimes of the Soviet Union, Poland and Hungary. —MF

Three CBS-owned stations sign up for game show

Buena Vista Television signed three CBS-owned stations for its proposed new syndicated game show *Challengers*, including flagship WCBS-TV New York, WCIX-TV Miami and WCAU-TV Philadelphia.

Also signing up for the cash-and-barter strip last week was WTMJ-TV, the NBC affiliate in Milwaukee. At deadline, in Chicago, it was also understood that WLS-TV, the ABC-owned outlet, was close to making a decision among *Challengers*, and ITC's new version of *Tic Tac Dough*, and other game shows.

According to Gene Lothery, vice president, programming, for the CBS owned stations division, the three CBS stations involved in the group deal won't commit to time periods until about a month before the start of the fall 1990 season. "Our arrangement gives the stations a lot of flexibility as to where they may want to put the show," he said. "We aren't tied to any time period."

Commitments to other programs precluded the CBS stations in Los Angeles and Chicago from taking the show, said Lothery. For example, KCBS-TV Los Angeles is committed to *Wheel of Fortune* and *Jeopardy!* in access next fall, and *Geraldo* and *Joan Rivers* in early fringe. Lothery said he believed the game would play "very well" in either daypart.

Last week's signings gave Buena Vista momentum in a crowded game show market, at a time when the name of the game for proposed new programs is building the station clearance list.

"In terms of Disney [Buena Vista] signaling to the marketplace interest in the

show, they accomplished that," said Bill Carroll, director of programming, Katz American Television. The WCBS-TV clearance, he said, represents a "prize scheduling opportunity." The same does not hold true, he said, for WCIX-TV and WCAU-TV, both perceived as affiliate underachievers in their markets. "To get a show launched," he said, "you need a market list. To keep it on, you need a good market list." □

Tannehill named president of MTM Television

Move to fill spot vacated by company co-founder Arthur Price caps management reorganization by MTM owner Television South

R. Kevin Tannehill has been named as president of MTM Television Distribution. His charter: to bolster the production company's sagging performance in the off-network syndication sales market, and to establish the Studio City, Calif.-based company's place in the first-run syndication market for the 1991 season or earlier. His appointment was effective Nov. 6.

Tannehill, who is filling a vacancy left by the departure of Joe Indelli, left Group W Productions in August after a four-year stay as vice president of sales and marketing, where he was responsible for the acquisition and marketing of the company's first-run projects. Prior to joining Group W, Tannehill spent six years with Paramount Television Distribution as vice president and central regional manager of the studio's sales force.

Over the past summer, MTM, which is owned by Television South (TVS) of Britain, has seen a major management reorganization. The resignation of MTM Enterprises President and CEO Arthur Price (BROADCASTING, Oct. 30), marked the departure of the last of the company's co-founders (the others being then husband and wife Grant Tinker and Mary Tyler Moore).

With a bear market for one-hour syndicated dramas like MTM's *Hill Street Blues* and *St. Elsewhere*, and with the sitcom *Newhart* the only network product being produced by the studio, Tannehill says the top priority will be to "reorganize" the sales department. He said a new emphasis will be placed on "maximizing" existing off-network properties, and to take advantage of an "opportunistic situation" in the first-run syndication arena, with a project—not yet identified—waiting in the wings for no later than fall 1991. Price had said earlier last summer that a first-run project would be ready for fall 1990, but it has apparently been scrapped.

Tannehill says MTM will try to reacquire the distribution rights to off-net sitcoms *The Mary Tyler Moore Show*, *The Bob Newhart Show* and *WKRP in Cincinnati* from present distributor Victory Television. He added that "recapturing" those shows could be several years down the road. □

KHJ-TV pushes back debut of prime time news

Equipment shipping delays, need for additional expenditures and personnel cited in delay

Disney-owned KHJ-TV has delayed the premiere of its three-hour prime time newscast (8 p.m.-11 p.m.) to March 5, 1990 from its originally announced Jan. 1 launch (BROADCASTING, July 17). The station's executive vice president, Jim Saunders, cited the need to invest an additional \$4 million or more for additional capital equipment. Saunders said staff will need to be increased to 140 people—25 more people than originally anticipated. He added that shipping delays of broadcast equipment have played a part in moving the debut to after the February sweeps.

In an informal meeting with the press last week, KHJ-TV General Manager Blake Byrne said the Los Angeles independent will also likely enter the early morning news market with 5:30 a.m. or 6 a.m. newscasts, as well as repeat the prime time newscast from 2 a.m.-5 a.m. He said the station will have up to 20 news crews for remote reports. Byrne said Disney Chairman and CEO Michael Eisner has reiterated that the studio is "committed for years" to the effort.

Saunders also said that the station is exploring the possibility of having co-owned Buena Vista Television provide packaged inserts from its syndicated movie critics, Gene Siskel and Roger Ebert. Rival station KABC-TV currently airs BVT's *Siskel & Ebert*.

Anchor Jerry Dunphy, who started broadcasting chores on KHJ's 8 p.m. and 9 p.m. (PT) newscasts last week, is being positioned for the future prime time broadcasts at 8 p.m. and 10 p.m. with likely co-anchor Pat Harvey (formerly of WGN-TV Chicago). Newcomer David Jackson will likely anchor the 10 p.m. newscast, with a co-anchor to be named later. Larry Carroll, who along with Dunphy was a KABC on-air talent, will anchor the 10 p.m. weekend newscasts. □

Republic pitches film package to low-power stations

Forty-four-film collection will be offered exclusively to LPTV stations

In a novel marketing move, Republic Pictures Corporation has unveiled a movie package of 44 films to be distributed exclusively to low-power television stations, according to Republic Pictures Domestic Television President Chuck Larsen. The Los Angeles-based syndicator introduced *Republic Studios One* last week at the sec-

On the plate

Carolco Television Productions, new television production division of Carolco Pictures-owned syndicator Orbis Communications ("In Brief," Nov. 6), already has several projects in the works, according to Orbis senior vice president Neil Russell, who is setting up the new production unit. Russell would only discuss one, however: a four hour mini-series in development for CBS targeted for the 1990-91 season. It will star Charles Bronson and will be Bronson's first appearance in a network production since the 1977 telefilm, *Raid on Entebbe*. That will be produced in association with another Carolco-owned company, IndieProd Co. Russell indicated that back-end distribution of Carolco Television product would be handled domestically by Orbis and internationally by a recently formed joint venture between Orbis and Paris-based Paravision, owned by L'Oreal. Announcements on the new division's management team and further projects are expected soon, said Russell.

ond annual Low Power Television Conference and Exposition in Las Vegas.

Larsen says he came to the conclusion that LPTV outlets were being ignored by syndicators after attending last year's LPTV Conference. He was a panelist at the conference, and said that LPTV station executives "were being honest in saying they have not been able to afford quality programming." Larsen added: "There are over 720 low-power TV stations in this country, but many of those stations are in outlying major markets where full-power stations acquire almost all of the licensing rights to more expensive programming. Our film package is being offered exclusively to low power stations and will not be offered for broadcast television or cable outlets."

In tailoring the feature package to meet the pocketbooks of LPTV station operators, Larsen says *Studio One* will be negotiated

on a straight cash, market-by-market basis. Among the relatively low-profile titles featured in the package, which have been culled from Republic's library of films dating from 1938-67, are "Trial Without Jury" (starring Robert Rockwell), "Hell On Devil's Island" (William Talman), "In Old Amarillo" (Roy Rogers), "Million Dollar Pursuit" (Penny Edwards), "Missile To The Moon" (Richard Travis), "The Desperate Ones" (Maximilian Schell) and "Song Parade" (Jane Powell).

Larsen conceded that LPTV stations are not "equipped with tons of money," but it will help Republic in "establishing new lines of distribution." Larsen said, "It [the package] is within the range of what they (LPTV general managers) have told me they can afford. We've had a few presales, and we're going to kick it around after the convention and see how it goes. □



There's one news analysis program considered "can't miss" by Washington officials. The McLaughlin Group.

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One step closer to TV Marti

House-Senate conference OK's spending \$16 million in both 1990 and '91 on Cuban service; offers protection to U.S. broadcasters from interference

The establishment of a government-owned television station to beam programming to Cuba was closer to accomplishment last week, but not yet there. Senate and House conferees agreed on an authorization bill that provides for a Television Marti Service which would be part of the U.S. Information Agency, within its Voice of America. The TV Marti section of the State Department/U.S. Information Agency Board for International Broadcasting bill largely reflects language in the House TV Marti measure that broadcasters favored because they saw it as affording American stations protection from interference caused either by Cuban stations or by the proposed TV Marti.

The proposal for a television station that would be a companion operation to Radio Marti—which went on the air with broadcasts to Cuba in May 1985—has long been controversial, and is not yet a sure thing. The legislation specifies that none of the money authorized for the project—\$16 million each in fiscal years 1990 and 1991—will be spent until the President has determined and notified Congress that a test of the proposed service has demonstrated it is feasible and will not cause “objectionable interference” to American broadcasts. The proposal envisions TV Marti broadcasting via a transmitter carried by a balloon tethered 14,000 feet above Cudjoe Key in Florida. The test, scheduled to run 90 days, is expected to start about the first of the year.

One early technical check was encouraging to USIA officials. It is well known that government plans call for operating TV Marti on ch. 13. Several months ago, Cuba announced it was placing a station on the air on that channel in Havana. Thus, it seemed that the American station could not operate without causing interference to a Cuban outlet. But two weeks ago, U.S. technicians monitoring television signals in the neighborhood where the station was reported to be operating said they could not find the signal as advertised—“Nothing there indicates we could not put out a signal as proposed,” said a VOA official involved in the project. However, he said the monitoring will continue.

Placing the new TV service within the USIA had been part of the planning from the first. But specifically locating it within the VOA was not. The USIA had assumed TV Marti would be housed in USIA's Television and Film Service. A congressional

staffer said conferees felt that “as radio and television become increasingly integrated foreign-policy tools, a daily television service would be more similar in what it does on a daily basis to the VOA than to the television and film service.” Radio Marti now reports to the director of the VOA. And the conference bill asserts that TV broadcasting to Cuba “shall be in accordance with all Voice of America standards to ensure the broadcast of programs which are objective, accurate, balanced, and which present a variety of views.”

Although broadcasters have reason to be comfortable with many of the provisions of the conference bill, one of those in the House measure that the National Association of Broadcasters had specifically endorsed has been dropped: It would have provided \$5 million—and another \$5 million if needed—for compensation to stations that were the victims of direct or retaliatory interference from Cuba. However, NAB officials were not overly concerned. One noted that the legislation establishing Radio Marti authorizes a compensation fund, although, he added, “that pot is empty” at present.

The compromise bill indicates TV Marti would be a hybrid in terms of regulation. While it would be a government station, the FCC—and not the National Telecommunications and Information Administration, as provided for in the Senate bill—would exercise the President's authority to assign the frequency. The commission would act “subject to the Communications Act of 1934.” And the bill specifies that the frequency shall not “result in objectionable interference with the broadcasts of any domestic licensee,” adding that no federal branch or agency would be empowered to compel a licensee “to change its frequency in order to eliminate” TV Marti-caused interference.

Nor are those the only FCC-provided protections written into the legislation. The new station would be operated in accordance with the parameters set by the commission to guard against TV Marti interference to domestic stations. And if the commission determines that interference has occurred, the station would be shut down until the agency determines that the interference has been eliminated. The bill would require the commission to maintain a monitoring operation and to report to Congress on any interference that either TV Marti or Cuban radio or television causes American broadcasts. What's more, the bill would call on the commission to assist domestic stations—for instance, by authorizing an increase in their power—“in overcoming the adverse effects” of TV Marti-

caused interference.

The TV Marti legislation is part of a \$4.7 billion bill authorizing funds for the State Department, the USIA and the Board for International Broadcasting. But as of last week, State and USIA, which require annual authorizations, were threatened with being funded at 1989 levels under a conference committee agreement resolving differences between Senate and House appropriation bills. For USIA, that would mean a reduction of \$50 million from the \$934,154,000 originally approved, with only \$7.5 million set aside for TV Marti.

But once work on the authorization bill is completed—when President Bush signs it—Congress could act to make the agencies whole. The authorization bill is expected to be voted on by both houses this week. Meanwhile, the appropriations bill that leaves State and USIA at 1989 funding levels, at least temporarily, was passed by both Houses last week, and sent to President Bush for his signature.

□

As for other provisions of the USIA authorization:

■ The conferees relaxed the restrictions the Senate Foreign Relations Committee appeared determined to impose on USIA's television operations. They agreed to repeal the congressional ban that that committee originated and that went into effect last year on the transmission by Worldnet, the international television network, of “passive” programming, such as in-house produced news shows. Worldnet was permitted to air only interactive programs—press conferences in which U.S. officials, usually in Washington, were interviewed by correspondents in American embassies abroad—and material provided by outside sources at no cost, such as C-SPAN.

In place of the passive-programming ban, the conferees adopted what one staffer called “guidance” for the television service. The bill, for instance, would specify the kind of programming Worldnet could transmit: Worldnet's traditional interactive interviews: news, public affairs, artistic, cultural or scientific material, or programming that “is otherwise representative of American culture,” or that deals with official activities of agencies of state and federal government or with congressional proceedings. That would not seem to exclude much.

The bill would also direct some business to American program suppliers. It would require USIA to purchase “comparable programs” from American commercial and public television broadcasters and producers, if those programs are available at a cost “equal to or less than” what it would cost

to produce in-house. The bill earmarks \$1.5 million for the purchase of programs "produced with grants from the Corporation for Public Broadcasting" or by public broadcasters. The bill would cap Worldnet spending at \$12 million.

Worse, from USIA's perspective, the bill would limit spending by the television and film service to \$31 million. That is not only \$6.5 million less than Congress appropriated for that service in fiscal year 1989, it is even \$1.8 million less than Senate and House appropriations committees approved for the service. However, those caps may not be absolute.

When members of the Senate and House conference committee meet again after work on the authorization bill is completed, they could either tailor the appropriations bill to the figures in the authorization measure approved last week, or they could waive the caps imposed on Worldnet and the service generally. The Senate Appropriations Committee members are regarded as more sympathetic to USIA television service than their House counterparts.

■ The conferees tightened the budgetary screws on an agency already expressing pain as a result of the cuts the appropriations committees made in the funds requested by the administration. They had agreed on a total of \$934,154,000 for USIA in 1990. But the conference committee last week earmarked \$7.5 million as USIA's share of the Bush administration's war on drugs.

That amount would come from areas already feeling the pinch—the VOA, for instance. The appropriations committees had specified \$171,224,000 for VOA, slightly more than the funds allowed the service in 1989. But the conference committee last week put the maximum for the service in 1990 at \$170 million, then directed the agency to use \$1 million of that amount to provide two hours of programming daily to Tibet. The conference approved \$177 million for the Voice in 1991. It also authorized \$12.7 million for Radio Marti in 1990 and \$13.2 million in 1991.

The VOA modernization program would continue to be funded. The conference approved \$69 million for the program for 1990—the amount designated by the appropriations committees, and almost double that—\$122 million—for 1991. Some major projects VOA had planned for the first year, including the bulk of the work to be done on a radio relay station in Thailand, would be done in the second year.

■ The Board for International Broadcasting's major construction programs would also go forward under the conference bill. It would authorize \$183.5 million for work on the major relay station that is now under construction in Israel and is to be used by its Radio Free Europe/Radio Liberty as well as by the VOA, and \$15.8 million for its modernization program. The bill would provide \$180.3 million for BIB operations, for a total of \$379,675,000. The figures would be reduced for 1991, as the work on the Israeli project winds down. The bill would authorize \$23.5 million for the Israeli station and \$12 million for remaining modernization items. The bill would authorize \$187.5 million for BIB operations.—LZ

Re: call. WRQC-TV Rochester, N.Y., asked FCC last week to order Greater Rochester Cablevision to stop using "wGRC-TV" as name for its controversial independent-like local origination channel, contending use of broadcast "call sign" confuses viewers, is inherently unfair to broadcasters and is potentially disruptive of FCC regulatory procedures. "The commission anticipated these consequences in 1976 when it condemned the use of broadcast-type call signs by cablecast channels and warned cable operators to guard against viewer confusion when originating program material," WRQC-TV's complaint said. "GRC has not only ignored this warning, it has launched a cable origination channel purposely promoted and plainly labeled as a traditional over-the-air television station." Cable system, which is owned by Time Warner's American Television & Communications, is "deliberately attempting to mislead the public," complaint said. "There is a strong likelihood that viewers in Rochester...already assume that wGRC-TV is an over-the-air television station and, therefore, subject to the same regulations and statutory obligations imposed on other FCC licensees." Clay Pendarvis, chief of FCC's television branch, said there are currently no prohibitions on cable systems using "call letters" to designate channels. However, he said, system that uses calls that broadcast station is already using could be subject to legal action to protect trade name. As it happens, wGRC is shared with an FM station in Lewisburg, Pa. But Larry Weidman, general manager of noncommercial wGRC(FM), said he has no problem with the Rochester system using the letters. "It's out of our coverage area and they are allowed to have our call letters. There is nothing to prohibit it because it's a different medium." Led by Association of Independent Television Stations, broadcasters have condemned GRC's intrusion into local television market via wGRC-TV. Prompted by Rochester situation, INTV asked the FCC to put limits on cable system's ability to program and sell advertising time on local origination channels (BROADCASTING, Oct. 30). WRQC-TV said its complaint was not motivated by GRC's programming efforts, but solely by its "unfair and inaccurate labeling."

□

Hot over stamp. Satellite Broadcasting and Communications Association's toll-free anti-piracy hot line received numerous phone calls over past two weeks from companies upset about rubber-stamp message that began popping up on their business reply mail. Message, which is enhanced by image of bulldog's head, says, "Take a bite out of cable; their prices are a crime" and gives hot line number. SBCA officials said they had nothing to do with messages and pointed finger at unnamed "splinter groups" upset by lack of access to cable programming at what they feel are fair prices. Feeling as victimized as those paying for mail, SBCA officials said they referred matter to postal authorities. Rubber-stamp campaign may have been instigated by caller to talk show for home dish owners and dealers that is "broadcast" via satellite and requires dish to receive. Richard Gamberg, president of C-Sat Broadcasting Inc., producer of daily program, said man has called show to solicit reply cards from listeners to be used in some sort of anti-cable campaign. He said he did not know name of caller.

□

Control question. Media Access Project, on behalf of Boulder, Colo., woman, asked FCC commissioners to review staff approval of settlement of comparative hearing for new FM for Evergreen, Colo., alleging that settlement subverts FCC rules by positioning company that was not party to comparative proceeding—radio group owner Susquehanna Broadcasting—to assume control of new station. "It's a private auction where the winner is determined by how wealthy they are rather than by the FCC criteria for diversity," said MAP's Andy Schwartzman. "It leads to minimally qualified applicants prevailing over maximally qualified ones," he said. In one of final actions before leaving agency, FCC General Counsel Diane Killory approved August settlement by which partnership comprising two original applicants, Evergreen Radio Inc. and Evergreen Communications Co., (51%) and Susquehanna (49%) pay other applicants \$4 million to withdraw their applications so partnership ends up with station. In addition to supplying settlement money, MAP said in its petition for review, Susquehanna also paid partners \$500,000. MAP said approval was further extension of FCC's already suspect *Tequesta* policy, which permits outsider to buy into settlements as minority partner of one of original applicants and subsequently buy out partner and assume full control of station. *Tequesta* cases hinged on legal fiction that the majority owners could buy out "white knights," said Schwartzman. In the Evergreen case, MAP said, terms of the partnership effectively prevent partners from buying out Susquehanna, turning "legal fiction into absolute truth." Roy Russo, attorney for Susquehanna, declined comment.

HBO unveils new subscriber incentive program

Newly instituted 'son-of-SIP' is unlike previous SIP in that there is no cost to operators to add new subscribers, and base is not guaranteed

HBO has instituted a new subscriber incentive program (SIP) called "Son of SIP," the terms of which provide an insight into how the largest pay supplier views its business over the next year.

The new program took effect Nov. 1 for participating MSO's, and will run until Dec. 31, 1990. Son of SIP allows cable operators to add HBO or Cinemax subscribers at no additional cost. Under the old SIP program, operators had to remit \$1 per subscriber per month for each new HBO subscriber. (However, in 1989, only Cinemax, not HBO, was covered by the old SIP program.)

In the old SIP program, cable operators had to guarantee their base of HBO subscribers. Under Son of SIP, that base is not guaranteed, according to HBO.

Although the original Son of SIP deadline was Oct. 1, HBO said it has been flexible with that date, as negotiations with several companies continue. HBO said it expects 75% of the systems carrying HBO and Cinemax to be part of the new program.

HBO said the new SIP program is designed to complement its time lock campaigns and its brand awareness advertising. Son of SIP allows the operator "to go create his own local marketing in the gaps between the seasonal campaigns," an HBO spokesman said. HBO's overall objective, the spokesman said, is to gain more subscribers for HBO, keep them through its value-building campaign and have operators use SIP to conduct year-round marketing.

The fact that HBO is not requiring the \$1 per month per new subscriber indicates to some marketing executives at the MSO's that HBO feels its market may be largely tapped. MSO's are moving away from deep discounting of pay services in efforts to create a better value of what they are worth in the subscriber's mind. HBO has launched a \$38 million brand awareness campaign to build value. One MSO marketing executive confirmed this scenario—that HBO's efforts appear to indicate it is concentrating on keeping the subscribers it has, as opposed to spending that same money on more new acquisition efforts.

John Adduci, director of marketing for Adelphia, said the company is renegotiating its HBO contract, since it has moved from 250,000 to 1 million subscribers in a short period of time. Adduci said Adelphia hopes to have Son of SIP included. With the free addition subscriber setup, "it gives us an

incentive" to continue to try and add subscribers, he said. "The problem with SIP is that it kind of sets a precedent," he said. "We'd like to see it on an ongoing basis." The rate change with SIP, he said, seemed to indicate HBO's hope was just to maintain market share. Indeed, HBO has stated that is part of its thinking (to maintain share) behind its branding campaign.

Patrick Mellon, vice president of programming for Telecable, interprets HBO's strategy as first, "maintaining market

share"; second, "increasing the margin on its existing share," and third, "growing the category." The general terms being discussed, said Mellon, indicate HBO remains concerned that operators make strong commitments to market pay, at a time when many are concentrating on basic.

Telecable is not participating in Son of SIP, said Mellon, because those elements are covered in its existing contract, where SIP's intent is there: "to incite us to still make money off of pay." —MS

NCWW pans new TV season

National Commission on Working Women says new shows have gone 'from mediocre to awful' in their portrayal of women

The new television season was given failing grades by the National Commission on Working Women of Wider Opportunities for Women (NCWW/WOW) report "Two Steps Back," released at its Broadcast Awards luncheon last Wednesday, Nov. 8.

The report, which analyzes 26 shows premiering this season, was prepared by media director Sally Steenland, who described the characterization of females in the new shows as "going from mediocre to awful."

Luncheon host Linda Lavin, former star of the situation comedy *Alice*, said none of the shows represent a step forward for women. Lavin also said this year marks a return to "old stereotypes and unbelievable characters."

The report's profile of female characters on new programs says that TV females are younger than real-life women: Eight out of 10 are under the age of 40, while in reality, only six out of 10 are that young. The report also says that while three out of four of TV's adult women are single, less than half of real-life women are unmarried. Women are also better off financially on TV than they are in real life.

Shows that "strain viewer credibility" include CBS's *Major Dad* and *People Next Door* (which has since been canceled) and ABC's just-canceled *Chicken Soup*. The last, the report says, "resorts to flat stereotypes and unbelievable characters."

Shows that relay on "smarmy sex" include Fox's *Open House*, ABC's *Doogie Howser, M.D.*, and *Living Dolls* and NBC's *Baywatch*. The report describes *Doogie Howser* as a program "obsessed with the sexuality of teenage boys" and goes on to list several episodes where sex is the main topic. As for *Baywatch*, the report says that "when in doubt about viewers' tastes, Hol-

lywood often turns to scantily clad females for easy appeal."

The report says that *Living Dolls*, a show about four young women models, portrays women as only paying attention to their hair, thin figures and boyfriends. One model becomes upset about a pimple and even wears a veil to hide it. This, the report says, is sending a strong anti-eating message at a time when the number of girls suffering from eating disorders is growing.

The new season also does not break any new ground with regards to race relations. The report says that in this season, as in the past, minority characters appear on all-minority shows and that most are black.

The only shows that received favorable marks from the report were ABC's *Life Goes On* and Fox's *Alien Nation*. *Life Goes On* is about a family featuring an actor with Down Syndrome. The report says that the family dynamics are "credible." *Alien Na-*

Money matters

Public television stations continued during the fiscal year ending June 30 to be the major source of funding for PBS-distributed programming, increasing their input to \$72.1 million, a 15.4% increase over FY 1988. But corporate and corporate foundation support rose 128.2%, as that category came in a close second to the stations, contributing a record \$69.8 million (6.4% more than last year). The number of million-dollar corporate funders also hit a record 20 (three more than in 1988). Congress, through its appropriation to the Corporation for Public Broadcasting, increased its support by 30.6% to \$39.7 million. And support from federal and state agencies rose by 37.3%, reaching \$21 million. Producer support remained steady at \$30.8 million.

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tion, which is about life in 1995 after aliens from another planet have been assimilated into society, the report says that the show is "in many ways an allegory about racism."

As for women behind the camera, the report says that of the 26 shows studied, only 27 of the 145 producers were women and that 10 of the shows had no women producers at all. Women are also twice as likely to work as producers on comedies than dramas. The numbers have not changed much in the last two years and the report says that women are still far from entering the industry in meaningful numbers. This season's shows, according to the report, are not a reliable barometer of the country's mood.

As for the NCWW winners, they are:

■ Public affairs/documentary for TV and radio—*Winning Women*, WXIA(TV) Atlanta and *Horizons: The 9 to 5 Danger Zone—Occupational Hazards*, National Public Radio.

■ Entertainment, television: *China Beach*, ABC.

■ Spot features: *Displaced Homemakers*, ABC's *World News Tonight with Peter Jennings*.

■ News features, television: *Women Under Fire*, Oregon Public Broadcasting.

■ News features, radio: *Vocational Training Programs for Women in Prison*, NPR.

■ News series, television: *Nurses: Crisis in Care*, KTVU(TV) Oakland, Calif.

■ News series, radio: *Repetitive Motion Syndrome—Two Case Studies*, NPR.

■ Editorial, TV: *KOMO Editorial: Women's Pay*, KOMO-TV Seattle. —JF

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Anti-smoking group critical of 'Bill of Rights' TV spots from Philip Morris

Action on Smoking and Health says
ad by cigarette company constitutes
cigarette ad, and thus illegal

Philip Morris Companies Inc. may have thought it was doing a public-spirited thing in supporting the National Archives' commemoration of the 200th anniversary of the Bill of Rights. It has launched a national corporate advertising campaign, in print and television ads, in the hope, a press release says, of encouraging "Americans to consider the importance of the Bill of Rights as one of the foundations of American democracy."

Two 60-second spots, produced by Ogilvy and Mather and airing on affiliates of the three major networks, are designed to promote feelings of patriotism. They contain the words of famous Americans reflecting their views of the country's basic freedoms, and of children reciting the Pledge of Allegiance, all against a backdrop of a montage of pictures of the Capitol Rotunda, of children in a classroom, of a stack of newspapers, and of the Constitution and the Bill of Rights. Each spot closes with a signature of the Philip Morris Companies Inc. and an invitation to call a toll-free number for "a free copy of the Bill of Rights."

To John F. Banzhaf III, executive director of Action on Smoking and Health, the ads serve a function other than public service. He sees them as advertisements of Philip Morris cigarette products and, therefore, a violation of the law Congress passed in 1970 to ban cigarette commercials from radio and television. And he faxed a warning to that effect to all network affiliates.

Banzhaf said that one court—he cited a Connecticut state court in 1960—has ruled that even a greeting card containing a standard message and the sender's name and address constituted "advertising." And he noted that the Federal Trade Commission, in a recent ruling involving the R. J. Reynolds Tobacco Co., has held that a message run in a magazine could be regulated even as commercial advertising even if no brand was mentioned, if the message is "motivated by a desire to sell a product."

His warning also quotes a federal statute dealing with noncommercial broadcasting as defining advertising broadly. It includes "any message" which is "broadcast or otherwise transmitted in exchange for any remuneration, and which is intended to promote any service, facility or product...or to express the views of any person with respect to any matter of public importance or interest."

ASH says in its press release it is concerned that failure to challenge the Philip Morris commercials "could open the door

to even more blatant attempts to circumvent the law against cigarette commercials." "If they can pay homage to the Bill of Rights, why not commercials commemorating the role tobacco played in the development of the South?" Banzhaf asks.

To Philip Morris, the ads violate no law. The ads, said Guy L. Smith IV, vice president of corporate affairs, in a piece on the ads that was aired on CNN two weeks ago, "have nothing to do with cigarettes. There are no cigarettes in [them]. It's all about the Bill of Rights and freedoms we enjoy in this country. That's all it's about."

Actually, the ads are about something more. Smith, in the press release announcing the campaign to celebrate the bicentennial of the Bill of Rights, indicated the company, which describes itself as "the world's largest consumer packaged goods company," is anxious to bolster its name recognition as something other than a cigarette concern. "With the addition of General Foods and Kraft to the Philip Morris family," he says in the release, "our products are now present in most sections of every supermarket and convenience store and in virtually every American home."

Prime Network rebutts sports siphoning claims

The preliminary jockeying leading up to this week's sports siphoning hearing in the Senate began last week, with Prime Network releasing a study it said showed the public has benefited from regional sports services by giving them more games, and not just the same games that were on broadcast television.

Prime offered the results of the study at a press conference in Denver that included Tele-Communications Inc. President and Chief Executive Officer John Malone. Ed Frazier, president and chief executive officer of Prime, said a survey within the markets Prime operates (Florida, Dallas, Houston, Los Angeles and the Rocky Mountain region, totalling 9.2 million subscribers) shows that sports coverage by broadcasters has increased 16% annually since Prime's regional sports networks arrived on the scene. Overall, the amount of sports on television is up 59%, as Prime's networks have added 17,000 hours of sports programming. "Clearly we are not diminishing



Malone and Frazier

coverage by broadcasters," he said.

What regional cable sports networks have done is provide more coverage to "alternative" sports, he said, and, in the process, given those teams and participants, as well as their local communities, more money to exist. Frazier said 64% of Prime's sports events are "alternative," such as soccer, boxing, auto racing, tennis and women's collegiate sports, while only 43% of the broadcast coverage is of alternative sports.

He also said Prime will pay more than \$32 million in college and professional rights fees next year, which he said would have a direct and indirect effect on local economies of over \$64 million.

Broadcasters, especially the independents, have been quite vocal in claiming cable is siphoning sports from broadcasting, which will be the subject of a hearing tomorrow before the Senate Antitrust Subcommittee, chaired by Howard Metzenbaum (D-Ohio). But Frazier disputed the siphoning argument. "There is no factual basis to it," he said. "That's pure political rhetoric."

Malone said "the emergence of regional sports networks has put pressure on entrenched businesses to compete," referring to broadcasters, but that in the end the public benefits. Broadcasters may have "to pay a little bit more" for rights since cable has arrived on the scene, he said, and that's at the heart of their complaints before Congress.

"Cable is about diversity," he said, and sports programming is very popular. In Chicago, TCI recently offered subscribers the opportunity to delete SportsChannel Chicago from their basic service package and save \$1 (see "Cablecastings," page 99). Only 1% of subscribers have opted to delete the sports service.

TCI's Bob Thomson said it was too early to tell whether TCI would extend its \$1 price reduction for sports deletion in Chicago to other TCI markets.

Malone said regional sports have helped smaller franchises or sports to gain wider distribution. He said if Denver ever receives a Major League Baseball team, "the only way to compete economically is to have a strong, in place, regional distribution system. Otherwise the market is just not large enough to compete." —MS

TIA panelists say fiber, HDTV on nonintersecting path

During seminar in Washington, panelists fail to see nexus between two technologies of 1990's

The Telecommunications Industry Association sponsored a seminar in Washington last week to explore the "synergies" between "fiber to the home" and high-definition television, but, judging from the seminar's speakers, few, if any, exist.

Most agreed that fiber to the home, FTTH as it is referred to in a growing

number of research papers on the subject, and HDTV are on the way, but that they are on parallel tracks and not particularly dependent on each other.

"I think that's right," said former FCC Mass Media Bureau Chief Lex Felker, who sat on the opening "overview" panel. The advent of HDTV does not depend on the advent of FTTH, he said. Broadcasting and cable can employ advanced transmission standards that offer a "significant improvement" over today's NTSC standard, he said.

John Abel, executive VP, operations, the National Association of Broadcasters, said television stations are preparing to broadcast HDTV signals sometime in the 1990's without regard to FTTH. Broadcasters feel they need to offer HDTV to remain competitive with cable and home video and to maintain their position as the leading supplier of video to the home.

(The FCC, with the help of an industry advisory group, is trying to develop an HDTV transmission system that the FCC can adopt as a national standard sometime in 1992 or 1993.)

"HDTV is not a key driver for fiber to the home," said Paul Schumate, division manager, optical networks research division, Bellcore, the research and development arm of the seven regional Bell operating companies.

Fiber to the home is coming not because of HDTV or other video services, Schumate said, but because fiber's costs are decreasing while its capabilities and inherent effi-

ciencies are increasing. By the mid-1990's, he said, fiber to the home will "prove in"—that is, it will prove a cost-effective substitute for copper. And by the end of the decade, he said, it will "prove in" for the delivery of video and other broadband services.

According to Schumate's FTTH analysis, copies of which were distributed at the seminar, once FTTH hits the "prove in" point, telephone companies will install it at an accelerated pace as part of their "normal" \$20-billion-a-year upgrading of their networks. By 2010, the analysis says, the more "aggressive" telcos will have installed fiber loops to the home. By 2025, it says, all North American telcos will have made the switch.

Although there is little demand today for broadband fiber services in the home, he said, it will surely exist by the late 1990's. Between now and then, he said, the growth of fiber networks will be fueled by businesses whose broadband telecommunication needs are increasing rapidly.

Representatives of the cable industry argued that FTTH is not needed to supply HDTV or, for that matter, any video services. Cable systems, incorporating fiber links, or "fiber backbones," in trunk and feeder lines, but not in the final drops to the home, will be able to meet all present and future video demands of consumers, they argued.

"Why take [fiber] into the home," said Wendell Bailey, VP, science and technol-

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ogy, National Cable Television Association. "There is nothing in the home [the consumer] wants to connect it to," he said, pointing out that all today's RF analog-based consumer electronics are incompatible with the planned digital fiber systems.

The fiber backbones in cable systems improve signal quality, system reliability and increased channel capacity, said Bailey. Within a few years, upgrading or rebuilding cable systems with backbones will be a "no brainer" and will enhance systems' ability to deliver HDTV, he said.

Craig Tanner of the Cable Labs agreed. Fiber backbones will become "quite prevalent" and will position cable systems "quite well to deliver any kind of HDTV system," he said.

One who sees a connection between HDTV and FTTH is Roy Stewart, chief of the FCC Mass Media Bureau. "While I don't expect direct-to-home fiber to be significant when HDTV broadcasting is initiated, the existence of an over-the-air HDTV standard could very well be the key to the economic viability of going the last mile to bring fiber directly into the home," he said during a luncheon speech.

"Once HDTV is available, fiber will have its chance to compete to become the medium of choice," Stewart said. "There are significant economies obtained by using the airwaves, but there also appear to be offsetting advantages for fiber, especially if it is brought to the home to provide other services," he said. —HAJ

Changing Hands

WZDX(TV) Huntsville, Ala. □ Sold by Community Service Broadcasting, debtor in possession, to Huntsville Television Acquisition Corp. for \$6.1 million. **Seller** is owned by bankrupt group owner Media Central, headed by Morton Kent, and is licensee of KBSI(TV) Cape Girardeau and KZKC(TV) Kansas City, both Missouri, WOAC(TV) Canton, Ohio, and WKCH-TV Knoxville, Tenn. **Buyer** is headed by Milton Grant, who has interest in KLRT-TV Little Rock, Ark. WZDX is independent on ch. 54 with 2,223 kw visual, 222 kw aural and antenna 1,692 feet above average terrain.

WVNN(AM) Pompano Beach, Fla. □ Sold by Joe Nuckols to Winners Information Network-Miami Inc. for \$3.5 million. **Seller** is headed by Joseph Nuckols. **Buyer** is headed by N. John Douglas, Richard Tambone, Nuckols and Frederick Brown. John Douglas and David Cheroniak are officers and directors of Douglas Broadcasting Inc., licensee of KEST(AM) San Francisco, KMAX(FM) Arcadia and KHTN(FM) Placerville, all California. WVNN is fulltimer on 980 khz with 5 kw day and 1 kw night.

KwKL(FM) Arkansas City, Kan. □ Sold by Kelsey Broadcasting Corp. to Harris Broadcasting System Inc. for \$2.3 million. **Seller** is headed by Jon Peterson and Mike Levine and is licensee of KCHX(FM) Midland, Tex., and WWGS(AM)-WSGY(FM) Tifton, Ga. **Buyer** is headed by Michael A. Ball and has no other broadcast interests. KwKL is on 106.5 mhz with 100 kw and antenna 465 feet above average terrain.

KZKX(FM) Lincoln, Neb. □ Sold by MusicRadio of Nebraska Inc. to Sherman Broadcasting Corp. for \$1,845,000 ("In Brief," Nov. 6). **Seller** is headed by Don Cavaleri and Steve Kingston, who are also principals of WXIT(AM)-WLZT(FM) Charleston, W.Va. **Buyer** is headed by Bob Sherman and also owns KKRD(FM) Wichita, Kan. Kzxx is on 98.9 mhz with 100 kw and antenna 610 feet above average terrain. **Broker: Media Venture Partners.**

WCGL(AM) Jacksonville, Fla. □ Sold by Antelope Broadcasting Inc. to JBD Communications Inc. for \$510,000. **Seller** is headed by Robert Bell and also owns WCLY(AM) Raleigh,

N.C., and has applications pending for acquisitions of WXZI(AM) Montgomery, Ala., and WPJM(AM) Greer, S.C., pending at commission. **Buyer** is newly formed minority group headed by Deborah Maiden and Barbara Battle, and has no other broadcast interests. WCGL is on daytimer on 1360 khz with 5 kw.

WRPX(AM) Hudson, Wis. □ Sold by Borgen Broadcasting Corp. to TCCMB Inc. for \$300,000. **Seller** is headed by Gregory Borgen and has no other broadcast interests. **Buyer** is headed by Paul Sullivan and has no other broadcast interests. WRPX is on fulltimer on 740 khz with 1 kw day and 8 watts at night.

KOOS(AM) Laredo Tex. □ Seeks assignment of license from Corrie Corp. to Miguel A. Villarreal Jr. for \$250,000. **Seller** is headed by Corrie Smith and has no other broadcast interests. **Buyer** has no other broadcast interests. KOOS is daytimer on 1490 khz with 10 kw.

For other proposed and approved sales see "For the Record," page 100.

Dotted line

Centel Corp. announced that Centel Cable TV Co. has completed the sale of its Cable TV operations in Kentucky to Simmons Communications. Centel estimates the value of the transaction at more than \$100 million. Centel previously announced the sales of its cable properties in central Florida to American Television & Communications Corp.; its Illinois operations to Jones Intercable Inc.; its Michigan properties to C-TEC Corp., and its Ohio properties to Warner Communications (BROADCASTING, March 27). Centel said the sale of all the systems, totaling 575,000 subscribers, is worth more than \$1.4 billion.

International barter banter

London conference debates pros, cons of ad-supported television

Advertiser-supported TV, a billion-dollar business in the U.S., is still encountering resistance from Europeans, in particular the British, who fear advertiser funding of programs will bring about advertiser dominance of the medium, according to speakers at a Nov. 2 barter syndication conference in London.

Despite that barrier, continuing signs of growth in European barter came during the conference with news that one barter consortium expects deals totalling more than \$75 million in European airtime during 1990.

EC Television, a subsidiary of game show supplier Fremantle International and Interpublic Group (already active in distributing *Wheel of Fortune* and *Jeopardy!* in Europe on a cash and barter basis), said it expects barter deals to double to more than \$150 million in 1991. The group has agreements for more than 4,000 hours of programs, mainly game shows, making it the largest supplier of original TV programming in the region.

Game show *Wheel of Fortune* is already part of one of Europe's first barter arrangements, involving France's leading commercial broadcaster TFI. A TFI representative in the audience explained the key is the success of the program in question. "We wanted the best game show in the world. If we can get it on a cash basis, fine, if we can get it from barter, that's OK too."

Supporters of more barter in Europe argue that with the ongoing expansion in commercial airtime on existing outlets and through new terrestrial, cable and satellite channels in the region, European television will demand ever larger volumes of programming, but may not be able to fund it through existing advertising or license fee arrangements.

The problem may be particularly keen for new channels that are likely to have cash problems, argued barter proponents. According to Jim Lowenda, sales director for Rupert Murdoch's UK-based satellite service Sky Television, "Sky has been approached by barter offers. I want to sell as much airtime as possible, but we need programming."

Added conference organizer Paul Styles, director of IPPA: "One of the key elements that unites people in British television is a great concern about whether enough financing can be found to continue to make the kinds of quality TV we've been making. The days of 100% financing are fast coming to an end."

But one British TV veteran speaking against barter in an opening debate was



Channel Four's Michael Grade

Michael Grade, chief executive of Britain's Channel Four. While Grade said he had no objections to advertiser-supported channels that commission or purchase programs and sell commercial space separately, he did

have problems with advertiser-supported programs.

"Forms of new funding must never compromise editorial quality of programs," said Grade, who explained his biggest fear is that "programs will become vehicles for [commercial] messages. If shows are made through prior approval of an advertiser, this is an insidious thing...Who is the gatekeeper?"

Grade also charged barter would "inhibit programs of risky or experimental type," and increase pressure to fit programs to market needs.

Explaining disinterest in barter by large commercial broadcasters, David Elstein, director of programs, Thames Television, said: "We already have a very strong group of advertiser-supported channels—ITV [UK], TFI [France], Berlusconi's networks in Italy and so on. These channels buy or make the programs in their schedule and sell their own airtime. As long as European broadcasters can sell their own airtime cost

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effectively, and buy whatever output they do not make themselves from pure program suppliers, there is no incentive to exchange airtime for programs."

Elstein, however, suggested two forms of advertiser-supported TV he believes may develop in Europe: sponsorship, in which the sponsor buys an association with the program in the form of on-screen accreditation or "billboard"; and program placement, in which the advertiser funds production in exchange for distribution rights, which can then be bartered territory by territory.

He also sees the possibility of unwired networks, where sales agencies assemble packages of regional airtime to offer to national advertisers, focusing on daypart packaging, rather than specific programs.

During the conference, American TV executives tried to persuade Grade and those who share his beliefs that barter is a boost to program production and diversity.

Tribune Broadcasting President and Chief Executive Officer Jim Dowdle explained: "We [broadcasters] control what goes on the air. Barter provides programs we never would have had access to. It provides viewers with choice and advertisers

with an alternative to network national audience. It provides first-run programming. We couldn't experiment with new forms until barter."

Len Watson, vice president and programming manager at Leo Burnett, supported this view, claiming a broadcaster can use barter to offset program costs. "You save money in one area and apply it to other areas," said Watson, "not that anyone here is recommending you embrace the barter concept for 100% of your programming. It is part of the mix. It can help you make some money to support less profitable ideas and concepts."

Added Tim Duncan, executive director of ASTA: "Barter is a means of transferring risk from the broadcaster to the producer [or syndicator] when the value of commercial time is uncertain."

Both Duncan and All American Television's George Back, current president of ASTA, also laid out barter's role in the U.S. TV system, underscoring that even the central relationship among the three commercial networks and their affiliated stations is itself a form of barter, in that affiliates receive 12 to 14 hours of programming a day from the network, and in return give up a portion of their advertis-

ing time.

The growth of barter syndication in the U.S., they explained, came about because many newer independent stations needed first-run and rerun programming, but were strapped for cash, while advertisers were looking for alternative ways of reaching a national audience.

But some delegates apparently remained skeptical. Said one: "I've listened to all you've said and I still don't believe it."

Admitted IPPA's Styles: "The system of advertiser-supported TV is mysterious [to the Europeans]. This was the first time it was explained in detail. If it works is another question. Europe is a multi-language, multi-regional market, and European advertisers still see Europe as a series of separate countries."

ASTA's Duncan observed: "Perhaps we opened some people's minds a bit to the notion that advertiser-supported TV will not, a priori, lead to advertiser intrusion into program content and wall-to-wall spots. Today's conference provided useful dialog. ASTA learned about prevailing European attitudes; maybe the atmosphere is changing. Europe is involved in a great deal of change. We [Americans] may well offer a useful model." **-AAG**

Setting the stage for European barter

Roundtable of experts run down prospects for new business

Barter syndication may be a billion-dollar business in the U.S., but in Europe, where the expansion of commercial television has excited long-constricted advertisers, the barter business still raises more questions than dollars.

To explore barter's potential growth in Europe, BROADCASTING spoke with organizers of a London conference on the subject (see page 93). The roundtable participants: Len Watson, vice president and programming manager of Chicago-based ad agency Leo Burnett; Tim Duncan, executive director of the New York-based Advertiser-Supported Television Association, and Paul Styles, director of the London-headquartered Independent Program Producers Association. Their views follow:

Why did your groups come together for this conference?

Styles: Because what we have discovered is that even though new technologies and new channels are minor players at the moment, a huge budget gap is evolving in what new television can afford and the expansion of hours.

The philosophical debate is about advertiser involvement directly in financing programs. The business debate is about how we're going to match that budget. We're talking about billions of dollars in the 1990's.

What we have to learn from our friends in America is what has worked in this economy of barter, what are the mechanisms and techniques. We will have to see in this rather polyglot environment how it will in some way or other form a coalition around barter and the preconditions of syndication.

Essentially the preconditions that existed in the U.S. syndication market in the 70's in the U.S. are going to start up here around 1991 in the UK and Europe. In a sense, this is a ground-breaking chance to really bring together independent producers who are going to be bridgehead to new program financing in the UK and Europe and our colleagues in America.

Duncan: We all believe that Europe is an expanding marketplace. There is tremendous interest on the part of multinational advertisers, who would very much like to find ways to increase the opportunities available to them. [But] the more I talk to people [in Europe], the more it's clear we have to get to many, many things that have to be clarified.

There is a difference in the way each side of the Atlantic uses these terms of barter advertising, sponsorship. What do you see those terms meaning in each market?

Watson: The terms barter and syndication seem to be used together all the time but can exist separately. Barter is strictly the economy of buying program time.

I am afraid there's a great deal of concern over here still about the term barter. People just have to know that it's not—"the next thing you know, you'll be writing our newscasts for us." [Also] there's a big difference between editorial and environmental concerns on behalf of the advertiser. We look at every show. We know very well where our commercials are going to run in our programming. That's an environmental concern because I have advertisers who have certain images. I have never heard of a situation in the States where an advertiser

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Discussing prospects for European barter are (clockwise, from left) IPPA's Styles, ASTA's Duncan and Leo Burnett's Watson, with BROADCASTING international editor Adam Glenn.

has called up to someone and said, look, you're changing that show.

[In the U.S.] there are at least three arms of syndication and they're entirely separate. One is the distribution. Syndication is simply getting the programs from one place into all of these stations. In the States now, they are distributed most often the same way a network is distributed, put on satellite, recorded by the station. It is scheduled, however, by the local program director, as opposed to being fed at the particular time by the network.

The second is the economy of syndication. There is an economy that exists within the syndication world based on the fact that there is money that comes from the advertisers directly to the syndicators, and they produce programs, and sometimes money comes from the stations and so on. So there is the economic base.

Finally, there is the political arm, and that's the one that's under the scrutiny. That is, "Wait a minute—if the money is coming from that person, they're going to want to control it." The American reaction to that is, why should we have the government controlling it with license fees? The opposite side of the coin is "we'd much rather have government giving us that money rather than advertisers out there telling us how we should produce a program."

Duncan: Syndication will have very little meaning [in Europe] in the way it is used in the U.S. Syndication means, exclusively in the U.S. market, first of all that you have a basic economic unit, the local TV station, which can sell its local time and whose local time has value, \$15 billion in value in national and spot.

You don't have that in Europe. You can't talk about syndication because the local station here has nothing of value to give up. In the U.S. they are giving up valuable time they could otherwise sell; they either give it

to the network, or they give it to [a syndicator]. It came to be called barter because the guy was giving up commercial time for cash. So the term syndication has no meaning in a European context. You either sell to TFI, for example, and cover all of France, or you don't.

Under what scenario may barter develop in the UK and Europe? What can the American model provide to a new, very different European model?

Styles: [Some in Britain would argue] we've had a fairly closed, regulated system in UK television and in most of north Europe. It's been funded by direct license fees for state broadcasting channels, or commercial TV on a spot basis. We don't have any history of direct advertiser involvement in programming, along the lines of barter. We have no effective syndication system anywhere in Europe.

If you have a stable environment in the UK and Europe, that's fine and dandy. But we're going to have a multichannel envi-

ronment. Europe is going to develop a whole series of secondary commercial systems that will come underneath the classic public service and spot commercial television stations. That's going to be a combination of the celestial systems, as well as new franchises developing in southern European countries, such as in Spain and Portugal, and in Great Britain and Ireland.

We see that we have a much higher percentage of viewers watching TV in Northern Europe than Southern Europe, so the growth in Northern Europe is limited. Therefore, there's going to have to be a scramble for those viewers across all the channels. That will have an impact on public broadcasters. The first indication of this has been the [program bidding] war between BSB and Murdoch's Sky TV, which is therefore squeezing out public service buyers for TV product. There'll be a scramble for good product [to schedule] across your channel to draw an audience.

We're in a situation where new channels are forming across Europe, with a great shortage of financing. These people have to compete in a vigorous environment where broadcasters funded by license fee or advertising are producing quality programming which the viewers want. So they [new channels] are going to be looking for finance partners in one form or another. The advertising industry in some formulation or another is a clear partner.

What you are more likely to see is some form of transnational operation where maybe one or two countries start working together. I can see linkups. France and Germany seem to be looking at minority language partners and some kind of cooperation. We are working with the French and the Scandinavians very successfully. Scan-sat has been a good example.

People will start playing around with a mini-syndication. It might be swaps arrangements where I commit to 20 hours on one of the new networks in Spain. It could be very small potatoes to start with until partnerships emerge of trust and confidence.

In Europe, there are new services, new channels, with a tremendous need for programming and not a lot of cash to pay for it. You suggest there is a funding mechanism needed. But if I'm an adver-

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tiser, I want to get on the established, big-audience national broadcasters. Will they be interested in barter? How will you get them interested?

Styles: I think they're going to be interested enough to learn. The experience in the States as far as I understand it is that advertisers place their advertising on a range of times and stations

What would you say multinational advertisers are most interested in getting out of the changes in the European TV market?

Watson: Advertisers want to reach the people that are watching programming and as a consequence, we're going to look at the programming because it puts the people in a particular frame of mind. For certain clients, I don't particularly want to run [an ad] after someone has just been murdered on the screen. Frankly, it's not a good place to be. I'm not going to try and change that show and get rid of the murder. I'm just going to say, I don't elect to be on that program. Now, for every one of us electing not to be on that program, I promise you there will be 10 others lined up to get that slot.

The point is, when I buy time in the UK, they're not exactly sure where that spot is going to run. They don't know. I don't think that's fair to me when a particular client has an image and it's an honest image.

Styles: There is a shortage of choice for the advertiser about where he can advertise. But the wider and fascinating Europe situation is it's the last great television market in the world that's underdeveloped, a huge potential advertising market. There is a common resonant culture. We've got problems about language, but you have to learn about these things.

We're going to see an era of experimentation that's going to start very, very soon. I guess in the next 2-3 years we'll see some experimentation. We're talking about a huge change.

Coming out of this conference, what is the message you'd like to bring to producers, broadcasters, advertisers and agencies to move this forward? What's your message?

Watson: If we get anything out of it, from my point of view, we'll find out how everybody feels.

Duncan: We don't have an agenda. If there's a message in our participation, it's our very strong belief that this is a very fecund time. There's tremendous change going on and that suggests tremendous op-

portunity. We can see some analogies, which may or may not be true, between our system and the European system. We're here purely to explore.

Styles: It's the first major clarification. I think we'll probably get an agenda after the conference. We have to raise this issue. It won't go away. □

Columbia TV executive joins CLT

Marla Ginsburg is named senior vice president for private European broadcaster-producer

Former Columbia Pictures TV development executive Marla Ginsburg has been named senior vice president of international co-productions and television development for European broadcaster-producer CLT of Luxembourg.

CLT, a private broadcaster with extensive interests in TV, radio and program production across Europe, has recently been looking closely at the U.S. market and is said to be in discussions about broad-ranging production and distribution arrangements with Saban Entertainment of Los Angeles ("Closed Circuit," Oct. 23).

CLT's current interests include TV outlets in Luxembourg, France, Belgium, Germany and the Netherlands, a share in the Astra direct broadcast satellite, and holdings in program companies Hamster Productions and Pandora, both in Paris.

Ginsburg, who began work three months ago in Paris on development plans for CLT and will report to Jean Chalopin, head of CLT's production subsidiary CND, told BROADCASTING she is currently working on development deals, including two or three comedy series, a number of action-adventure hours, a couple of TV movies and a mini-series.

The executive, who was senior vice president of comedy development at Columbia during the studio's development of network shows *The Famous Teddy Z*, *Free Spirit*, *Living Dolls*, *Sisters* and other comedy projects, said her mandate for CLT was to help develop production for and by Europe and to find co-production opportunities within the U.S.

"My mission is to find creative assets,"

said Ginsburg, whether it is expanding broadcasting interests, developing co-production deals or creating a consortium of writer-producers.

Ginsburg said she expects a close working relationship with the broadcast companies of CLT, although she said she can bring projects to other broadcasters. She also said she hopes to foster a loose vertical integration between CLT's diverse businesses, which include production facilities and distribution companies, as well as producers and broadcasters.

CLT has been active in the co-production area, recently with DL Taffner in the production of a series of *The Saint* TV movies. Ginsburg said such efforts would continue on a project-by-project basis.

Previously, Ginsburg had served two years as vice president of creative affairs for New World Television and was involved in the launch of *The Wonder Years*, *Sledge Hammer!* and *The Robert Guillaume Show*. □

Distant Signals

Europe's 50 largest media firms

generated media revenue of more than \$31.4 billion in 1988 and accounted for about 40% of the region's advertising expenditures, according to a new annual guide to the region's media companies published by **Saatchi & Saatchi**. The report found at least 60% of the top 50 companies hold interests in at least two major media forms, and one-third have operations in at least two European countries outside their domestic market. Fifteen of the companies have a major interest in at least one other corporation ranked in the top 50. Among other findings were that British media firms represented the largest single group, with 16 companies among the top 50 European media owners, accounting for 30% of total media revenue. Ten German media companies, including Europe's largest—Bertelsmann—represented 23% of total revenue.

The report's rankings list company sources of revenue by activity and geographic location, corporate strategies, major acquisitions, a summary of ownership and executive control, corporate structure of media holdings and descriptions of media properties by medium and by market. The volume is available from the company's London office for about \$440.



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AM's hold their own in major markets

BROADCASTING's final installment of its ongoing series on AM radio—previous segments ran July 3, Aug. 14, 21 and 28, Oct. 9 and Nov. 6—looks at some of the top-market AM's continually dominating their markets.

In the ongoing discussions of how to "save" the AM band, often overlooked is the fact that many major market AM's don't need resuscitation. They are doing just fine. In rating book after rating book they deliver the audience and the revenue, in spite of the continued erosion of listening and revenue shares that plague the rest of the band.

Common among the executives programming and managing the top-ranked AM stations is a long-term commitment to each station, to community service, to format innovation and, most importantly, to the listener.

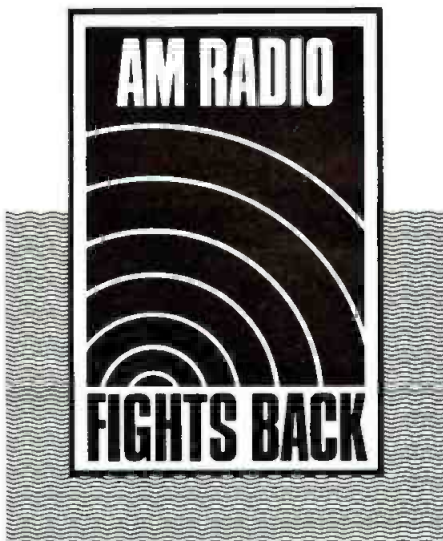
Additionally, as said Dan Fabian, vice president and general manager, Tribune Broadcasting's WGN(AM) Chicago, it isn't an AM-FM issue. "I think there is a thing called radio, and when you get right down to it, that is what matters most," he said. And if you look at it that way, Fabian added, it boils down to six elements: "attitude, planning, execution, work, customer orientation, and luck."

The AM executives contacted last week by BROADCASTING shared a positive attitude. Said Jeffrey Beauchamp, station manager and program director, Hearst Corp.'s WBAL(AM) Baltimore: "Programming and managing an AM station today is probably one of the toughest things you can do, but it is also fun. It is not easy, and I don't mean to say that if you throw big dollars at something it will work, but there are still great AM stations in all the top-25 markets."

Added Warren Maurer, vice president, AM stations, Group W, and vice president and general manager, WINS(AM) New York: "A lot of people are very happy to be working in AM radio, and I am one of them. At this radio station we don't feel we are in a second-class medium but rather just the opposite."

Much of the positive attitude about AM can be found in the investments that are still being made in the band. Last year, for example, CBS bought WWJ(AM)-WJOL(FM) Detroit for \$58 million (BROADCASTING, Dec. 12, 1988), Group W bought WMAQ(AM) Chicago for \$13 million (BROADCASTING, Feb. 8, 1988), and Command Communications paid a record \$50 million for KRLD(AM) Dallas.

But once a company has made a commitment to the station, planning becomes crucial. Jim Arcara, president, Capital Cities/ABC Radio, is committed to "build-



ing AM stations" wherever ABC has major facilities. "Where you have strong morning personalities, or talk/news, or news or talk, you can be a major factor in any market," he said. "And then there are the niche formats where I think you can run a profitable business—Music of Your Life, Country, or Big Band."

Arcara admits that the investment in AM's are substantial, but, when done successfully, they are profitable stations, although profit margins are lower than they are for music-driven FM's.

Anna Mae Sokusky, vice president, CBS-owned AM stations, sees AM stations as

economically very stable. "Across the board, [AM] stations have steady progression in their economic base. You don't see the types of swings that you might see with certain kinds of music formats. What you see is a steady growth—sort of a recognition of who and what we are—a steady growth keeping up with the marketplace," she said.

Said Group W's Maurer: "WINS lost money for seven years, but we were committed to doing what we felt was right." He added: "Adult-based formats take years to build, but once you get them up and running they fulfill a real listener need." WINS will not be making any real dramatic changes in the coming years, according to Maurer—just a constant refinement of the news product they provide in response to listener demands. WINS has the largest cume of all stations in the country, according to Arbitron's summer ratings book. "As long as we continue to respond to listener needs," said Maurer, "I think we will have a solid franchise for as long as we want to continue to stay in business. I think that is true for other AM stations as well. Where you start to get in trouble, I think, is when you try to change what you are and try to be something that you can't be."

Beauchamp can further that with the example of the changes at WBAL. The station was previously programmed as a full-service MOR station. "As AM listening shares declined, we took a look at our strengths and decided to eliminate the weaknesses," he said. As FM penetration of the Baltimore market increased, Beauchamp said station

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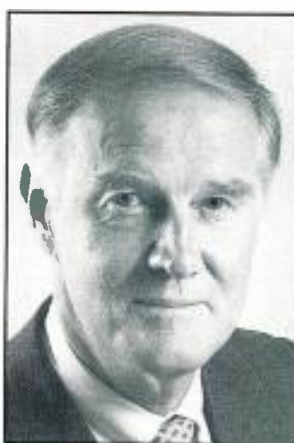
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Jim Arcara



Anna Mae Sokusky



Warren Maurer

management realized that music was not the station's strong suit. The variety and better fidelity of the FM music formats made it obvious to WBAL that its strength lay in enhancing its news and information image. "We decided to make the transition evolutionary—not revolutionary," he said. "We still had a solid audience base, and our goal was to get the second-generation listener to come to WBAL."

Winning over the second-generation listener is still a large part of WBAL's goal. Said Beauchamp: "That is what I think all AM stations have to do. To survive, you need to cultivate the station for the next generation. You have to give them reasons to come to your radio station."

Arcara is proud of the correlation between the involvement in the community of ABC stations such as KABC(AM) Los Angeles, WBAP(AM) Fort Worth or WJR(AM) Detroit, and their leadership roles in their respective markets. "Those stations have large staffs, and on a promotional and community service basis are involved in the day-to-day activities of the community—they take leadership and co-sponsor roles," he said.

Sokusky views the success of CBS stations such as KMOX(AM) St. Louis, KCBS(AM) San Francisco and WBBM(AM) Chicago, as stemming from a basic tenet: "We have stations with a commitment to what they are doing, and that may be the underlying answer to why the stations survive in spite of the onslaught of competitors," she said. "The commitment lies in the area of public service and information, whether it's an all-news format, a full-service format, the sports intensity—which is very tied to the community—the commitment [is] to community presence and the needs of the listening audience. I think this is the underpinning of this station group."

Sokusky believes that sports programming is very important for AM's. She sees it "meshing well" in terms of the community visibility of the station, and it fits the news and information format because it is considered "information and vital."

Beauchamp sees sports programming as an opportunity to promote the station. "Baseball won't make a bad station a good station," he said, "but it will make a good station better. Baseball is the only true 12-plus programming you can put on the air." When WBAL carries an Orioles game, he added, it is giving FM listeners a reason to listen to AM. "And we reserve a good part

of our inventory during a game to sell ourselves," he said. "We make a good effort to recycle our listeners into other dayparts. We try to hook them to come back to us."

WGN's success stems from its depth, according to Fabian. "Our station is very deep, we have at least 58 people on the air every week," he said. "That allows us pockets of expertise in virtually anything that is likely to arise and it lets us be hot-button reactive." For WGN, it doesn't have

to be nationally important, but must have local significance. "Say on a bad weather day, we are an all-weather station," said Fabian, "or an all-traffic station, or an all-sports station, or an all-whatever-is-going-on station—we have the depth to do it."

Be it news, talk, music or sports, for all these operators, it is the product that matters. "Give them a reason to come to you," said Beauchamp. "I don't care what technological changes are advanced, unless the product is unusual, first-class, done well and offers something to somebody, the technology is not going to help the band," he said. "Added technology will make the band stronger, but it will not turn small-time operators, who refuse to invest in the product, into big players."

Maurer agrees: "The underlying key to success is to program to your listeners and to make your station important and relevant to them—regardless of your format or band."

Said Fabian: "What matters is what you have on the air—period. If you keep your head screwed on straight, if you choose not to roll over and play dead just because someone tells you to, if you believe in what you are doing and do it as well as you know how, then you will be fine." —LC



Back on track

The way was cleared for continuation of Kahn Communications' patent infringement suit against General Motors Corp. when a Northern Illinois District Court dismissed Motorola's request for a ruling that Leonard Kahn's AM stereo patent is invalid. GM car radios contain the Motorola component, but Kahn has maintained that GM, not Motorola, has infringed his Patent 994. Motorola has promised to indemnify GM if the latter is found to be infringing the patent. Judge George Marovich declined to hear Motorola's case, saying a declaratory ruling freeing Motorola of infringement liability would "have no effect on the real controversy: whether Motorola's customers infringe that patent." The Southern District of New York had stayed the GM-Kahn proceedings pending Marovich's decision.

Oil business

In an interesting footnote to public radio's front-line coverage of the Exxon tanker spill in Alaska's Prince William Sound (BROADCASTING, April 24), the Alaska Public Radio Network has presented its first-ever Underwriter of the Year Award to another oil company, Chevron USA. Also honored with the network's top award for the outstanding contribution by an individual was former KCHU(AM) Valdez station manager David Hammock, who had expressed

fear after coverage of the Exxon spill had depleted the network's news budgets that public opinion would prevent his station from accepting funds from "the only deep pockets in town"—the oil companies. At the time, Exxon had offered to defray the network's costs of covering the spill, an offer APRN refused to avoid any perception of a conflict of interest. APRN's 11th annual banquet also was occasion to celebrate the 10th anniversary of *Alaska News Nightly*.

Payment due

Olympia Broadcasting Corp. did not make a semi-annual interest payment due Nov. 1, of about \$1.64 million on the company's outstanding issue of \$23.4 million of senior subordinated debentures due Nov. 1, 1996.

If the interest payment is not made by Dec. 1, an event of default would occur under the debenture indenture, which could, upon certain actions by the debenture trustee, or certain of the debenture holders, result in an acceleration of all amounts due under the debentures.

The company has been actively negotiating with its senior secured lenders and other financial institutions with the objective of providing additional working capital until completion of the company's planned broadcast station sales.

Expression of value

The Ford Foundation has committed \$50,000 to American Public Radio's weekly half-hour radio documentary series *Soundprint*, produced by WJHU-FM Baltimore. The grant, which will support new productions of *Soundprint*, as well as a multicultural programming initiative planned for this fall, said APR, was described by series executive producer William Siemering as "critical to the series and a significant expression of belief in its value. We are heartened that the Ford Foundation and APR have

recognized...the contributions *Soundprints* makes to reflecting America's pluralism."

Congressional guest

Polish Solidarity leader Lech Walesa will be heard over Polish radio when he addresses a joint session of the U.S. Congress on Nov. 15. Voice of America will carry his speech live and transmit it to AM stations in Poland via a medium-wave transmitter in Munich. Walesa will be the first non-head-of-state from Eastern Europe to address Congress.

Noncommercial Christmas

Comedian Jonathan Winters, late novelist Charles Dickens and Doc Watson have something in common. They will all be featured in National Public Radio Christmas programming. At 3 p.m. ET, Dec. 21, NPR will feed to stations Winters's one-man, one-hour reading of the Dickens classic, *A Christmas Carol*. And the following day at 8 p.m., NPR will feed a two-hour special, *Joyous Traditions: An Evening with Doc Watson and Friends*, featuring guitarist and four-time Grammy winner Watson.

Cablecastings

Sports drop

Tele-Communications Inc.'s offer to reduce the bills of cable subscribers in Chicago by \$1 by dropping SportsChannel Chicago (see page 90) is part of renewal negotiations between the regional sports service and all operators in the inner market.

Jim Corno, vice president and general manager of SportsChannel Chicago, said the \$1-off offer has been made to inner market systems, which represent about 1 million of the service's overall 1.6 million subscribers, but to date only TCI has offered it to its subscribers. Corno said the offer "is very positive to us" and also addresses the needs of operators and subscribers. He said that only 1% of TCI's 300,000 subscribers have opted to drop the service since being informed of the option last month, and attributed that to the service's popularity. Not only does it carry the NBA Bulls basketball and NHL Black Hawks hockey teams, but it has an extensive college and high school sports lineup, said Corno, which gives the service its strength.

The unbundling option does present new issues concerning changes in rate cards and advertising rates, especially if more than a few subscribers drop the service. Those other financial implications are likely being included in the contract negotiations now under way in Chicago.

Family facts

The Cable Television Administration and Marketing Society has released its 250-page family decision-making study, a preview of which was revealed at the annual conference in Chicago last August. The study of 1,261 current, former and never subscribers to cable delves into how families make the decision to connect and disconnect cable. The report also deals with levels of satisfaction among subscribers and the why's behind subscribing and dropping services, which will give marketers a base of knowledge

with which to plan marketing campaigns.

"This certainly is the single most effective nationwide marketing research developed by the industry to date," said David Van Valkenburg, president of Cablevision Industries and chairman of CTAM. The study, he said, "reveals how best to target the acquisition of new customers, and more importantly, to best retain the ones we already have."

CTAM President Margaret Durborow said the study shows the consumer's treatment of cable is different, and more fragile, than other products. The evidence in the study suggests cable "is not a utility; not a packaged goods product, and it is not a durable, although the annual costs could be similar," she said. "Cable purchases are unique, and this study delves into every aspect of the family process regarding the perception of cable and the decisions resulting from these perceptions."

The survey, done by Charlotte Rettinger Inc., was sponsored by 21 programmers and operators and is available from CTAM for \$6,000.

Break a leg

Bravo has announced a May 31, 1990, deadline for its Bravo for Books: National High School Theater Competition. Bravo asks high schools to send in videotapes of

stage productions from the 1989-90 school year. Three high schools will receive \$2,500 in grants, with portions of the productions shown on the cable network.

The competition is part of Bravo's national literacy campaign. First Lady Barbara Bush, comedian Robert Klein (pictured) and actor Tony Randall have taped PSA's for the competition.

Combined push

HBO is teaming with Century 21, Zenith and BASF in a new consumer promotion marrying cable, VCR's and real estate. Readers of Century's quarterly home guide publication and its bi-monthly magazine (525,000 combined circulation) are eligible for a \$10 rebate on new installations of HBO and Cinemax made between July 1 of this year and March 31, 1990. A toll-free number will appear in each ad to facilitate signups.

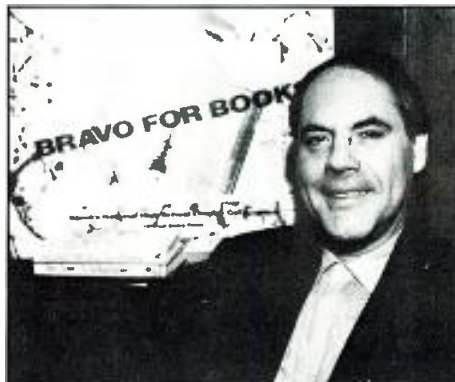
The Zenith tie-in gives consumers who purchase a Zenith TV or VCR between Oct. 15 and Dec. 31 of this year and who subscribe to HBO or Cinemax between Oct. 15 and Jan. 31, 1990, the chance to enter a sweepstakes competition, the grand prize being a cameo role in an original HBO movie and a \$30 rebate off an HBO or Cinemax subscription.

The BASF tie-in provides new HBO and Cinemax subscribers before Jan. 15 with a \$20 rebate for buying a specially priced multipack of BASF videotapes.

Radio action

Jerrold Communications has developed a block conversion device allowing cable operators to transmit Jerrold's Digital Cable Radio on the upper end of the cable band, as well as channels in the FM band, Jerrold said.

To date, Jerrold said its signings with cable systems call for carriage in the 72 to 130 mhz range. The new device allows operators who are filled in that mhz range to still provide DCR to subscribers. The device adds \$10 to the cost of the tuner, Jerrold said.



As compiled by BROADCASTING from Nov. 2 through Nov. 8 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

Applications

- WZDX(TV) Huntsville, AL (BALCT891013KM; ch. 54; 2,223 kw-V; ant. 1,692 ft.)—Seeks assignment of license from Community Service Broadcasting, debtor in possession, to Huntsville Television Acquisition Corp. for \$6,100,000. Seller is owned by bankrupt group owner Media Central and is headed by Morton Kent and is licensee of KBSI(TV) Cape Girardeau and KZKC(TV), both Missouri, WOAC(TV) Canton, OH, and WKCH-TV Knoxville, TN. Buyer is headed by Milton Grant, who holds 53.1583% interest in Grant Broadcasting Corp. of Little Rock, of which Grant is president and chairman of board. Grant Broadcasting of Little Rock holds 25% limited partnership interest in Little Rock Communications Associates, licensee of KLRT-TV Little Rock, AR. Filed Oct. 13.
- KKAM(AM)-KBOS(FM) Fresno (AM: BAL891016EC; 1340 khz; 1 kw; FM: BALH891016ED; 94.9 mhz; 16.4 kw; ant. 847 ft.) and KIST(AM) Santa Barbara and KMGQ-FM Goleta, all California (AM: BAL891016EE; 1340 khz; 1 kw-D, 117 w-N; FM: BALH891016EF; 106.3 mhz; 365 w; ant. 879 ft.)—Seeks assignment of license from Radio Fresno Inc. to Jayveco LP for \$11,750,000 ("Changing Hands," Oct. 30). Sale includes KIST(AM)-KMGQ(FM) Santa Barbara, CA. Seller is headed by Burke Kaplan, James E. Olerich and Alex Sheftell, and also owns KXPT(FM) Oxnard-Ventura, CA. Buyer is headed by Dwight Case, currently president and CEO of Networks America and co-owner of KAZN(AM) Los Angeles, CA. He previously was president of Transtar Radio Networks (now Unistar) and president of RKO radio station group. Filed Oct. 16.
- KRTH(AM) Los Angeles, CA (BAL891004EA; 930 khz; 5 kw-U)—Seeks assignment of license from Beasley Broadcast Group to Liberman Broadcasting Inc. for \$20,000,000 ("Changing Hands," Oct. 9). Seller is headed by George Beasley and is licensee of KRTH-FM Los Angeles; KAAY(AM) Little Rock, AR; WRXK(FM) Bonita Springs, WJHM(FM) Daytona Beach and WPOW(FM) Miami, all Florida; WMRO(AM)-WYSY-FM Aurora, IL; WYNG-FM Evansville, IN; WFAI(AM) Fayetteville, WBIG(AM)-WCKZ-FM Gastonia, WYED(TV) Goldsboro, WFTC(AM)-WRNS(FM) Kinston, WKML(FM) Lumberton and WJMH(FM) Reidsville, all North Carolina; WTEL(AM)-WXTU(FM) Philadelphia, PA, WLIT(AM)-WYAV(FM) Conway, SC, and KSSR(FM) Bastrop, TX. Buyer is headed by Jose and Leonard Liberman (father and son) and also owns KWIZ-AM-FM Santa Ana, CA. Filed Oct. 4.
- New TV Merced, CA (BAPCT891006KK; ch. 51; 15.85 kw-V; ant. 268 ft.)—Seeks assignment of license from Wade Axell to Sainte Limited for about \$13,000 to \$15,000. Seller is also licensee of KFAY(FM) Fort Bragg and CP for KJFA(FM) Grass Valley, both California. Buyer is headed by Chester Smith. Sainte Limited is licensee of KCSO(TV) Modesto, CA and KREN(TV) Reno, NV. In addition, Sainte has been assigned construction permit for television broadcast station KBCP Paradise, and LPTV station K22AV Westwood, both California. Filed Oct. 6.
- KBPI(FM) Denver, CO (BALH891017GJ; 105.9 mhz; 100 kw; ant. 900 ft.) and WKRL(FM) Clearwater FL (BALH891017GK; 97.9 mhz; 100 kw; ant. 649 ft.)—Seeks assignment of license from Rocky Mountain Radio Inc. to Great American Broadcasting for \$29,750,000 (\$20,000,000 for WKRL and \$9,750,000 for KPBI) ("Changing Hands," Oct. 9). Seller is subsidiary of Sandusky Radio. Sandusky is licensee of KDKB(FM) Mesa, AZ; KKYV(FM) San Diego, CA; KLSI(FM) Kansas City, MO; KEGL(FM) Fort Worth, TX; and KLSY-AM-FM Bellevue, WA, and is headed by Dudley A. White. Buyer is licensee of WBRC-TV Birmingham, AL; KTSP-TV Phoenix, AZ; KROY(FM) Sacramento, CA; WTSP-TV St. Petersburg, FL; WKLS-FM Atlanta, GA; WNDE(AM)-WFBQ(FM) Indianapolis, IN; WRIF(FM) Detroit, MI; WDAF-AM-TV and KYYS(FM) Kansas City, MO; WKRC-AM-TV and WKRQ(FM) Cincinnati and WTVN(AM)-WLWQ(FM) Columbus, both Ohio; KEX(AM)-KKRZ(FM) Portland, OR; WDVE(FM) Pittsburgh, PA; and WLZR-AM-FM Milwaukee, WI. Sandusky broadcast group is headed by Carl J. Wagner. Filed Oct. 17.
- WXPZ(FM) Milford, DE (BAPH890925GF; 101.3 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Milford Ltd. to Samson Communications Inc. for no financial consideration. With William T. Sammons Jr., 51% general partner, and Hall Reed Jr., being 49% limited partner, applicant now seeks to transfer CP to Samson Communications Inc., newly formed corporation, for purposes of final construction and operation. This application for transfer reduces interest of Sammons by 1% and increases interest of Reed by 1%, thereby creating negative control. Sammons retains his position as chief officer of applicant. Filed Sept. 25.
- WGNB(FM) Indian Rocks Beach, FL (BAPL891020EA; 1520 khz; 1 kw-D)—Seeks assignment of license from Moody Bible Institute of Chicago to Global Broadcasting Inc. for \$550,000. Moody Bible Institute of Chicago is licensee of following non-commercial educational broadcast stations: WMBI-AM-FM Chicago, IL; KMBI-AM-FM Spokane, WA; WDLN-AM-FM East Moline, IL; WMBW-FM Chattanooga, TN; WMBV-FM Dixon Mills, AL; WRMB-FM Boynton Beach and WDES-FM St. Petersburg, both Florida, and WCRF-FM Cleveland, OH. Buyer is headed by Ronald E. Crider, who holds 19% equity interest in Vail Aspen Broadcasting Ltd., licensee of KVMT(AM)-KSPN-FM Vail, CO. Filed Oct. 20.
- WCGL(AM) Jacksonville, FL (BAL891019EA; 1360 khz; 5 kw-D)—Seeks assignment of license from Antelope Broadcasting Inc. to JBD Communications Inc. for \$510,000. Seller is headed by Robert Bell and also owns WCLY(AM) Raleigh, NC, and has applications pending for acquisitions of WXZI(AM) Montgomery, AL, and WPJM(AM) Greer, SC, pending at commission. Buyer is headed by Deborah Maiden and Barbara Battle and has no other broadcast interests. Filed Oct. 19.
- WPGS(AM) Mims, FL (BAL891019EB; 840 khz; 0.25 kw-D)—Seeks assignment of license from Randy Henry to Arzuaga Broadcasting Group for \$95,000. Seller is also licensee of WPIO(FM) Titusville, FL. Buyer has interest in WREI-FM Quebradillas, PR. Filed Oct. 19.
- WWNN(AM) Pompano Beach, FL (BAL891013EC; 980 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Joe Nuckols to Winners Information Network-Miami Inc. for \$3,500,000. Seller is headed by Joseph Nuckols. Buyer is headed by N. John Douglas, Richard Tambone, Joseph Nuckols and Frederick Brown. John Douglas and David Cherhoniak are officers and directors of Douglas Broadcasting Inc. (DBI). Douglas is sole shareholder of DBI. DBI is licensee of KEST(AM) San Francisco, KMAX(FM) Arcadia and KHTN(FM) Placerville, all California. Filed Oct. 13.
- WRBA-FM Springfield, FL (BALH891013GH; 95.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Royal Palm Communications to Styles Broadcasting Co. for \$1,000,000. Seller is headed by Peter Bardach and Jay Edwards, and has interest in WSUS(FM) Franklin, NJ. Buyer is headed by Robert Germann, who operates car dealerships in Florida and Ohio and Tom DiBacco and Kim Styles DiBacco (husband and wife). Filed Oct. 13.
- WSAF(AM) Trion, GA (BAL891016EB; 1180 khz; 5 KW-D)—Seeks assignment of license from Sage Broadcasting Corp. to Denise Fisher for \$100,000. Seller is headed by Terry Adams and has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 16.
- KMNS(AM)-KSEZ-FM Sioux City, IA (AM: BAL891013EA; 620 khz; 1 kw-U; FM: BALH891013EB; 97.9 mhz; 62 kw; ant. 260 ft.)—Seeks assignment of license from Sage Broadcasting Corp. to Legend Communications for \$3,250,000 ("Changing Hands," Oct. 16). Seller is headed by Jerry Poch, and is also selling WLVB(AM) Hartford, CT, and WTAX(AM)-WDBR(FM) Springfield, IL. Sage recently also sold WLVH(FM) Hartford, CT, and WKOL-AM-FM Amsterdam, NY. Sage also bought WFOY(AM)-WUVU-FM St. Augustine, FL. Sage owns WKHT(AM) Manchester and WNAQ(AM) Naugatuck, both Connecticut; WBSM-FM Fairhaven and WBSM(AM) New Bedford, both Massachusetts; WCDL(AM)-WSGD-FM Carbondale, PA; WACO-AM-FM Waco, TX, and WRFB(FM) Stowe, VT. Buyer, headed by W. Lawrence Patrick, also owns WBYO(FM) Boyertown, OH, and is purchasing WSOM(AM)-WQXK(FM) Salem, OH ("Changing Hands," Sept. 11). Filed Oct. 13.
- KDMG(FM) Pella, IA (BAPLH891018GN; 103.3 mhz; 100 kw; ant. 113 ft.)—Seeks assignment of license from GBA Inc. to Valley Broadcasting Inc. for \$2,750,000. Seller is headed by Allen Shaw, George Beasley and Bruce Small. Small is head of Beasley Broadcast Group (see KRTH(AM) Los Angeles, above). Buyer is headed by Robert D. Greenlee and Robert H. Dean. Greenlee and his wife, Diane M. Greenlee, each own 40% of shares of Southwestern Wireless Inc., licensee of KZTR(AM) Tucson and KQYT-FM Green Valley, both Arizona. Filed Oct. 18.
- WRVY(FM) Henry, IL (BAPH891017GM; 100.5 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Tri-County Broadcasting Corp. Inc. to The 29th Broadcasting Co. for \$21,704. Seller is headed by David Forbes and has

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no other broadcast interests. Buyer is headed by John Verstraete, and has no other broadcast interests. Filed Oct. 17.

■ **KWKL(FM)** Arkansas City, KS (BALH891019; 106.5 mhz; 100 kw; ant. 465 ft.)—Seeks assignment of license from Kelsey Broadcasting Corp. to Harris Broadcasting System Inc. for \$2,300,000. Seller is headed by Jon Peterson and Mike Levine, and is licensee of KCHX(FM) Midland, TX, and WWSG(AM)-WSGY(FM) Tifton, GA. Buyer is headed by Michael A. Ball, and has no other broadcast interests. Filed Oct. 19.

■ **KSSC(FM)** Columbus, KS (BALH891012ED; 98.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from J. Kevin Checkett, trustee in bankruptcy, to Saturn Communications Inc. for \$200,000. Seller is headed by William Mensendiek, and also has interest in KSSC(AM) Joplin, MO. Buyer is headed by Andrew S. Wolfson and has no other broadcast interests. Filed Oct. 12.

■ **KICR-AM-FM** Oakdale, LA (AM: BAL891017EC; 900 khz; 250 w-D; FM: BALH891017ED; 104.9 mhz; 3 kw; ant. 240 ft.)—Seeks assignment of license from Oakdale LP to B&D Communications for \$492,300. Seller is headed by Thomas Gammon, chairman of Americom Radio Brokers. He is officer, director and sole shareholder of following companies: ONYX Broadcasting Inc., licensee of KTRR(FM) Loveland, CO; Ruby Broadcasting Inc., licensee of KZKY-AM-FM Apple Valley, CA; Diamond Broadcasting of California Inc., licensee of KKIS-AM-FM Pittsburg/Walnut Creek, CA; Royal Broadcasting of Louisiana Inc., proposed assignee of KJIN(AM)-KCL(FM) Houma, LA. Buyer is headed by Robert Holladay and has no other broadcast interests. Filed Oct. 17.

■ **KQPR(FM)** Albert Lea, MN (BTCH891020GX; 96.1 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Paul Titchenal to Robert Ingstad for \$10,000. Seller has no other broadcast interests. Buyer is headed by Robert Ingstad, who also owns KGFX-FM Pierre, SD; KDHL(AM)-KQCL(FM) Faribault, MN; and has interest in KBUF(AM) Holcomb, and KKJQ-FM Garden City, both Kansas; KRRZ(AM)-KZPR(FM) Minot, SD; KKO(AM)-KKPR(FM) Kearney, NE, and KFKA(AM)-KSQI(FM) Greeley, CO. Filed Oct. 20.

■ **KDMO(AM)-KRGK(FM)** Carthage, MO (AM: BTCH891016EJ; 1490 khz; 1 kw-U; FM: BTCH891016EK; 104.9 mhz; 3 kw; ant. 160 ft.)—Seeks assignment of license from Ruth I. Kolpin to Ronald L. Petersen for no financial consideration. Seller has no other broadcast interests. Buyer is son of seller and has no other broadcast interests. Filed Oct. 16.

■ **WSCM(AM)** Cobleskill, NY (BAL891013EG; 1190 khz; 1 kw-D)—Seeks assignment of license from Bruce M. Lyons to John Colagrande for \$250,000 ("Changing Hands." Oct. 16). Seller is principal in WSHQ(FM) Cobleskill and WSHZ(FM) Rotterdam, both New York, and WXXX(FM) Newport, NH, and has CP for WSNQ(FM) Danville/St. Johnsbury, VT. Buyer is former owner of WIPS(AM) Ticonderoga, NY and WVNR(AM) Poughkeepsie, Vt. Filed Oct. 13.

■ **WHOE(FM)** Avis, PA (BTCH891017GP; 99.9 mhz; 0.4 kw; ant. 227 ft.)—Seeks assignment of license from Victor and Lori Michael and Joseph and Kathleen Kalie to Avis Broadcasting Limited for \$100,000. Seller is also licensee of WHTO-FM Muncy, PA. Buyer is headed by John A. Kennedy. Avis Broadcasting Limited is 48% stockholder in Avis FM Radio Inc. (licensee herein). Kennedy Broadcasting Inc. is licensee of WHUM(AM) Hughesville, PA, and general partner of WHUM-FM Patton, PA. Kennedy Broadcasting Inc. is permittee for WMHU(FM), new FM station at Renovo, PA. Filed Oct. 17.

■ **KDOS(AM)** Laredo, TX (BAL891017EE; 1490 khz; 10 kw-D)—Seeks assignment of license from Corrie Corp. to Miguel A. Villarreal Jr. for \$250,000. Seller is headed by Corrie Smith and has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 17.

■ **KJBZ(FM)** Laredo, TX (BALH891019GL; 92.7 mhz; 3 kw; ant. 390 ft.)—Seeks assignment of license from Woods Communications Group to Encarnation A. Guerra for \$750,000 ("Changing Hands." Oct. 30). Seller is group owner headed by Charles Wood and is licensee of WTVY-FM-WTVY(TV) Dothan and WACV(AM) Montgomery, both Alabama; WTVW(TV) Evansville, IN; KARD(TV) West Monroe, LA; KDEB-TV Springfield, MO; KESE(FM) Amarillo and KLBK-TV Lubbock, both TX. Buyer is San Antonio-based businessman with no other broadcast interests. Filed Oct. 19.

■ **WJLS(AM)-WBKW-FM** Beckley, WV (AM: BTCH891012HX; 560 khz; 5 kw-D, 500 w-N; FM: BTCH891012HY; 99.5 mhz; 34 kw; ant. 1,050 ft.)—Seeks assignment of license from Nancy R. Smith, executrix of state of Joseph L. Smith Jr. to Nancy R. Smith, executrix of state of Joseph L. Smith Jr., for no financial consideration. Filed Oct. 12.

■ **WRPX(AM)** Hudson, WI (BAL891013ED; 740 khz; 1 kw-D, 8 w-N)—Seeks assignment of license from Borgen Broadcasting Corp. to TCCMB Inc. for \$300,000. Seller is headed by Gregory Borgen and has no other broadcast interests. Buyer is headed by Paul Sullivan and has no other broadcast interests. Filed Oct. 13.

Actions

■ **WACT-AM-FM** Tuscaloosa, AL (AM: BTC890807ED; 1420 khz; 5 kw-D; FM: BTCH890807EE; 105.5 mhz; 1.5 kw; ant. 400 ft.)—Granted app. of 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 WIKS(FM) New Bern, S.C., and WTLZ(FM) Saginaw, MI. Action Oct. 25.

■ **WHMA-AM-FM** Anniston, AL (BAL890901HH; 1390 khz; 5 kw-D, 1 kw-N; FM: BAPLH890901HI; 100.5 mhz; 100 kw; ant. 772 ft.)—Granted app. of assignment of license from Anniston Radio Inc. to Emerald Broadcasting of the South Inc. for \$7,500,000. Seller is headed by Paul C. Stone, who also has interest in WRJY(AM) Rome, WZOT(FM) Rockmart and WLOR-AM-FM Rhomasville, all Georgia. Buyer is headed by Thomas P. Gammon, officer, director, and sole shareholder of following corporations: Onyx Broadcasting Inc., licensee of KTRR(AM) Loveland, CO; Ruby Broadcasting Inc., licensee of KZXY-AM-FM Apple Valley, CA and Diamond Broadcasting of California Inc., licensee of KKIS-AM-FM Pittsburg-Walnut Creek, CA. Action Oct. 19.

■ **KRVZ(AM)-KQAZ-FM** Springfield, AZ (AM: BAL890907EB; 1400 khz; 1 kw-U; FM: BAPLH890907EC; 101.7 mhz; 3 kw; ant. -97 ft.)—Granted app. of assignment of license from KRVZ Inc. to William and Michaela Gardner for \$143,750. Seller is headed by Joseph Jindra and has no other broadcast interests. Buyers have no other broadcast interests. Action Oct. 25.

■ **KNBZ(FM)** Wasilla, AK (BALH890907GE; 99.7 mhz; 51 kw; ant. -187 ft.)—Granted app. of assignment of license from Alaska Metro Broadcasting Corp. to Rocky Spear for \$200,000. Seller is headed by Stephen Brooks and has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 26.

■ **KIOT(AM)** Barstow, CA (BAL890913EB; 1310 khz; 5 kw-D)—Granted app. of assignment of license from Robert

Whitmore, bankruptcy trustee, to Eneida Orchard. Seller is headed by Walter Tucker and has no other broadcast interests. Buyer is permittee of new FM in Lenwood, CA. Action Oct. 30.

■ **KOGO(AM)-KBBY-FM** Ventura, CA (BAL890908EA; 1590 khz; 5 kw-U; FM: BALH890908EB; 95.1 mhz; 28 kw; ant. 79 ft.)—Granted app. of assignment of license from Ventura Broadcast Associates to Buena Ventura Inc. for \$6,700,000 ("Changing Hands." Sept. 18). Seller is headed by William Silverman. Encore is licensee of KZOU-AM-FM Little Rock, AR; KVKI-AM-FM Shreveport, LA; KBFM-FM Edinburg, TX, and KHFI-FM Austin, TX. Application for assignment of licenses of Edinburg and Shreveport stations are pending before commission. Action Oct. 24.

■ **WOWW(FM)** Pensacola, FL (BALH890713GP; 107.3 mhz; 100 kw; ant. 469 ft.)—Granted app. of assignment of license from Colonial Broadcasting Co. Inc. to Sunmedia Inc. for \$5,000,000 ("Changing Hands." July 17). Seller is headed by David Coppock, who also owns two FM's. Buyer is headed by Frank A. Woods and also owns WERC(AM)-WKXX-FM Birmingham AL; KESY-AM-FM Omaha, NE; KKSS-FM Santa Fe, NM, and KYKX-FM Longview, KEAN-AM-FM Abilene and KKQV-FM Wichita Falls, all Texas. Action Oct. 26.

■ **WIBB(AM)-WFXM(FM)** Macon, GA (AM: BAL890908HB; 1280 khz; 5 kw-D; FM: BAPLH890908HC; 100.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Davis Broadcasting Inc. to Woodfin and Associates for \$1,650,000 ("Changing Hands." Sept. 18). Seller is headed by Gregory Davis, and also owns WNTA(AM)-WFXA-FM Augusta and WOKS(AM)-WFXE(FM) Columbus, GA. Buyer is headed by B. Ken Woodfin and Milton Hirsch. They also head WGSY-FM Phoenix City, AL, and WGNB(AM)-WFSY-FM Panama City, FL. Action Oct. 26.

■ **KLNI(AM)** Pearl City, HI (BAL890911EB; 1380 khz; 5 kw-U)—Granted app. of assignment of license from Henry A. Younge Jr. to Hawaii Public Radio for \$525,000. Sold by Henry A. Younge Jr. to Scott G. Mahalick for \$550,000. Seller has no other broadcast interests. Buyer is owned by Scott Mahalick, who also owns 5% of Kaneohe Radio Inc. which holds license for KANY(FM) Kaneohe, HI. Action Oct. 31.

■ **KACY(AM)-KQPD-FM** Payette, ID (AM: BAL890912ED; 1450 khz; 1 kw-D, 250 w-N; FM: BAL-

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H890912EE; 100.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Blue Mountain Broadcasting Co. to Miller-Kohl Broadcasting Inc. for \$149,000. Seller is headed by John Runkle, who has no other broadcast interests. Buyer is headed by James R. Miller and Stephen P. Kohl, who have no other broadcast interests. Action Oct. 27.

■ **KRSL(AM)-KCAV(FM)** Russell, KS (AM: BAL890901EE; 990 khz; 250 w-D; FM: BALH890901EF; 95.9 mhz; 1.35 kw; ant. 487 ft.)—Granted app. of assignment of license from Russell Broadcasting Ltd. to Central Radio Inc. for \$404,000. Seller is headed by Fred Thompson, and has no other broadcast interests. Buyer is headed by V. Wayne Grabbe, and has no other broadcast interests. Action Oct. 24.

■ **WMTX(AM)** Biloxi and **WXLS-FM** Gulfport, both Mississippi (AM: BAL890901HV; 1490 khz; 1 kw; FM: BALH890901HW; 107.1 mhz; 1.6 kw; ant. 400 ft.)—Granted app. of assignment of license from Contemporary Communications Corp. to KZ Communications Inc. for \$1,231,800. Seller is headed by Lawrence E. Steelman, and has no other broadcast interests. Buyer is headed by Billy H. Thomas and Jerry E. Morris, who have interest in KDEZ-FM Jonesboro, AR, and KZKZ-AM-FM Greenwood, AR. Action Oct. 26.

■ **KDWB-AM-FM** St. Paul, MN (AM: BAL890831EB; 630 khz; 5 kw-D, 500 w-N; FM: BALH890831EC; 101.3 mhz; 100 kw; ant. 820 ft.)—Granted app. of assignment of license from Legacy Broadcasting Inc. to Midcontinent Radio Inc. for \$17,950,000 ("Changing Hands," July 10). Seller is headed by Carl Hirsch, and is licensee of WLLZ(FM) Detroit, MI; KILT-AM-FM Houston, and WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia. Buyer is headed by Joseph Floyd and N.L. Bentsen. It is licensee of KXLK(FM) Haysville and KFH(AM) Wichita, both Kansas; KDLO-TV Florence, KALO-TV Rapid City, KPLO-FM-TV Reliance, KELO-AM-FM-TV Sioux Falls and KDLO-FM Watertown, all South Dakota, and WTSO(AM) and WZEE(FM) Madison, WI. Action Oct. 30.

■ **WGCM(AM)-WTKI-FM** Gulfport, MS (AM: BAL890901GF; 1240 khz; 1 kw-U; FM: BALH890901GG; 102.3 mhz; 3 kw; ant. 88 ft.)—Granted app. of assignment of license from Holt Communications Corp. to EJM Broadcasting (partnership) for \$1,625,000. Seller is headed by Arthur H. Holt, and is also licensee of WBOP(AM) and WTKX(FM) Pensacola, FL; WOAD(AM)-WJMI(FM) Jackson, MS; KEVQ-FM Espanola and KMXQ(FM) Socorro, both New Mexico; WKAP(AM) Allentown, WBNE(FM) Benton and WZZO(FM) Bethlehem, all Pennsylvania; and WUSQ-AM-FM Winchester, VA. Buyer is headed by Edmond J. Muniz, who is 33% stockholder of WLTS-FM Slidell, and owns WYAT(AM) New Orleans, both Louisiana. Action Oct. 26.

■ **KLGS(FM)** Versailles, MO (BTCH890905HU; 95.1 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Kenneth W. Rains Sr. to Roger L. McDowell for \$10,000. Seller has no other broadcast interests. Buyer is owned by Roger L. McDowell and James D. Fisher. McDowell is currently general manager of KLGS(FM) Versailles. Fisher is currently president, treasurer and 50% voting stockholder of licensee of KLGS, and is program director and operation manager. They have no other broadcast interests. Action Oct. 20.

■ **KNIS(FM)** Carson City, NV (BALH890816HQ; 94.7 mhz; 86.6 kw; ant. 2,072 ft.)—Granted app. of assignment of license from Western Inspirational Broadcasters Inc. to Sapphire Broadcasting Inc. for \$1,500,000. Seller is headed by Norman Kaupp and is nonprofit corporation moving to noncommercial frequency of 91.3 mhz. Buyer is headed by Thomas P. Gammon, chairman of Americom Radio Brokers. He is officer, director and sole shareholder of following companies: ONYX Broadcasting Inc., licensee of KTRR(FM) Loveland, CO; Ruby Broadcasting Inc., licensee of KZKY-AM-FM Apple Valley, CA; Diamond Broadcasting of California Inc., licensee of KKIS-AM-FM Pittsburg-Walnut Creek, CA, and Royal Broadcasting of Louisiana Inc., proposed assignee of KJIN(AM)-KCLF(FM) Houma, LA. Gammon is also individual limited partner of Oakdale LP, licensee of KICR-AM-FM Oakdale, LA. Action Oct. 20.

■ **WBNJ(FM)** Cape May Court House, NJ (BALH890906GL; 105.5 mhz; 3 kw; ant. 294 ft.)—Granted app. of assignment of license from Canruss Inc. to Gateway Broadcasting Corp. for \$1,470,000. Seller is headed by Candida Diaz de McBride, and has no other broadcast interests. Buyer is headed by Joseph M. Isabel. Gateway Broadcasting Corp. is parent of Community Service Broadcasting Corp., licensee of WCSS(AM) Amsterdam, NY. Action Oct. 25.

■ **WBRW(AM)** Bridgewater, NJ (BAL890512ED; 1170 khz; 5 kw-D)—Dismissed app. of assignment of license from Somerset Valley Broadcasting Co. to Somerset Broadcasting Corp. for \$30,000 and assumption of debts of

seller. Seller is headed by Bill Anderson and has no other broadcast interests. Buyer is owned by Anthony J. Sante, G. Robert Sante, John S. Penn, Thomas H. White and Eric R. Keller. Action Oct. 24.

■ **WSVQ(AM)** Berwick, PA (BTCH890508EF; 1280 khz; 1 kw-D)—Granted app. of assignment of license from Harry T. Haughney, Michael D. Bart, Thomas P. Haughney, Cortland Miller and Peter Pastusic, to Paul D. Grimes for no consideration. Action Oct. 27.

■ **KQHU-FM** Yankton, SD (BALH890630GZ; 104.1 mhz; 100 kw; ant. 430)—Granted app. of assignment of license from Flagship Communications Inc. to Flagship Communications LP for \$1,455,412. Seller is owned by Lawrence Magnuson. Buyer is headed by Lawrence S. Magnuson, John Gleason and Jack Aalfs. Magnuson is also transferring some of his interest in KSCJ(AM) Sioux City, IA (see above). Action Oct. 25.

■ **WHZZ(FM)** Huntingdon, TN (BTCH890906GP; 100.9 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Robert Hudson to William A. Cason for assumption of debt totaling about \$200,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 25.

■ **WMPS(AM)** Millington, TN (AM: BAL890828ED; 1380 khz; 2.5 kw-D, 1 kw-N)—Granted app. of assignment of license from Von A. Harshman, trustee in bankruptcy for state, to Good News Broadcasting Co. for \$100,000. Seller has no other broadcast interests. Buyer is headed by John David Acker, and has no other broadcast interests. Action Oct. 31.

■ **WHAL(AM)-WYCQ-FM** Shelbyville, TN (BAL890814GR; 1400 khz; 1 kw-U; FM: BALH890814GS; 102.9 mhz; 100 kw; ant. 510 ft.)—Granted app. of assignment of license from Tenncom Ltd. to Lenk Broadcasting Co. for \$2,500,000 ("Changing Hands," Aug. 21). Seller is headed by Jerry Oakley. Stockholders in seller also have interest in WLHQ-AM-FM Enterprise, AL, and WIRC(AM)-WXRC(FM) Hickory, NC. Buyer is owned by Bayard Walters, who also owns WVLE(AM)-WGLO(FM) Pekin, WSHY-AM-FM Shelbyville and WMCJ(FM) Mattoon, all Illinois; WKCM(AM) Hawesville, KY, and WCTZ(AM) Clarksville, TN. Action Oct. 20.

■ **KGLF(FM)** Freeport, TX (BALH890828HL; 103.3 mhz; 100 kw; ant. 453 ft.)—Granted app. of assignment of license from Roy E. Henderson to Bancora Broadcasting Corp. for \$2,000,000. ("Changing Hands," Aug. 28). Seller is headed by Roy Henderson, who has no other broadcast interests. Buyer is headed by Ragan Henry, who through various companies, is licensee of WDLA(AM)-WHRK(FM) Columbus, OH; WKSG(FM) Mt. Clemens, MI; WMXB(FM) Richmond; WWIN-AM-FM Baltimore and WXTR(FM) Marlow Heights, both MD; WQOK(FM) South Boston, VA; KDIA(AM) Oakland, CA; WCMC(AM)-WZXL(FM) Wildwood, NJ; KJOJ(FM) Conroe, TX, and WOWI(FM) Norfolk and WRAP(AM) Portsmouth, both VA. He also has interest in WHYY-FM Philadelphia, PA; WHYY-TV Wilmington, DE, and WGER-FM Saginaw, MI. Henry is also purchasing WCOS-AM-FM Columbia, SC, and KCCV(AM) Independence, MO ("Changing Hands," July 31). Henry also has applications pending for three AM's and two FM's. Action Oct. 27.

■ **KFAN(FM)** Fredericksburg, TX (BTCH890908HD; 101.1 mhz; 100 kw; ant. 643 ft.)—Granted app. of assignment of license from Gillespie Broadcasting Co. to Waldron Partners for \$6,000,000 ("Changing Hands," Sept. 11). Seller is headed by Norbert Fritz, who also owns KNAF(AM) Fredericksburg, TX. Buyer is headed by H. Patrick Swygert, and is also purchasing KVKI-AM-FM Shreveport, LA, and KBFM(FM) Edinburg, TX. Action Oct. 25.

■ **WSKI(AM)** Montpelier, VT (BAL890824EC; 1240 khz; 1 kw-U)—Granted app. of assignment of license from Green Mountain Broadcasting Co. to Ski Communications Inc. for \$575,000 ("Changing Hands," Aug. 28). Seller is headed by Daniel Ruggles, who has no other broadcast interests. Buyer is headed by Michael D. Kaplan, who has no other broadcast interests. Action Oct. 24.

■ **WKLV(AM)-WBBC-FM** Blackstone, VA (AM: BAL890907HN; 1490 khz; 1 kw; FM: BALH890907HO; 93.5 mhz; 1.8 kw; ant. 370 ft.)—Granted app. of assignment of license from Blackstone Communications Inc. to Midwest General Telecommunications Inc. for \$250,000. Seller is headed by Michael Rau, and has no other broadcast interests. Buyer is headed by R. Hamisi Ingram and Jack Trowell, who also own WBXT(AM) Canton, OH. Action Oct. 20.

■ **WBLB(AM)** Pulaski, VA (BAL890908EE; 1340 khz; 1 kw-U)—Granted app. of assignment of license from B&B Media Inc. to Nipper Auto Parts Inc. for \$125,000. Seller is headed by Robert Thomas and has no other broadcast interests. Buyer is headed by Larry W. Nipper, who has no

other broadcast interests. Action Oct. 24.

■ **WMXB-FM** Richmond, VA (BALH890829GW; 103.7 mhz; 20 kw; ant. 750 ft.)—Granted app. of assignment of license from Ragan Henry to Radio Ventures 1, LP for \$23,000,000 ("Changing Hands," Aug. 21). Seller is headed by Ragan Henry. Henry is sole general partner of Ragan Henry Communications Group (RHCG), Ragan Henry National Radio LP (National Radio) and Communications Management National (CMN). RHCG is licensee of WMXB(FM) Richmond, VA, and WDLA(AM)-WRHK(FM) Memphis. National Radio is licensee of WKSG(FM) Mt. Clemens, MI. CMN is licensee of WWIN-AM-FM Baltimore. Henry also has interest in KDIA(AM) Oakland, CA; WCMC(AM)-WZXL(FM) Wildwood, NJ; WLXE(FM) Columbus, OH, and WQOK(FM) Raleigh, NC. Henry is also purchasing WCOS-AM-FM Columbia, SC, 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 Jerry Lyman, who is also purchasing WWNC(AM)-WKSF-FM Asheville, NC. Action Oct. 19.

New Stations

Applications

FM's

■ **Clarendon, AR (BPH891002MN)**—B&H Broadcasting Co. seeks 107.3 mhz; 3 kw; 459 ft. Address: 4004 Clay Dr., Jonesboro, AR 72401. Principal is headed by O.L. Bayless and Earl N. Hodges and currently has no other broadcast interests. Filed Oct. 2.

■ **Pueblo, CO (BPED891002MH)**—Joy Media Broadcasters Inc. seeks 90.7 mhz; 3 kw. Address: 16742 Gothard St., Huntington Beach, CA 92647. Principal is headed by John M. Boyd, 90% stockholder of American Sunrise Communications Inc., which is 100% stockholder of American Sunrise Communication of Pomona Inc., licensee of KTSJ(AM) Pomona, CA; American Sunrise Communications of Albuquerque Inc., licensee of KKIM(AM) Albuquerque, NM; American Sunrise Communications of Pueblo Inc., licensee of KFEL(AM) Pueblo, CO; American Sunrise Communications of Cleveland Inc., licensee of WCCD(AM) Parma, OH; American Sunrise Communications of Cincinnati Inc., licensee of WTSJ(AM) Cincinnati, and American Sunrise Communications of Baltimore Inc., licensee of WFEL(AM) Towson, MD. Boyd is also applicant for ch. 283C1 Pueblo, CO. Filed Oct. 2.

■ **Live Oak, FL (BPH891002MM)**—Marshall W. Rowland Sr. seeks 106.1 mhz; 3 kw. Address: P.O. Box 3866, St. Augustine, FL 32085. Principal has no other broadcast interests. Filed Oct. 2.

■ **Live Oak, FL (BPH891002MO)**—Ray W. Forrester seeks 106.1 mhz; 6 kw; 328 ft. Address: P.O. Box 1646 High Springs, FL 32643. Principal is president, director and 20% owner of WKAE(FM) High Springs, FL. His father, Baxter Forrester, is vice president, director and 80% owner of WKAE(AM). Filed Oct. 2.

■ **Horse Cave, KY (BPH891011MB)**—Royse Radio Inc. seeks 100.7 mhz; 6 kw; 328 ft. Address: P.O. Box 628, Glasgow, KY 42142. Principal is headed by Henry G. Royse and Terri Lou Royse and is licensee of WCLU(AM) Glasgow, KY. Henry Royse also has interest in WTPR(AM)-WAKQ(FM) Paris, TN. Filed Oct. 11.

■ **Esabel Segunda, PR (BPED891006MO)**—Cristiano de la A a la Z Inc. seeks 89.3 mhz; 3 kw. Address: P.O. Box 323, Puerto Real, Fajardo, PR 00740. Principal is headed by Eric Smith and has no other broadcast interests. Filed Oct. 6.

Actions

FM's

■ **Tusville, AL (BPH880519NI)**—Dismissed app. of King Broadcasting LP for 105.9 mhz; 3 kw; 328 ft. Address: Hwy. 431 North, Albertville, AL 35950. Principal is headed by Bobby King, licensee and sole owner of WXBK(AM) Albertville, AL. Action Oct. 19.

■ **Ajo, AZ (BPH890117ME)**—Granted app. of Desert West Air Ranchers Corp., for 98.3 mhz; 3 kw. Address: P.O. Box 36717, Tucson, AZ 85740. Principal is headed by Ted Tucker. Desert West Air Ranchers Corp. is permittee of KCDZ Kearny, AZ, and is licensee of FM translator K280BU Flagstaff, FM translator K224BN Sunflower, permittee, FM translator K285DL San Manuel, permittee, and FM translator K265CW Tucson, all Arizona. Ted Tucker is also permittee of LPTV station K22CO Flagstaff, AZ. Action Oct. 19.

■ **Lindsay, CA (BPH880505MP)**—Dismissed app. of Leo Kesselman for 103.3 mhz; 3 kw; 328 ft. Address: 200 Glenridge Ave., Los Gatos, CA 95030. Principal is 80% owner of Pronto Communications, permittee of

KKTT(AM) Bernalillo, NM. Action Oct. 25.

■ Merced, CA (BPH880301OV)—Dismissed app. of George S. Flinn Jr., for 107.7 mhz; 3 kw; Address: 188 S. Bellevue, Memphis 38104. Principal has no other broadcast interests. Action Oct. 17.

■ San Clemente, CA (BPH850712SJ)—Dismissed app. of FM San Clemente LP for 104.9 mhz; 0.5 kw; 567 ft. Address: 8867 Cynthia St., Los Angeles 90069. Principal is headed by Jennie Canales Green and has no other broadcast interests. Action Oct. 20.

■ Santa Barbara, CA (BPH880301MV)—Dismissed app. of Mandorla Inc. for 107.7 mhz; 25 kw; 328 ft. Principal is headed by Angel Jimenez and has no other broadcast interests. Action Oct. 19.

■ Burlington, KS (BPH890214MC)—Granted app. of Coffey County Broadcasting Co. for 95.3 mhz; 3 kw; 328 ft. Address: 902 Miami, Burlington, KS 66839. Principal is headed by Douglas R. Lawrence and has no other broadcast interests. Action Oct. 31.

■ Chaffee, MO (BPH880614MD)—Granted app. of Marco Inc. for 104.7 mhz; 3 kw; 328 ft. Address: P.O. Box 342, Mayfield, KY 42066. Principal is headed by James W. Marvin, who has interests in KGIR(AM) Cape Girardeau, MO. Action Oct. 23.

■ Chaffee, MO (BPH880615MA)—Dismissed app. of Robert A. McCord for 104.7 mhz; 3 kw; 328 ft. Address: 1019 North Ranney St., Sikeston, MO 63801. Principal has no other broadcast interests. Action Oct. 23.

■ Angel Fire, NM (BPH880720MI)—Granted app. of Moreno Valley Broadcasting for 99.1 mhz; 5.743 kw; 1,377 ft. Address: P.O. Box 181, Eagle Nest, NM 87718. Principal is headed by Francis O'Connell and has no other broadcast interests. Action Oct. 18.

■ Angel Fire, NM (BPH880720MP)—Dismissed app. of Angel Nest Communications for 99.1 mhz; 20 kw; -800 ft. Address: 7433 Dulany Dr., McLean, VA 22101. Principal is headed by Frederick W. Finn and has no other broadcast interests. Action Oct. 18.

■ Avon, NY (BPH880630MW)—Returned app. of Calcutta Broadcasting Corp., for 93.3 mhz; 3 kw; 328 ft. Address: 1066 Pixley Rd., Rochester, NY 14624. Principal is headed by Rene Montenegro Jr. and has no other broadcast interests. Action Oct. 24.

■ Muenster, TX (BPH880714NE)—Returned app. of Urban J. Endres for 106.5 mhz; 3 kw; 328 ft. Address: 315 N. Mesquite St., Muenster, TX 76252. Principal is officer, director and 50% owner of stock of First Greenville Corp., licensee of KGVL(AM)-KIKT(FM) Greenville, TX. Action Oct. 19.

■ Victoria, TX (BPH880420MA)—Dismissed app. of Tschirhart Broadcasting Inc. for 92.3 mhz; 3 kw; 3,238 ft. Address: 7439 Alverstone Way, San Antonio, TX 78250. Principal is headed by Larry S. Tschirhart and has no other broadcast interests. Action Oct. 27.

■ Waunakee, WI (BPH881215NL)—Returned app. of Roger Kluge for 105.1 mhz; 3 kw; 328 ft. Address: 6691 Highland Dr., Winsor, WI 53598. Principal has no other broadcast interests. Action Oct. 24.

Facilities Changes

Applications

AM's

■ Burbank, CA KRCK(AM) 1500 khz—Oct. 17 application for Mod of CP (BP20111) to make changes in antenna system.

■ Carolina, PR WIDA(AM) 1400 khz—Oct. 13 application for CP to change TL to Camino Acceso and Carretera Municipal Num. 875, Carolina, PR; 18 23 49N 65 56 06W; and make change in ant. system.

■ Tomball, TX KSEV(AM) 700 khz—Oct. 17 application for CP to increase day power to 25 kw.

FM's

■ Oakdale, CA KDJK-FM 95.1 mhz—Oct. 3 application for CP to change ERP: 16.0 kw H&V; ant.: 875 ft. H&V; change TL: proposed location is on Rushing Mountain, rural area 5.6 miles E. of Knights Ferry, and 1.5 miles S. of Hwy. 108/120, in Tuolumne County, CA; other: change antenna from nondirectional to directional.

■ Castle Rock, CO KZRZ(FM) 92.1 mhz—Oct. 2 application for CP to change ERP: 1.65 kw H&V.

■ Colorado Springs KEPC(FM) 90.5 mhz—June 29 application for CP to change ERP: 0.300 kw H, 3.75 kw V; ant.: 2,050 ft. H&V; TL at KXRM-TV tower on Cheyenne Mountain, 29 Transmitter Lane, Colorado Springs.

■ Frisco, CO KYSL(FM) 92.1 mhz—Oct. 2 application for

CP to change ERP: .534 kw H&V (per docket #88-375).

■ Milford, DE 101.3 mhz—Sept. 22 application for Mod of CP (BPH870515MR) to change ant.: 3,273 ft. H&V; TL: off County Rte. 626; Approx 1 1/2 km S. of SR 36; 3 km E. of Stationville, DE.

■ New Port Richey, FL WGUL(FM) 105.5 mhz—Oct. 2 application for CP to change ERP: 6 kw H&V; ant.: 285 ft. H&V.

■ Dundee, IL WABT(FM) 103.9 mhz—Sept. 29 application for CP to change ERP: 0.987 kw H&V; ant.: 521 ft. H&V. TL: 0.67 km NE of intersection of State Rte. 72 and Interstate Rte. 90, adjacent to Gilberts, IL.

■ Washington, IN WRTB(FM) 106.5 mhz—Sept. 29 Application for CP to change ERP: 36 kw H&V, ant.: 580 ft. H&V; new taller tower adjacent to existing tower, new coaxial cable and antenna.

■ Cynthiana, KY WCYN(FM) 102.3 mhz—Sept. 28 application for CP to change ERP: 1.9 kw H&V, ant.: 400 ft. H&V, change TL: 1,300 ft. NE of SR 36, 1.8 miles NW of Cynthiana, KY.

■ Golden Meadow, LA KBAU(FM) 94.3 mhz—Sept. 29 application for CP to change ERP: 25 kw H&V, change to class C3 (per docket #87-601).

■ Portland, ME WPOR(FM) 101.9 mhz—Sept. 27 application for CP to change ERP: 32.5 kw H&V; ant.: 607 ft. H&V.

■ South Bridge, MA WQVR(FM) 100.1 mhz—Sept. 29 application for CP to change ERP: 1.514 kw H&V; ant.: 426 ft. H&V; change TL: 380 ft. E. of Freeman Rd. on S. Edge of grounds of Bay Path vocational high school, Town of Charlton, MA.

■ Winchendon, MA WINQ(FM) 97.7 mhz—Sept. 29 application for CP to change ERP: 1.86 kw H&V; ant.: 416 ft. H&V; correct site coordinates: 42 42 10N 72 02 18W.

■ Boonville, MO KDBX(FM) 99.3 mhz—Sept. 28 application for CP to change ERP: 33.2 kw H&V; ant.: 591 ft. H&V; change TL: 5.6 km SE of Prairie Home, Missouri Post Office; .3 km E. of County Rte. D, MO; change to class C2 (per docket #88-329).

■ East Helena, MT KHKR-FM 104.1 mhz—Sept. 26 application for Mod of CP (BPH820624BS as Mod) to change ERP: 20 kw H&V; ant.: 790 ft. H&V; TL: antenna location is 1.8 miles SE of E. Helena, MT.

■ Campton, NH WVM(FM) 105.7 mhz—Sept. 29 application for Mod of CP (BPH860828MB) to change ERP: 0.079 kw H&V; ant.: 1,958 ft. H&V; TL: on Mount Tecumseh approximately 100 ft. NW of top of Quad ski lift, Waterville Valley ski area, Waterville Valley, NH.

■ Newton, NJ WNNJ-FM 103.7 mhz—Sept. 29 application for Mod of CP (BPH831115RJ) to change ERP: 3.5 kw H&V; change ant.: 757 ft. H&V; TL: top of ridge at Harmony Ridge camp ground, 1.23 km NE of the Normanook lookout tower in Frankford TWP, Sussex City, NJ; change class to B1.

■ Clyde, NY 93.7 mhz—Sept. 29 application for Mod of CP (BPH880519OI) to change ERP: 2.30 kw H&V; ant.: 364 ft. H&V; TL: Rte. 414, 2.7 km S. of Clyde Village boundary, Galen, NY.

■ Johnstown, NY WSRD(FM) 104.9 mhz—Oct. 2 application for CP to change ERP: 6 kw H&V.

■ Shallotte, NC WPGO(FM) 106.3 mhz—Oct. 2 application for CP to change ERP: 6 kw H&V; TL: 4 km S. of Hwy. 17 and 6 km at 81 degrees from supply (Brunswick County, NC).

■ Washington, NC WCZI(FM) 98.3 mhz—Oct. 2 application for CP to change ERP: 2.58 kw H&V; ant.: 498 ft. H&V; and to install DA system.

■ Youngstown, OH WHOT(FM) 101.1 mhz—Oct. 2 application for CP to change ERP: 25.0 kw H&V; ant.: 695 ft. H&V; change TL: 4040 Simon Rd., Youngstown, OH.

■ Altamont, OR KPMA(FM) 101.3 mhz—Sept. 22 application for Mod of CP (BPH870609MA) to change ERP: 60.0 kw H&V; change ant.: 882 ft. H&V; change class to C1.

■ State College, PA WTLR(FM) 89.9 mhz—Oct. 13 application for CP to change ERP: 25 kw H&V; ant.: 652 ft. H&V; TL: 8 km WSW of Bellefonte on Bald Eagle Ridge.

■ Chester, SC WZDK(FM) 99.3 mhz—Oct. 2 application for CP to change ERP: 1.82 kw H&V; ant.: 603 ft. H&V; change TL: 460 ft. S/TL: 460 ft. SW of intersection of State Rds. 299 and 142; 6.4 km W. of Chester Municipal Airport, and to change main site and increase power to new Class A ERP of 6 kw.

■ Williston, SC 94.7 mhz—Oct. 2 application for Mod of CP (BPH880725MG) to change ERP: 2.11 kw H&V; ant.: 560 ft. H&V; TL: 2.2 mi W of Windsor, SC.

■ Fort Worth KSCS(FM) 96.3 mhz—Sept. 28 application for CP to change ant.: 491 ft. H&V; TL: 1.8 km W. of Belt

Line Rd. and Rte. 67 intersection; Cedar Hill, TX.

■ Clifton Forge, VA WXC(FM) 103.9 mhz—Oct. 2 application for CP to change ERP: 150 w H&V; ant.: 1,731 ft. H&V; change TL: near Bald Knob, VA, 4.2 miles S. of Healings Springs.

■ Colonial Heights, VA WKHK(FM) 95.3 mhz—Oct. 2 application for CP to change ERP: 10 kw H&V; ant.: 521 ft. H&V; change TL: 20 ft. N. of Cogbill Rd. at CSX Railway, Ampt Hill, VA.

■ Strasburg, VA WESI(FM) 104.9 mhz—Sept. 29 application for CP to change ant.: 362 ft. H&V; TL: to Signal Knob, approximately 3.8 km SE of Strasburg.

■ Morgantown, WV WCLG-FM 100.1 mhz—Oct. 2 application for CP to change ERP: 6 kw H&V.

TV's

■ Yaucu, PR WIRS(TV) ch. 42—Sept. 27 application for Mod of CP (BPCT870812KF) to change ERP: 1,500 kw (vis); ant.: 2,795 ft. TL: Monte Jayuya Electric site; ant: Andrew ATW30-L8-HSP 42H (DA)(BT); 18 10 10N 66 34 36W.

■ Lake Dallas, TX KLD(TV) ch. 55—Oct. 13 application for Mod of CP to change ant.: 465 ft.; ERP: 3.012 kw (vis); TL: Round Grove Rd., approximately 1 km W. of Hwy. 35E; ant: BASCSC-30DASIM; (DA)(BT); 33 00 19N 96 59 00W.

Actions

AM's

■ Palm Desert, CA KNWZ(AM) 1270 khz—Oct. 26 application (BMPH890915AC) granted for Mod of CP (BP880201AB) to change TL: approximately 2.35 km N. of Thousand Palms, CA. W of N end of Sierra Del Sol St., Thousand Palms, CA, 33 51 04N 116 23 36W.

■ St. Joseph, MI WSJM(AM) 1400 khz—Oct. 30 application (BP890825AD) returned for CP to change freq: 1310 khz; increase day power to 5 kw; change night power to 500 w; make changes in antenna system and change from ND-1 to DA-2.

■ Grand Prairie, TX KKDA(AM) 730 khz—Oct. 24 application (BP890725AB) granted for CP to change hours of operation to unlimited by adding night service with 500 w, make changes in antenna system and correct coordinates to: 32 45 51N 96 9 26W.

FM's

■ Los Angeles KZLA(FM) 93.9 mhz—Oct. 19 application (BPH8801131C) dismissed for CP to change TL: 0.6 miles SE of intersection of Chevy Chase Dr. and Linda Vista Dr. on bearing of N. 145 degree E. on Flint Peak Glendale, CA; change ant.: 1,177 ft. H&V; change ERP: 23.5 kw H&V; 34 09 48N 118 11 43W.

■ San Jose, CA KSJS(FM) 90.7 mhz—Oct. 20 application (BPED871110NR) granted for CP to change ERP: .250 kw H&V; ant.: 393 ft. H&V; TL: Coyote Peak, 3.2 km WNW of Coyote Peak, CA.

■ Santa Margarita, CA KWSP(FM) 106.3 mhz—Oct. 23 application (BPH880111II) granted for CP to change FREQ: 106.1 mhz; change ERP: 0.95 kw H&V; change to class: B1 (per docket #86-289).

■ Santa Maria, CA KSNJ(FM) 102.5 mhz—Oct. 24 application (BPH890508IB) granted for CP to change ERP: 13.6 kw H&V; ant.: 865 ft. H&V.

■ Washington WKYS(FM) 93.9 mhz—Oct. 25 application (BPH890621IE) granted for CP to change ERP: 24.0 kw H&V; ant.: 705 ft. H&V.

■ Fort Valley, GA WWEG(FM) 97.9 mhz—Oct. 18 application (BMPH890720ID) granted for Mod of CP (BPH860918MD) to change ant.: 295 ft. H&V.

■ Pukalani, HI KMVI-FM 98.3 mhz—Oct. 20 application (BMPH881219IE) granted for Mod of CP (BPH870629IZ) to change ERP: 50 kw H&V; ant.: 101 ft. H&V; class: C2 (per docket 87-440).

■ Marseilles, IL WAEM-FM 96.5 mhz—Oct. 24 application (BMPH890509IC) returned for Mod of CP (BPH851113MD) to change ant.: 328 ft. H&V; TL: 2391 N 2453 Rd., Marseilles, IL.

■ Pittsburg, KS KKW-FM 96.9 mhz—Oct. 25 application (BPH890608IB) granted for CP to change ant.: 278 ft. H&V, change TL: in Cherokee County Kansas 2 miles W. of Weir, KS, on County Hwy. #103.

■ Glasgow, KY WVOX(FM) 105.5 mhz—Oct. 24 application (BPH890905MV) returned for CP to change freq: 105.3 mhz.

■ Appleton, MN KNOW-FM 91.3 mhz—Oct. 18 application (BMPED890602IF) granted for Mod of CP (BPE-D840604IA) to change ant.: 1,121 ft. H&V. Amended Aug. 30 to correct ant. to 1,118 ft.

■ Marion, MS WQIC-FM 103.1 mhz—Oct. 21 application

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(BPH8907241B) granted for CP to change freq: 95.1 mhz: change ERP: 26 kw H&V; ant.: 606 ft. H&V; TL: E. side of Hwy. 45. 1.6 km S of Meridian, MS: change to Class C2 (per docket 88-525).

■ Bolivar, MO KYOO-FM 106.3 mhz—Oct. 27 application (BMPH8908301G) granted for Mod of CP (BPH8809061H) to change TL: approximately 2.6 km S. of Pleasant Hope, MO.

■ Alamogordo, NM KINN-FM 105.5 mhz—Oct. 19 application (BMPH8903071E) granted for Mod of CP (BPH8804191A) to change ant.: 524 ft. H&V; ERP: 2.23 kw H&V; TL: Long Ridge Electronics site, Lincoln National Forest, approximately 10 km SE of Alamogordo, NM.

■ Los Lunas, NM KBBU(FM) 102.3 mhz—Oct. 24 application (BMPH8710231F) granted for Mod of CP (BPH820812AH) to change freq: 102.5 mhz; TL: .9 km NE of intersection of interstate 40 and U.S. 66; change ERP: 50 kw H&V; ant.: 492 ft. H&V; change to class C2: 35 04 00N 106 46 52.5W (per docket #86-380).

■ Eden, NC WWMY(FM) 94.5 mhz—Oct. 19 application (BMPH8904191C) dismissed for Mod of CP to change directional pattern.

■ Gaston, NC WLGO(FM) 97.9 mhz—Oct. 25 application (BPH8905031A) granted for Mod of CP (BPH860917M1) to change ERP: 1.35 kw H&V; ant.: 488 ft. H&V.

■ High Point, NC WMAG(FM) 99.5 mhz—Oct. 24 application (BPH8808311B) dismissed for CP to change ant.: 1.495 ft. H&V; make changes in ant. pattern.

■ Kent, OH WNIR(FM) 100.1 mhz—Oct. 20 application (BMPH8907061S) granted for Mod of CP (BPH8701271C as Mod) to change ant.: 390 ft. H&V; ERP: 1.95 kw H&V.

■ Portland, OR, KBOO(FM), 90.7 mhz—Oct. 12 application (BPE8901101A) granted for CP to change ERP: 25.66 kw H&V; ant.: 1,266 ft. H&V; TL: end of SW Council Crest Dr.

■ Shelbyville, TN WYCQ(FM) 102.9 mhz—Oct. 25 application (BMPH8906191E) granted for Mod of CP (BPH8603261D as Mod) to change ant.: 810 ft. H&V; TL: atop McCord Knob on Taliaferro Rd., 3.9 km ESE of Kirkland, TN.

■ Port Arthur, TX, KYKR(FM), 93.3 mhz—Oct. 10 application (BPH870302M1) granted for CP to change TL: 941 Butler Rd., Vidor, TX; change ant.: 997 ft. H&V, and make changes in antenna system; 30 06 54N 93 59 53W.

■ Martinsville, WA, WROV-FM, 96.3 mhz—Oct. 11 application (BMPH8908301E) granted for Mod of CP (BPH8610081D as Mod) to correct antenna coordinates; 37 07 00N 80 00 58W.

Actions

Actions

■ Return of Tabor Broadcasting's application for new FM station at Maljamar, NM, affirmed (Report MM-432, Mass Media Action). Action by commission Oct. 26 by MO&O (FCC 89-308).

■ Lauderdale-McKeehan Cristian Broadcasting Corp. Denied reconsideration of return of its FM application for Loudon, TN (Report MM-431, Mass Media Action). Action by commission Oct. 24 by MO&O (FCC 89-291).

■ Phoenix, AZ. Granted request by Radio Alliance Phoenix and reinstated its application for new FM station in Phoenix. (MM docket 88-442 by MO&O [FCC 89R-65]; adopted Oct. 10 by Review Board.)

■ Oro Valley, AR. Granted application of Pueblo Radio Broadcasting Service for construction permit for new FM station on ch. 248A (97.5 mhz) at Oro Valley and denied competing applications of Sanchez Communications Inc., Hal S. Widsten and O-V Communications. (MM docket 88-137 by Initial Decision [FCC 89D-47] issued Oct. 23 by ALJ Sippel.)

■ Hazelhurst, GA. Ordered Jeff Davis Broadcasters Inc. to show cause by Dec. 19 for why its license for WVOH-FM should not be modified to specify operation on ch. 229A (93.7 mhz) in lieu of ch. 228A (93.5 mhz). (MM docket 87-403 by order to show cause [DA 89-1303]; adopted Oct. 10 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Ocean Pines, MD. Granted application of Ocean Pines Broadcasting for new FM in Ocean Pines on ch. 246A (97.1 mhz); dismissed competing applications of Ocean Pines LPB Broadcast Corp. and Johns Hopkins Broadcasting Foundation. (MM docket 88-342, by ID [FCC 89D-46]; issued Oct. 18 by ALJ Edward J. Kuhlmann.)

■ Memphis. Certified to commission exceptions and replies relating to qualifications of Memphis Telecasters Ltd., and

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its principal, H.A. Gilliam Jr., concerning its application for new television station to operate on facility occupied by WHBQ-TV. (MM dockets 84-1212 et al., by order [FCC 89R-64]; adopted Oct. 11 by Review Board.)

■ Lebanon, VA. Granted application of Yeary Broadcasting Inc. for new FM at Lebanon; denied competing application of J.T. Parker Broadcasting Corp. (MM docket 88-211 by decision [FCC 89R-66]; adopted Oct. 18 by Review Board.)

■ Nacogdoches, TX. Granted Radnor Broadcasting Inc.'s request for waiver and accepted for filing Radnor's application for new commercial TV station on ch. 19 at Nacogdoches. (By letter [DA 89-1369] adopted Oct. 25 by chief, Mass Media Bureau.)

Allocations

Allocations

■ Imboden, AR. Dismissed request by Jim Atkinson to amend FM table by allotting ch. 289A (105.7 mhz) to Imboden. (MM docket 89-93 by R&O [DA 89-1293] adopted Sept. 29 by chief, Allocations Branch, Mass Media Bureau.)

■ Meeker, CO. Dismissed request by James H. Hicks to amend FM table by allotting ch. 233A (94.5 mhz) to Meeker. (MM docket 88-583 by R&O [DA 89-1291] adopted Sept. 29 by chief, Allocations Branch.)

■ Warren Grove, Tuckerton and Manahawkin, NJ; effective Dec. 15, amended FM table to allot ch. 259A (99.7 mhz) to Tuckerton and allot ch. 289B1 (105.7 mhz) to Manahawkin; window period opens Dec. 18-Jan. 17, 1990. (MM docket 89-17 by R&O [DA 89-1311]; adopted Oct. 6 by chief, Allocations Branch, Mass Media Bureau.)

■ Belen and Grants, NM. Effective Dec. 18, amended FM table to substitute ch. 249C (97.7 mhz) for ch. 249A at Belen and ch. 265C2 (100.9 mhz) for ch. 250C2 (97.9 mhz) at Grants; modified license for KARS-FM Belen, accordingly. (MM docket 89-34, by R&O [DA 89-1324]; adopted Oct. 10 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Oakes, ND. Effective Dec. 15, amended FM table to substitute ch. 223C1 (92.5 mhz) for ch. 222C2 (92.3 mhz) at Oakes and modified license of KDDR-FM accordingly. (MM docket 89-12 by R&O [DA 89-1310] adopted Oct. 6 by chief, Allocations Branch.)

Call Letters

Applications

Existing AM

KIOV(AM) KACY Miller-Kohl Broadcasting Inc., Payette, ID

Existing FM's

KQXR(FM) KQPD Miller-Kohl Broadcasting Inc., Payette, ID
 KMFY(FM) KNNS Kirwin Spilman Broadcasting Inc., Grand Rapids, MN
 WLCY(FM) WNQQ Longo Media Group Inc., Blairsville, PA

Grants

New FM's

KVPC(FM) Susan Lunborg, San Joaquin, CA
 KVTU(FM) Harvest Broadcasting Inc., Visalia, CA
 WHKR(FM) D.V.R. Broadcasting, Rockledge, FL
 WQLC(FM) Louis D. Bolton II, Watertown, FL
 WKLS(FM) Heart of Citrus Inc., Beverly Hills, FL
 WBDX(FM) RD-AD of Trenton Inc., Trenton, GA
 KCCN-FM Lee Optical and Associates Co. Honolulu
 KWFN(FM) Leemay Broadcasting Service Inc., Fredonia, KS
 KVQB(FM) KBOT Inc., Cabot, KS
 KQHK(FM) KWHK Broadcasting Co., Hutchinson, KS
 WTUK(FM) Eastern Broadcasting Co., Harlan, KY
 KSBH(FM) James G. Bethard, Couchhatta, LA
 WSBY-FM Conner Broadcasting Corp., Salisbury, MD
 KSLQ-FM Prime Time Radio, Washington, MO

WRCD(FM) KIC Radio Ltd., Clyde, NY
 WVEH(FM) Chester Associates, East Hampton, NY
 WNNR-FM Craig L. Fox, Sodus, NY
 KVPH(FM) Tommie R. Love, Bismarck, ND
 KVUT(FM) State of Oregon Board of Higher Education, Roseburg, OR
 WEMR-FM Endless Mountains Broadcasting Inc., Tunkhannock, PA
 WTUC(FM) South Carolina Educational TV Communications, Aiken, SC
 WTUB(FM) VBX Communications Inc., Georgetown, SC
 WTUA(FM) George Wells, St. Stephen, SC
 KWSK(FM) Robworhton Broadcasting, Daingerfield, TX
 KVPA(FM) Matthew C. Trub, Port Isabel, TX
 KNKC(FM) Boise-American Indian, Post, TX
 KVQC(FM) Breckenridge Broadcasting Co., Stephenville, TX
 WZJM(FM) Board Visitors of James Madison University, Harrisonburg, VA
 WXRI(FM) JH Communications, Windsor, VA
 WTUS(FM) Sandy S. Garlitz, Mannington, WV
 WTUN(FM) Weigle Broadcasting Corp., Pocatatico, WV
 WMVW(FM) Molly E. Huth, Maryville, WI
 WHYB(FM) Good Neighbor Broadcasting Inc., Peshtigo, WI

New TV's

WFXG(TV) Augusta 54 Broadcasting Co., Augusta, GA
 KCDN(TV) Word of Life Ministries Inc., Shreveport, LA

Existing AM's

KJYK(AM) KAIR Duchossois Communications Co., Tucson, AZ
 KBIS(AM) KHLT Signal Media of Arkansas Inc., Little Rock, AR
 KIXA(AM) KKIS Diamond Broadcasting of California Inc., Pittsburg, CA
 KSCO(AM) KLRS Fuller-Jeffrey Broadcasting Corp., Santa Cruz, CA
 KJUG(AM) KFIY Westcoast Broadcasting Inc., Tulare, CA
 WCEO(AM) WKLL Adams Radio of St. Louis Inc., Wood River, IL
 WGZB(AM) WJDW Power Communications Inc., Corydon, IN
 WWOK(AM) WGBF Aiken Communications Corp., Evansville, IN
 WXTZ(AM) WIRE WIN Communications Inc. of Indiana, Indianapolis
 WNTL(AM) WBZE WBZE Inc., Indian Head, MD
 WRCA(AM) WDLW The Boston Radio Group Inc., Waltham, MA
 WDLW(AM) WAFN Boston Radio Group Inc., Waltham, MA
 KTYZ(AM) KVCK Wolf Point Broadcasting Inc., Wolf Point, MT
 KDHB(AM) Don H. Barden, Las Vegas
 KVOZ(AM) KWNW La Voz Broadcasting Co., Santa Fe, NM
 WFBL(AM) WLLF WFBL Syracuse Inc., Syracuse, NY
 WOLF(AM) WNNR WOLF Radio Inc., Syracuse, NY
 WNBR(AM) WAKS Cedar Raleigh Ltd. Partnership, Fuguay-Varina, NC
 WFXN(AM) WSSG Freedom Baptist Church, Goldsboro, NC
 WHIL(AM) WSMR Gospel Tabernacle Enterprises Inc. Raeford, NC
 WFXO(AM) WRKT Rambaldo Communications Inc., Northeast, PA
 WZGO(AM) WWML Mainline Media Inc., Portage, PA
 WNWZ(AM) WEZI Ardman Broadcasting Corp., of Tennessee, Germantown, TN
 KRQO(AM) Don H. Barden, Pittsburg, TX

WXGI(AM) WJDK WXGI Inc., Richmond, VA

Existing FM's

KRCY(FM) KAWA Hualupai Broadcasting Inc., Kingman, AZ
 KKLD(FM) KJYJ Duchossois Communications Co., Tucson, AZ
 KHLT(FM) KHLT-FM Signal Media of Arkansas Inc., Little Rock, AR
 KCWM(FM) KSMN Community Educational Television Inc., Barstow, CA
 KLIT(FM) KLIT(FM) Golden West Broadcasters Glendale, CA
 KJUG-FM KJUG Westcoast Broadcasting Inc., Tulare, CA
 WRKE(FM) WOVU Q-Tone Broadcasting Corp., Ocean View, DE
 WRBT(FM) WYER-FM River Valley Radio Inc., Mt. Carmel, IL
 WEJT(FM) WSHY-FM The Crowell Group Inc. of Illinois, Shelbyville, IL
 WNUY(FM) WBGW Wells County Radio Inc., Bluffton, IN
 WMJC(FM) WXTZ WIN Communications Inc. of Indiana, Indianapolis, IN
 KRVK(FM) KCWV-FM WTMJ Inc., Leavenworth, KS
 WENL(FM) WCLS David C. Schaberg, Gladstone, MI
 KRSU(FM) KNOW-FM Minnesota Public Radio, Appleton, MN
 KTYZ-FM KYZZ Wolf Point Broadcasting Inc., Wolf Point, MT
 KRRK(FM) 93.3 Inc, Bennington, NE
 WRKT(FM) WRKT-FM Rambaldo Communications Inc., Northeast, PA
 WWRB(FM) WTLO Futuremark Communications Inc., Pittston, PA
 KPUR-FM KHWK Holder Broadcast Service of Texas Inc., Amarillo, TX
 KAGG(FM) KIXF OARA Inc., Madisonville, TX
 KMRK(FM) KQTX Mid-Cities Corp., Odessa, TX
 WVGO(FM) WVMX Daytona Group of Virginia Inc., Richmond, VA

Existing TV's

WTCE(TV) WFET Palmetto Broadcasters Associates, Ft. Pierce, FL
 WFET(TV) WKEB Keys Educators Broadcasting Inc., Marathon, FL
 WKEB(TV) WEB Keys Educators Broadcasting Inc., Islamorada, FL
 KVAW(TV) KEGC Juan Wheeler Jr., Eagle Pass, TX
 KJLF-TV KZJJ UN2JC Communications (Limited), El Paso, TX

Call sign applications or assignments deleted or rescinded by commission

New FM's

WHTA(FM) Brantley Broadcast Associates, Brantley, AL
 WKDL(FM) Woodward Broadcasting Co., Oxford, AL
 KLUK(FM) Williamson County Communications Inc. Georgetown, TX

Existing AM

WQMC(AM) WFIG Gamecock City Broadcasting Inc., Sumter, SC

Existing FM's

KSCO(FM) KLRS-FM Fuller-Jeffrey Broadcasting Corp., Santa Cruz, CA
 WRBT(FM) WYER-FM River Valley Radio Inc., Mt. Carmel, IL
 KFRC(FM) KFRD Roy E. Henderson, Rosenberg, TX

Call letter requests withdrawn at applicant's request

Existing FM's

KBSN-FM KDRM KSEM Inc., Moses Lake, WA

Classified Advertising

See last page of Classified Section for rates
closing dates box numbers and other details

RADIO

HELP WANTED MANAGEMENT

Career opening for sales-oriented general manager in top 100 market group-owned Southeastern AM/FM Combo. Must be able to lead mature sales staff and to set the pace in personal selling. Proven experience in expense control and budget management necessary. Send complete resume and 5 year salary history to: Box H-77. EOE.

Manager/sales for leading Spanish station near Boise, Idaho. Heavy sales and promotion. Salary plus commission. Resumes to KWEI, Box 791, Weiser, ID 83672. EOE.

GM/GSM. Rapidly growing small/medium market group needs leader for ratings dominant NE combo. Expand, train, motivate sales organization. Budget management. Corporate fast track. Excellent compensation package with lucrative cash and equity incentives. Box J-11. EOE.

Sales manager. General manager position reserved for person who proves him/herself. Excellent income. Super lifestyle. Station equity participation. Group equity participation opportunity. Must be leader with heavy radio retail sales experience. One of the most powerful AM radio stations in one of the most sought after growth markets of Florida. Call: Bob Dwyer, Owner, 813-939-9000. EOE.

General manager: Opportunity for an assertive, people oriented, hard working person. Great stand alone FM in top 30 market. Top 5 Adult station looking for someone who loves to win. Send background together with how you will make a difference. Box J-25. Equal Opportunity Employer.

Two SM's for two new FM's. Chain operation. Opportunity to advance to GM. Also need PD's. EOE. Pat Demaree, 501-521-5566.

HELP WANTED SALES

National sales coordinator: Radio rating experience required. Assist general sales manager. Some typing necessary. EOE. Send resume to KMEL, 55 Francisco, #400, San Francisco, CA 94133. Attn: GSM.

Sales/marketing rep: Corporation seeking energetic, dedicated person-oriented individual willing and able to work hard. Knowledge of radio and/or TV operations a must. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box J-26. EOE.

Morning person/sales. Approaching early retirement, or being forced out of frozen North. Come be our morning person and sell own show rest of your day. It's your annuity in sunny, coastal, resort, south Florida million market, on leading AM music voice in market playing to the "mature crowd". Drop a line to Box J-27. EOE. No tapes yet.

North Carolina medium market station seeks account executives ready to take top lists at new hybrid CHR. We seek only career minded people with management potential and direct closing abilities. Resume, references and salary history to Box J-28. EOE, M/F.

Sales manager: 50,000 watt, progressive Rock FM, sitting in the cal bird's seat, seeking visionary sales manager. Southern VT/NY capitol region. This is an outstanding radio station. Send resume: WEQX, Box 102, Manchester, VT 05254, or call Patrick Brady, 802-362-4800. EOE.

Ground floor opportunity, dynamic organization acquiring powerhouse FM early 1990. Seeking result oriented street wise professional to supervise and build super aggressive sales force in Florida's fastest growing market. Great weather, area, potential. You must be 5-8 years experienced in radio sales with top notch track record. Experience with agencies and nationals a must. We offer top salary, benefits, override and stock options in multimedia company to grow with. Reply in confidence all details first letter. Rock Hit Communications, Box 461, Center each, NY 11720. EOE.

Director of marketing and development: Planning and implementation of marketing and fundraising for public radio network of 1 AM and 5 FM stations with 33 translators, on-air fundraising, grant writing, and underwriting sales. Resume to: John Baxter, KSOR, 1250 Siskiyou Blvd., Ashland, OR 97520. Closes Nov. 17. EOE.

Account executive: South Texas Class C requires account executive with strong sales and motivational skills. Growing company with excellent potential. A strong sales record of proven success a must. Send resume to KVLV, PO Box 850, Edinburg, TX 78540. EOE.

HELP WANTED ANNOUNCERS

Air personality: Successful commercial 50,000 watt FM Christian Light Contemporary music station with high ratings needs 1st class veteran for morning drive. This experienced professional must be warm and friendly with excellent one-on-one communication skills. Knowledge of Christian music, proven success in competitive format and leadership ability are needed. Must also have PR skills. Position offers competitive salary, excellent benefits, friendly work environment and career potential. Immediate response essential! Send tape/resume: Doug Smith, WFRN/WCMR, Box 307, Elkhart, IN 46515. EOE.

WKSU, Ohio's most listened-to public radio station, is seeking two top-flight announcer/producers for daily on-air schedules. Music coordinator, fine arts editor, arts news producer and public relations spokesperson are all career advancement possibilities. Applicants should have familiarity with Classical music, strong speaking/public appearance skills, and conversational, engaging delivery. Prior professional broadcast experience required. Forward resume, demo tape and references to: Deborah Woodson, Personnel Director, WKSU, Kent State University, Kent, OH 44242. Please direct questions to: Program Director, Eric Hammer at 216-672-3114. Application deadline: November 27, 1989. WKSU is an equal opportunity employer.

USA's solar powered FM needs versatile announcers for news/DJ/commercials. KICKS 106.3 FM. PO Box 26523, Prescott Valley, AZ 86312. EOE, M/F.

HELP WANTED TECHNICAL

Broadcast engineer: FM/AM Combo in Washington DC looking for engineer to assist in studio and transmitter maintenance and installation. Good opportunity for the candidate with 1-2 years experience in broadcast engineering and looking to further career. Send resume to Chief Engineer, WMQZ Radio, 5513 Connecticut Ave., NW, Washington, DC 20015. EOE.

Chief engineer: Keymarket Communications, KQLH, San Bernardino, California is looking for a leader to construct new transmitter and studio facilities for its newest acquisition. Resume in confidence to Lynn Deppen, DOE, Keymarket Communications, 804 Carolina Ave., North Augusta, SC 29841. Fax # 803-278-4645. EOE.

Chief operator for small Northern California market. One KW AM and Class C FM. A minimum of two years experience and knowledge of automation, audio, high power FM and FCC compliance. Excellent starting salary and benefits. Box J-16. EOE.

WMC Radio, a 300KW FM/5KW AM in Memphis has an immediate opening for a chief engineer. Looking for self starting, highly motivated individual with demonstrated experience in the technical aspects of broadcasting. Hands on management position requires teamwork and good communication skills. Resume to: Mike Schwartz, EM, WMC AM-FM-TV, 1960 Union Ave., Memphis, TN 38104. Scripps Howard Broadcasting is an equal opportunity employer.

HELP WANTED NEWS

Needed yesterday! A strong news director with solid voice and good anchoring, reporting, writing skills. Columbia's only News/Talk station has rare opening for the right person. Run a three person department, with Marti equipment, vehical and station commitment to news. Call Andy Thomas at 803-772-5600 or rush tape, resume, writing samples, and news philosophy statement to Andy Thomas, WVOC, PO Box 21567, Columbia, SC 29221. EOE.

Dynamic organization seeking seasoned professional radio news person. Will supervise and build high profile news department for powerhouse FM in Florida's fastest growing market. Must have professional top notch credentials, air-delivery, writing, and follow-up skills. We offer ground floor opportunity in multi-media company with salary and benefits to match. Send tape and all details in confidence to Rock Hit Communications, Box 461, Center each, NY 11720. EOE.

Anchor/reporter with minimum 1 year experience for Midwest local news leader. T & R to Ed Huot, Box 699, Elkhart, IN 46515. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director: Seeking take-charge individual to be responsible for all aspects of music and other programming and program production for full-power professional public radio station. Member NPR, APR, SRG. Supervises programming staff including announcers. Analyzes audience data and works with management group to evaluate programming changes. Programs Classical music. Designs and implements new programs. Some announcing work, including fill-in. Qualifications: Five years' experience as music director or program director in an artistically and financially successful radio station. Proven ability to program music with audience needs and desires foremost in mind. Ability to motivate and provide leadership to air staff. Exceptional knowledge of Classical music and discography. Excellent announcing skills. Salary: Competitive with excellent working conditions and benefits. Availability. Immediate. Send letter stating interest and salary history, resume and non-returnable cassette aircheck at once to: Ed Warfield, The Johns Hopkins University, 34th and Charles Sts., 146 Garland Hall, Baltimore, MD 21218. The Johns Hopkins University is an Affirmative Action/Equal Opportunity Employer.

Traffic director: South Florida seeks individual with minimum 3 years computer traffic experience to handle all functions of traffic department. EOE. M/F/V/H. Send resume to Box J-29.

Promotion writer/producer: Looking for creative genius to handle entertainment and event promotion for major market NBC affiliate. Must have previous experience, great imagination, and terrific writing and producing skills. Send tape and resume to: Personnel Dept., WFLA-TV, 905 E. Jackson St., Tampa, FL 33602. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

General manager available. Successful in medium and major markets. 10 years current company. Love turn-arounds and rebuilds. Group management experience. Excellent background and references. Relocate for quality opportunity in top 75 markets. Deane Johnson, 503-472-1221.

Assistant manager in medium market looking to move on to more challenges. Hands-on all operations. Box J-15.

Highly successful general manager/sales manager. Available immediately. 20 years radio experience. Strong in sales/sales management. Gordon, 312-896-6138.

Experienced, successful general manager currently employed in a competitive market is seeking a new challenge. Gifted broadcaster: Excellent motivator; knows sales; goal oriented; knows how to produce profits. Prefer medium market. 218-326-8391, Jack.

Experienced general manager seeking new challenge. Strong background in sales, sales training, marketing, and programming. Prefer start-up or turn around situation. If your current GM is non-productive, or you realize you have hired an incompetent GM, call V.A., 404-889-3653.

Sales manager: Top station in top 60 market seeks position as GM or GSM in Southeast smaller market. Box J-35.

SITUATIONS WANTED TECHNICAL

Stable, experienced chief engineer. All phases radio. Midwest. Desperate. Must relocate by December. Leave message for resume, 515-955-5233.

SITUATIONS WANTED ANNOUNCERS

Talk: veteran radio/TV journalist has unique credentials to launch a new-concept, audience-grabbing talk show. Mysteries of the Unknown probed as never before. Expanding the envelope of talk entertainment. 405-528-0443.

Jerry "DJ" Strothers seeks upscale CHR/UC station air shift, high profile. Digital production pro. Pittsburgh, PA. 412-244-0815.

Hardest worker, MA Yale, debating champion. Emotive and humorous scholar will build audience and revenue. Will go anywhere to launch talk career. I will build our success through a total commitment to learn and develop with each day. Box J-44.

SITUATIONS WANTED NEWS

Quality sportscaster seeking major radio/TV opportunity. Versatile with major college PBP, anchor and host experience. Knowledgeable with sense of humor and college degree. Bill, 914-620-1814.

General assignment reporter. 9 years hard news experience, including live. Story breaker. Top references. Want medium/major market in Southwest. Box J-3.

College grad., strong delivery, seeks anchor/reporter pos. DC-VA-MD area preferred. Call 904-335-1980.

Top-notch writer/reporter for NY All-News station seeking to branch out after two decades of hard work and experience. Willing to relocate. Box J-36.

Attention West Coast + foreign stations! Looking for an East Coast/NYC "stringer"? I'm your man. Hard worker, plenty of experience. Box J-37.

Savvy news director, who knows local news. Can bring vitality to your All-News, News/Talk, Full-service formats. Large, medium markets, Western states. 805-298-9471, afternoons, evenings.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Larry Ryan: Has been an owner, manager, programmer, and recently morning drive AT with US 99 in Chicago. Great references, attitude, ideas, & credit. A/C-Oldies-Country-Special K. Call 312-438-1411.

Multi-formatted programming specialist. Top management credentials. 5 years #1 ARB stations. Prefer East Coast, especially Florida. Available immediately. Call Bill James, 804-232-5197.

If your News/Talk needs visibility, a sense of community, motivated staff, this ND/OM can deliver. Audience-conscious, promotion-minded, with journalistic integrity. Want a product people will talk about? Box J-4.

Who's afraid of AM radio? It's just waiting for someone who believes in it. Programmer, AT, has good track record, creative ideas, winning attitude, and coaching skills to make AM radio work again. If you need help, call: 312-438-1411.

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Make money in voiceovers. Marketing and technique for success in commercials and industrials. Seminars: Chicago 11/11-12, NYC 11/4-5. Also available on cassettes. Call for free info. Susan Berkley, 1-800-333-8108.

TELEVISION

HELP WANTED MANAGEMENT

Art/electronic graphics manager: Top 40 NBC affiliate wants to hire an exceptional art/electronic graphics manager. This is a top job for a creative thinker with strong management and administrative skills, electronic and print design expertise, an understanding of multi-media advertising, a sound knowledge of computer graphics systems (preferably Quantel Paintbox), and all aspects of print production. Candidate must be self confident and organized, able to communicate, and flexible under tight deadlines. If you want to work in a station where good work is understood and appreciated and your qualifications fit the bill, send resume, tape, and portfolio to Personnel, KUTV, PO Box 30901, Salt Lake City, UT 84130. No phone calls, please. Deadline: November 30th. EOE.

NBC affiliate, SE. Single station market, unique opportunity to grow with leading television group. We need dynamic individual to mold and lead local sales staff. This LSM position requires sales management background with proven new business track. Send resume and salary requirements to: Becky Cooper, GSM, WTAP-TV, 123 W. 7th St., Parkersburg, WV 26101. EOE.

Fox Television, KRIV is seeking a national sales manager with knowledge of sales promotions, enterprise traffic systems, and minipac systems. Five years national broadcast sales experience preferred. Send resume and salary requirements to: KRIV-TV, PO Box 22810, Houston, TX 77227. No phone calls. EOE.

Local sales manager for network affiliate in 100+ Texas market. Must have minimum four years television sales experience and sales management experience in either radio or television. Send resume and copy of at least one sales promotion if available to: Box J-30. EOE. No tapes.

Chief financial officer: Chase Communications Inc., Hartford, CT, is seeking an enthusiastic and talented chief financial officer to provide financial oversight and control for its rapidly growing television, radio and related communications interests. Candidate must have a minimum of seven years experience in the industry including banking relations, contract negotiations, etc. Send resume and references to: Chairman, Chase Communications, Inc., One Commercial Plaza, Hartford, CT 06103. EOE, M/F.

Local sales manager: Number one rated CBS station has an opportunity for someone who can demonstrate leadership and selling skills. This person will manage eight person staff, will have state-of-the-art tools to work with including in-house research department. Send resume that clearly illustrates your sales success to date as well as your career objectives to: VP/Sales, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. EOE, M/F.

Manager of engineering: Major market network NBC affiliate is seeking a highly qualified individual to fill this management position. You will need five years experience as a chief engineer or assistant chief; have a strong maintenance background and familiarity with state-of-the-art equipment; must have operational experience and proven leadership ability to communicate effectively with station and corporate management. Experience in planning and budgeting will be definite advantage. Human resources is an important part of our station and outstanding people skills will be an area of consideration in selecting our next manager of engineering. Send resume and salary history to Human Resources Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721. EOE, M/F.

HELP WANTED SALES

TV marketing director: #1 station in beautiful California market is looking for a dynamic marketing director. Individual must be ratings savvy, creative, a good writer, and be willing to work hard. Must be a team player, helping sales dept. with everything from individual client presentations to major sales promotion and research projects. TV/media experience a must. Salary plus commissions. Send qualifications and salary requirements to Box J-6. EOE, M/F.

Syndication/sales: High energy/fast growth television company seeks sharpest individuals to sell programming service, syndicate programming, develop marketing strategy. Only overachievers, please: ASAP send resume to Box 1300, Fort Washington, PA 19034. Attn: Michelle. EOE.

Account executive: WTAE-TV, Pittsburgh. If you have a reputation for being the best in your market for developing new business, have 1-3 years TV sales experience, and are looking to make a move up, think about a career with Hearst Broadcasting. Please send resume to Local Sales Manager, 400 Ardmore Blvd., Pittsburgh, PA 15221. EOE.

Director of marketing: NBC affiliate in top 50 Midwestern market, is seeking to hire a highly creative, motivated marketing person to take charge of the station's total sales marketing effort. Person must have at least three years sales, sales marketing, or sales promotion experience at the affiliate level or comparable agency experience. Box J-31. EOE.

Local sales manager: WTOV-TV9 (NBC) is looking for an individual who believes that the changing broadcast sales environment must be met with innovation, education and positive thinking. Minimum 3 years broadcast TV sales experience required. Management experience, marketing and computer skills a plus. Send resume to Art Daube, General Sales Manager, WTOV-TV9, PO Box 9999, Steubenville, OH 43952. EOE.

Account executive: Only ABC affiliate in Vermont needs an account executive with TV knowledge and sales background. Established list but with emphasis on new business. Great quality of life. Resumes to Cliff Smith, Local Sales Manager, WVNY-TV, 100 Market Sq., Burlington, VT 05401. EOE.

HELP WANTED TECHNICAL

Maintenance engineer for UHF TV station. Need technician with experience repairing studio equipment. Send resume to: Gary King, WXON-TV, 27777 Franklin Rd., Suite 708, Southfield, MI 48034. Equal opportunity employer.

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.

Mtce engr. Need engr. to maintain 300/Kscope, Digital, FX200, 141 post prod., Harris 9100 AM/FM/TV remote control. VPR-2's, ACR's, 3's, 80's, FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMML lic or SBE certificate. Contact KFMB, John Weigand, AM/FM/TV, PO Box 85888, San Diego, CA 92138. EOE.

Maintenance engineer: Aggressive East Coast UHF independent looking for a skilled and motivated individual to join our engineering staff. Must have 2 years high powered UHF XMTR maintenance experience. Component level troubleshooting a must. Experience with BVU, BVW, VPR tape machines a plus. SBE certification and/or FCC General Radiotelephone desirable. Send resume and salary history to Personnel Dept., WNUV-TV54, 3001 Druid Park Dr., Baltimore, MD 21215. EOE.

Maintenance engineer: WSNS-TV Chicago is seeking a component level troubleshooter with a minimum of four years broadcast experience in 3/4" and 1" VTR's, BetaCart and BetaSP. Send resume to: Charles Breeding, WSNS-TV, 430 W. Grant Pl., Chicago, IL 60614. EOE.

Master control operator. ABC affiliate needs operations technician. Minimum-related two year degree or previous TV operations experience necessary. Send resume to: Chief Engineer, PO Box 2229, Topeka, KS 66601. EOE.

HELP WANTED NEWS

News promotion writer/producer: Creative services department at Western top 40 NBC affiliate is seeking a news promotion writer/producer who wants to do what only a very few do well: Inspire an audience. Ability to communicate with news types and familiarity with the operations of a news room, hands-on editing skills, willingness to work flexible hours, and superior writing skills required. This is a job for a self-motivated person who wants to join an exceptional, award-winning team. If your qualifications fit the bill, send resume, a few print samples (no tapes) to Box J-7. Deadline: November 30th. EOE.

Wanted: Highly creative and energetic TV news, reporter/anchor at #1 news station in progressive top 100 South-eastern US market. Must have minimum 2 years full-time paid reporting background with proven anchor experience. This is not an entry level position. Send resume, confidential salary history and cover letter describing your accomplishments, abilities and news philosophy to Box J-14. EOE. No tapes.

Weekend anchor/producer to join #1 news team in small Northwest market. Report on weekdays. No beginners, please. Send non-returnable tapes to: Dave Lerner, KIFI-TV8, Box 2148, Idaho Falls, ID 83403. EOE.

We are still looking for just the right person to co-anchor our 6 and 11 p.m. newscasts. If you have a great delivery and credentials and are looking for a place to put down some roots, send tape, resume, and references to: News Director, WSAV-TV, Box 2429, Savannah, GA 31402. EOE.

Reporter. Agriculture background desirable. Backup weathercast duties. Resume and tape to John Froyd, KCCO-TV, 720 Hawthorne, Alexandria, MN 56308. EOE.

Aggressive assignment editor who can lead a 30 person news department. Experience with SNG and ENG. Box J-32. EOE. No tapes.

Reporter/photographer: Immediate opening for aggressive up and coming reporter. Award winning, dominant news team. Must be able to shoot/edit on occasion. Deadline November 20. Minorities encouraged. T & R: Bill Huffman, ND, WVVA, PO Box 99, Bluefield, WV 24701. EOE.

Reporter: WTVT, the #1 news station in Tampa, seeks a general assignment reporter for an opening in the near future. If you're ready for a competitive, top-15 market, send a non-returnable tape to Michael Kronley, Assistant News Director, WTVT, PO Box 31113, Tampa, FL 33609. No phone calls, please. EOE.

Wanted: Individuals with television news experience. Are you experienced in television news? Have you thought about making a transition into sales and marketing? An internationally known news organization is looking for TV news people who are interested in pursuing an exciting and financially rewarding sales and marketing career. If interested, please send resume and salary requirements to Box J-33. EOE. No tapes.

Assignment editor: KREM-TV, a King Broadcasting Company owned station, is seeking an assignment editor with a minimum of three years assignment management experience. Must be highly organized with excellent interpersonal skills and demonstrated leadership ability. Send letter of introduction and resume to: Bob Melisso, KREM-TV, 4103 South Regal, Spokane, WA 99223. KREM-TV is an equal opportunity employer.

Operations supervisor: Worldwide Television News seeks qualified candidate for position of operations supervisor. Individual will assist operations manager in all daily news and production related functions. Strong interpersonal and communication skills necessary. Requires operational-telecommunications experience. Satellite background essential. Salary commensurate with experience. EOE. Send resume & salary history to: Operations, WTN, 1995 Broadway, New York, NY 10023.

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.

Top 60's market seeking several positions. #2 person for sports department, needs good on-air presentation for weekend sports anchoring, report weekday sports. News producer with sharp news sense. Reporters who can do smooth live-shots, creative stand-ups, and turn complex issues into easily understood stories. All applicants need to be aggressive, have a burning desire to win, and minimum 1 to 2 years experience. No beginners: No phone calls. Resume and 3/4" tape to Richard Klos, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE.

Executive news producer: WEXE-TV is seeking an individual to supervise production, packaging and the graphics style of daily newscasts. Prefer line producer from top 40 market seeking a management track. Duties will include managing newsroom at night. Position will be available December 1989, or January, 1990. Send resume to Personnel, WEXE-TV, 21 Buford Rd., Richmond, VA 23235. No phone calls, please. An equal opportunity employer; women and minorities encouraged to apply.

Executive producer: WDTN has an opening for an executive producer of news. Executive producer supervises the news gathering and on-air presentation of all news programming. Qualifications. College degree, thorough knowledge of broadcast news. Individual must have prior TV news supervisory experience and strong management skills. Please send resume and salary requirements to Personnel Dept., PO Box 741, Dayton, OH 45401. An equal opportunity employer.

Dominant Midwest affiliate is looking for experienced news, weather and sports professionals to keep our newscast #1. No beginners—we want only the best. EOE. Box J-38. No tapes.

TV news assignment editor. Mid-market New England network affiliate seeks experienced, creative person to run the desk. Minimum two years news experience required. Send resume and three references to Box J-43. No tapes. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

10 PM producer for one of the highest rated newscasts in the country. We're looking for an experienced, strong writer and memorable story teller who is not afraid to help shape the direction of his/her newscast. Send resume and tape to Steve Minium, News Director, WBRC-TV, PO Box 6, Birmingham, AL 35201. EOE.

Promotion manager: Group-owned Midwest ABC affiliate seeking an experienced, creative individual to handle all aspects of promotion. Position carries department head status. Selected candidates will be asked to supply samples of on-air and other creative efforts. Send resume with salary requirements to: Box J-8. EOE. No tapes.

Ace editor: The Weather Channel, a national cable television network. Minimum 3 years experience editing with Ampex computer editor. 2 years ADO experience required. Vista experience preferred. Must be fast, quality conscious and cooperative. Looking for person ready to come into a high energy, changing, growing environment. Edit projects include: Presentations, documentaries, infomercials and educational features. Qualified applicants only send letters, resumes and salary history: Attn: Director of Production, 2600 Cumberland Pkwy., Atlanta, GA 30339. EOE.

Unit manager/director: Immediate opening for an imaginative self-starter to direct a live sports show, five to six days/wk. Supervise small crew. Three to five years experience in live racing and sports production. Proficiency in switchers, CG, DVE, and audio. Strong technical and leadership skills. Willing to relocate. Rush resumes to: T. Gray, Sports Vision Productions, Inc., 1930 S. Hill St., Suite 206, Oceanside, CA 92054. Or call 619-439-1980. Fax # 619-439-8838 EOE.

Director of program: NYC, 35 hrs/wk, \$37,381/yr. 5 yrs exp. Must speak Korean. Plans and directs broadcasting of special television programs, formulates general policies to be followed in preparing and broadcasting programs, keeps expenditures for producing programs within budgetary limits, creates & develops program ideas. Directs cast in rehearsal, selects cast, studio and assisting staff, gives directions to members of cast & technical crew during rehearsal & filming of broadcasting of television programs, criticizes acting & suggests changes as necessary. Informs technician of scenery, lights, properties & other equipment required. Letter or resume in duplicate to B.B. #720, Room 501, One Main St., Brooklyn, NY 11201. EOE.

Series producer: WOED/13 is seeking an individual to produce a new Outreach/Public Affairs series. Position requires producing at least one program in the series annually. Responsible for overseeing the entire production including the supervision of project personnel, budget management and program planning and development. Bachelor's degree in related field. Master's preferred. Eight years experience in broadcast television production including 5 years as a producer and a minimum of 3 years management experience. Must possess superior writing skills and exceptional documentary and multi-camera experience. Send resume and demo tape to Human Resources, QED Communications Inc., 4802 Fifth Ave., Pittsburgh, PA 15213. EOE. M/F/H/V.

Production manager; KOAM-TV is seeking an experienced individual to head our production department. Applicant must have experience in all areas related to commercial television production. Additional experience in industrial video production is preferred. Send resume to Don Hicks, General Mgr., KOAM-TV, PO Box F, Joplin, MO 64802. EOE.

Promotion writer/producer: Primary responsibility will be the creation and execution of on-air news promotion, including but not limited to, breaking news coverage, mini series, talent showcasing, special news programming and daily news teasers. Person will write copy for print advertising; produce radio promotional announcements during sweep periods; assist in the production of news opens, show opens, and special projects. Applicants should have strong writing ability with two years experience producing television commercials; working knowledge of ENG editing, MII and one-inch production, studio and location production. Knowledge of graphics and animation a plus. Submit resume/non-returnable tape/salary requirement to: Randy Hoffman, Creative Services Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. EOE. M/F.

Television producer. Midwest affiliate seeks commercial producer. Responsible for writing and supervising commercial projects. Strong writing and editing skills a must. Prefer degree in R/TV and experience. Send resume and salary requirements (no tapes, please) to: Box J-34. EOE, M/F.

Creative services director for leading Seattle/Tacoma Independent TV station. Responsible for all creative including TV, radio, and print. Experience with paintbox also helpful. Send resume to Business Manager, KSTW-TV, PO Box 11411, Tacoma, WA 98411. EOE.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer seeks position with station in small or medium market. Construction and maintenance experience. Experienced VHF/UHF transmitters, translators. Supervisory experience, good administrative skills, budgeting, union dealings. 718-706-7690, ask for Jim in engineering.

SITUATIONS WANTED NEWS

Psychologist, network experienced, excellent writing, production and interviewing skills. Contact Box 76477, Los Angeles, CA 90076 for tape.

Excellent, experienced sportscaster looking for a good station in which to work. 216-929-0131.

Young blind sportscaster looking for a position as a sports reporter, anchor, writer. In the sports department, worked for CBS Sports, SportsChannel and WRHU Radio as on-air sports anchor. Graduated with BA in Communication Arts from Hofstra U. Well-versed in all sports, willing to relocate. Call Larry at 516-757-7269.

Give your ratings a lift. Experienced TV news pilot/reporter seeks station which needs ADI help. Can supply ENG helicopter if desired. Box J-10.

Meteorologist, 10+ years TV experience. AMS & NWA seals. Seeks #1 position in stable Southeast/Gulf Coast market. Experience in computer graphics, cloud and radar animation techniques. Strong science background, former educator. Comprehensive presentations that go "beyond the forecast." Reply Box J-17.

Newscaster/reporter: Attractive woman to anchor morning/evening news. Four years experience; strong air delivery and writing skills, works well under pressure, University degree, aggressive. Box J-39.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Computer graphics student, Platt College, Los Angeles seeks position after graduation 1/90. BFA degree, Fine Arts major also. Hardworking, knowledgeable and creative. California area desired but will consider all offers elsewhere. Richard Baughman, 213-874-8322.

MISCELLANEOUS

Primo People wants you. If you are a general assignment reporter who has some anchoring experience, send 3/4" tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Bill Slater and Associates helps get you that better job in TV news. Talent coaching for reporters and anchors. Help with audition tape, resume and cover letter. 601-446-6347.

Anchor, reporter, sports and weather positions available through our unique broadcast service. Over 200 TV news positions currently listed! If you are searching for a broadcast opportunity, we can help. We specialize in TV news listings. Call today! National Media Services, 303-839-1770.

Free job listings! Just send us your resume and a self-addressed stamped envelope. We'll mail you a generous sample of our current leads, plus subscription information on The Hot Sheet—broadcasting's most comprehensive employment publication! Media Marketing, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

CABLE

HELP WANTED MANAGEMENT

National cable channel needs experienced cable or broadcast management and programming personnel to join management team. National cable start-up experience preferred. Must have experience negotiating carriage with MSO's, and must have experience negotiating for product. Send resume to Box J-40. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Television news/production: Assistant Professor position in dynamic Department of Broadcasting. Teach in areas of Television News/Production. Serve as producer of department-produced TV program. Coordinate department's television facilities. Master's in Broadcasting required, PhD preferred. Professional experience in TV News/Production required. The Department of Broadcasting produces a monthly public affairs TV program in addition to operating a 50,000 watt commercial All-News AM station and a non-commercial FM station. Send letter, resume, and the names of 3 references by December 1, 1989 to Dr. Sam Swan, Head, Department of Broadcasting, University of Tennessee, 295 Communications Bldg., Knoxville, TN 37996. UTK is an affirmative action/equal opportunity employer.

Broadcasting: Indiana State University seeks an assistant professor, tenure track, to teach courses in Broadcast Journalism, Fundamentals of TV Production, and other courses of expertise. PhD and professional experience required. Commitment to research and scholarship expected. Evidence of teaching effectiveness and professional/scholarly performance. Send letter of application, current vita, names and phone number of three references to: Joe Duncan, Director of Broadcasting, Department of Communication, Indiana State University, Terre Haute, IN 47809. Materials received after December 15, 1989, cannot be guaranteed consideration. EOE/AA.

Director of TV Studios (Faculty position): Broadcasting faculty member (tenure track) to teach advanced radio-television production and related classes and be in charge of MSU-TV Studios. College teaching experience and significant recent video production experience required. MFA in video/film or PhD preferred. Rank, salary commensurate with qualifications. Position open beginning Fall, 1990 semester. Application deadline: Jan. 8, 1990 or until filled. Send up-to-date resume, college transcripts, and three current letters of reference to: Chairman, Dept. of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. The department has 365 students in four majors, 20 master's students, 11 faculty/staff members, full-color TV studios with channel on local cablevision system, and good working relationship with the 100,000-watt FM stereo NPR radio station on campus. The department received ACEJMC accreditation in 1987. An Equal Opportunity/Affirmative Action employer.

Instructor/assistant professor to teach beginning and advanced television production, small format video, and advisement duties. Tenure track appointment. Master's required in broadcasting or related field. Evidence of quality teaching and demonstrated scholarly or industry competence in subject matter area. Available August 1990. Rank and salary commensurate with experience. Send letter of application, resume, 3/4" tape, names and phone numbers of three references by December 15, 1989 to: Dr. Robert Craig, 345 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. All persons including members of minority groups, women, handicapped persons, disabled veterans and veterans of the Vietnam Era are encouraged to apply. CMU is an AA/EO institution.

Graduate assistantships available for January 1990 at Central Michigan University to teach lab sections of introductory video or audio production and media survey courses. GA's receive \$5,800/year plus tuition remission for MA or MSA programs in Broadcast and Cinematic Arts. For information write: Dr. Robert Craig, 345 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. EOE.

Wayne State College seeks candidates for full-time, tenure track position in Broadcast Communication, August, 1990. Master's required, PhD/MFA preferred. Broad academic and professional background and ability to teach wide variety of broadcast communication, media, and communication courses. Advise FCC-licensed FM radio station (full member of NAB, NACB, NBA, and AP affiliate). Send letter of application with vita, three current letters of reference, and supporting materials to: Broadcast Search, c/o Provost, Wayne State College, Wayne, NE 68787. Search open until position filled. EEO employer.

Doctoral assistantships. The University of Tennessee seeks outstanding academics and professional broadcasters for doctoral study in communications. Coursework emphasizes theory/research core with broadcasting concentration, leading to research and university professorship positions. Applicants should complete coursework in two years. Persons with significant media experience plus Bachelors degree may be admitted directly into PhD program. Teaching/research assistantships available. Complete application for Fall 1990 due March 1. GRE required. Also, one-year MS program in Media Management for qualified applicants. Contact Dr. H. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0313. EOE.

The University of Wisconsin-River Falls seeks a journalism teacher for Fall 1990. Primary teaching responsibility in radio/TV news, broadcast production and management. Some background in general news reporting, editing helpful. Position includes management of university's FM radio station. MA required; ABD/PhD preferred. Professional experience necessary. Deadline: February 1, 1990. Send cover letter, current vita and at least three letters of reference to: Michael Norman, Chair, Department of Journalism, UW-River Falls, River Falls, WI 54022 ACEJMC accredited department. Affirmative Action/Equal Opportunity institution.

George Washington University—two positions: (1) Tenure-track associate or full professor of communication to teach and research in comparative and/or international media systems plus other areas of electronic media specialization such as management, programing, news, etc.; and (2) Tenure-track assistant professor of communication to teach audio production and at least one other area of specialization: Management, programing, news, and/or aesthetics/criticism. A PhD in Communication or a closely related field is required. Preference will be given to candidates with established records of research and publication in addition to evidence of effective teaching. Normal teaching load is six courses per year; summer teaching is usually available. Send letter of application, resume, and names of three references to Dr. Christopher Sterling, Acting Chair, Department of Communication, George Washington University, Washington, DC 20052. Applications should be received by January 1, 1990 for full consideration; applications will be reviewed until position is filled. The George Washington University is an equal opportunity, affirmative action employer.

Faculty positions: (1) Telecommunication Industries: Assistant/associate professor to teach undergrad and grad courses and develop research program in the economics and business aspects of information and telecommunication industries. PhD required in Telecommunication(s), Information Science, Economics, Communication or related area. Higher rank commensurate with qualifications and publication record. (2) International and Domestic Telecommunication Policy: Assistant professor to teach undergrad and grad courses and develop research program in international and domestic telecommunication policy. PhD required in Telecommunication(s), Communication, Political Science, Law, Economics or related area. Salaries are competitive. Each position begins September 1990 and is for an initial 4-year appointment in the tenure stream. Application deadline: January 15, 1990. Applicants for both positions should submit a letter detailing background and qualifications; a vita; and the names of 3 references. Contact: (1) Dr. Barry Litman, Chair, TC Industries Search Committee, (2) Dr. Charles Steinfield, Chair, TC Policy Search Committee, Department of Telecommunication, Michigan State University, East Lansing, MI 48824-1212. 517-355-8372. MSU is an equal opportunity, affirmative action employer.

Assistant Professor, Broadcast/Telecommunication management, Michigan State University. To teach and conduct research in broadcast, cable, telecommunication management. Requires PhD, appropriate professional experience. MSU is an affirmative action employer. Send resume to Prof. Thomas F. Baldwin, Department of Telecommunication, 409 CCAS, Michigan State University, E. Lansing, MI 48824-1212. Phone 517-353-6336.

Boston University, College of Communication. School of Broadcasting and Film seeking qualified applicants for the following full-time faculty position: The successful candidate will concentrate on the impact of the television revolution on society; will teach lecture courses and advanced seminars to both graduates and undergraduates in specializations such as the impact of television on children and education, on religion, on the judicial process, on ethnicity and minority stereotyping. PhD is desirable, but Master's with extensive high-level experience in the television industry or media watch-dog agencies may be accepted. PhDs must also have practical knowledge of up-to-date television operations and proven ability to reach non-academic audiences. To apply, send a letter of application, a vita, and the names and addresses of three references to: Faculty Search Committee, c/o Assistant Dean Phyllis Robbins, Boston University, College of Communication, 640 Commonwealth Ave., Boston, MA 02215. Deadline for receipt of application is December 31, 1989. An equal opportunity, affirmative action institution.

Instructor or assistant professor Telecommunications, Spring, 1990 or Fall, 1990 teaching television production courses and serving as production manager of cable television station. MA in Broadcasting or related field plus extensive practical experience in commercial or public television production. Apply or telephone David Barner, Chair, Communication Arts Department, Westminster College, New Wilmington, PA 16172. 412-946-7239. Deadline 12/1/89. EOE.

HELP WANTED MANAGEMENT

Management opportunity: One position available. Nation's most dynamic and fastest growing single-source consumer information company is looking for a media professional to fill our last open regional manager position. The right person is presently working in upper media management (sales or general manager). Responsibilities include calling on all media outlets and select retail clients. You must possess an understanding of the challenges facing media sales today and the value of consumer information in overcoming those challenges. If you're looking to join a rapidly growing company, send your resume to Patrick McDonnell at Impact Resources, 125 Dillmont Dr., Columbus, OH 43235. EOE.

EMPLOYMENT SERVICES

Government jobs: \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000, ext. R-7833 for current federal list.

TV jobs all occupations! \$15,000 to \$100,000.00 yearly. \$39.95 for opportunities in your market and nationally. 1-617-859-3500, ext. 459 Days. 1-508-521-4111, Evenings.

Attention: Earn money reading books! \$32,000/year income potential. Details. 1-602-838-8885, Ext. Bk 8435.

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).

Entry level reporters: One-on-one on-camera coaching. 2 day program and/or demo tape. Call The Media Training Center, 602-285-1143.

Lacking feedback? Talent coaching in person, through the mail or on the telephone. All market sizes and any position -- anchor, reporter, sports and weather. Shirley Brice & Associates. 515-288-1834.

MISCELLANEOUS

Scheduling economy with huge cost savings using this easy to use computer assisted program for manpower and equipment in broadcasting. Many unique features. Customized for each application. Full support after installation anywhere, by modem hookup. Outstanding results when tested in #2 market. Call Schedule Tech, 818-881-3496.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irtubide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1" videotape. Looking for large quantities. 30 minutes or longer. Will pay shipping. Call Carpel Video, 301-694-3500.

I buy used broadcasting and industrial video/audio/RF equipment. Call Purchasing Department 818-845-1999.

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 28,500 (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: Harris SX-1 (1985), Harris MW1A (1980), Sparta SS1000 (1981), Collins 20V3 (1967). Transcom Corp., 215-884-0888, Fax 215-884-0738.

5/10 AM transmitters: Collins B28E-1 (1978), RCA BTA-5L (1975), CCA AM 10,000 (1970), Harris MW5A (1976/81), 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.

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order call Carpel Video Inc., toll free 800-238-4300.

CMX 3600s, Sony 9000s, Ampex ADO-3000, Sony BVE-900, Cortez 22' motorcoach. Many other items of all kinds. 1" VTRs, film islands, character generators. Call for a complete list. There's a new one every month. Also, rent production trucks, mobile uplinks, and portable microwave systems. Media Concepts, 919-977-3600.

Anixter Marks 5/meter transmit/receive C-band satellite dishes with power amplifiers. 702-386-2844.

Save on videotape stock! We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call IVC, toll free 800-726-0241.

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.

Scientific Atlanta 8005, 4.6 meter satellite antennas, \$2,500. Broadcast quality receivers, SA414, \$1975. 702-386-2844.

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.

Two RCA TR-70's, with manuals, headwheel panels. First \$1000 takes all. Call WKYC-TV, Larry Van Camp, 216-344-3357, FAX 216-344-3326.

Like new Harris MW-1 transmitter five years old. Operated 500 watts days. Offer. 408-637-2664.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

Tower Management Systems: Telephone: 504-521-8661. Fax: 504-522-2662.

World leader in used AM and FM transmitters. AM: 5 - 50Kw, 9 - 10Kw, 8 - 5Kw's and 9 - 1Kw's. FM: 2 - 40Kw's, 6 - 20Kw's, 7 - 10Kw's, 6 - 5Kw's and 11 - 1Kw's. All in stock. All complete. All spares. All with inst. books. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600, FAX # 214-226-9416.

220' 48" face low-mileage microwave tower \$6,000.00. Tower Management Systems, 504-521-8661.

Traffic accounting & payroll system for small TV or radio station. Yours, just take over remaining payments. Complete software and IBM at computer; plus 3 remote terminals. We have gone to larger system. Call 904-893-4140. WTWC-TV.

Sony Beta BVW-25 portable Betacam with time code. Carrying case. Nice condition \$6500. Call Scott, 804-253-0050.

600' 5' face TV tower \$34,000 plus advertising. Tower Management Systems, 504-521-8661.

6.5/7 GHz MRC portable video microwave system available for short term rentals. Contact Don Holloway, 818-506-1374 or Fax 818-506-0902.

48 sections of 3-1/8" transmission line, 50 ohm, whangers. 904-223-0616.

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University Microfilms International

300 North Zeeb Road,
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RADIO

Help Wanted Programing Production & Others

WRITER/PRODUCER

Experienced Writer/Producer (Tune-In Promos, Show Opens, Marketing Tapes, etc.) for American Movie Classics & Bravo Cable Network. Offices located in LI. Min. 3-yrs promo exp. Send resume & salary requirements to:

Human Resources Dept.
P.O. Box 999-TP, Woodbury, NY 11797

Help Wanted Management

GENERAL SALES MANAGER

Rare and exciting opportunity for experienced radio sales manager to join Harrisburg, PA's hottest radio station! WWKL, the new KOOL 94.9 FM, is a class B powerhouse already showing spectacular growth after only three months in its "Good Time Oldies" format. Applicants should be over-achievers with track records of superior success in customer-focused sales performance, demand pricing, recruiting, training and leadership-by-example. This is an unusual income and career growth opportunity with a financially solid, growing broadcast group. Send letter and resume with income history to:

Dana Harmon
Vice President/General Manager
WWKL-FM
3605 Vartan Way
Harrisburg, PA 17110



BARNSTABLE BROADCASTING, INC.
(Equal Opportunity Employer)

GENERAL MANAGER SALES MANAGER PROGRAM DIRECTOR PRODUCTION MANAGER

needed for our latest acquisition in Southwestern medium market. Class C AOR format is waiting for you to make it #1. If you have the experience to get one of these jobs done, send your resume in confidence to:

BOX H-101
an EOE, M/F employer

Situations Wanted News

SPORTS PBP PRO
12 yrs major
College, NBA, MLB.
Wants radio or
TV basketball schedule
Call Steve Shannon
217-789-1530, ext. 1903

Help Wanted Technical

Technical Director

Senior position in charge of Technical Operations and R&D at Acoustiguide Corporation, international market leader providing audio interpretation to museums and historic sites. Responsibilities cover managing all technical operations in the U.S. and overseas including R&D, project feasibility, budget preparation, personnel management and field technical support. Requirements include audio and RF background with a minimum 5 years technical experience; good verbal communications skills; technical sales engineering experience useful. Send resume to:

Ms. Eaton
Acoustiguide Corporation
177 East 87th Street
New York, NY 10128

TELEVISION

Help Wanted Programing
Production & Others

FIELD PRODUCER

We are looking for an exceptional story teller with 3 years broadcast experience who can also shoot or edit.

Resumes should demonstrate imaginative and creative approaches to a variety of topics.

Send resumes and tapes to:

P.O. Box 4861
Baltimore, MD 21221
Attn: Evening Magazine
EOE, M/F



Immediate opening for creative

TALK SHOW PRODUCER

to manage our successful live morning talk program in Top 15 Market.

Must have strong management, production & interpersonal skills to complement top academic credentials. 3-5 years television experience required. Strongly prefer previous talk show experience.

Send tape & resume:

Human Resources
KING 5 Television
333 Dexter Avenue North
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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, oversized material or use folders, report covers or the like.

**Help Wanted Progaming
Production & Others Continued**

Television

**MASTER
CONTROL
A.D.**

Leading nat'l sports network seeks TV Master Control Directors. Must have 1-2 yrs experience w/supervisory background and be well versed in live and tape production, traffic & transmissions. Send resume & salary requirements to:

**Human Resources Dept.
PO Box 999-AM
Woodbury, NY 11797**

Design Manager

Exciting position available to manage graphic department of Washington's top-rated, Gannett-owned CBS affiliate. Responsible for designing and implementing on-air graphic look of W★USA-TV. Includes designs and formats for news graphics, news opens and bumps, news promotion graphics, etc. Knowledge of Quantel Paintbox and Chyron Superscribe a must. Management experience required. Opportunity to work with creative graphics team in one of the USA's top TV stations. Are you creative, highly motivated and ready to make your mark in TV? Then rush your tape, resume and references to:

**Mark DeSantis/Promotion Mgr.
W★USA-TV
4001 Brandywine St., NW
Washington, D.C. 20016**



Equal Opportunity
Employer



Help Wanted Management

CURRENT AFFAIRS DIRECTOR

KQED, the PBS station in San Francisco, seeks individual to run large, active department. The Director manages a multi-million dollar budget, plans projects, and has editorial responsibility for all current affairs production. Other duties include budget oversight, proposal development, and underwriting pursuits.

Applicants should have a minimum of three years management experience in broadcast journalism and at least five years total experience in television production of journalism. Demonstrated ability to communicate well with staff, management, and national organizations. Familiarity with current affairs activities in public television is preferred.

Cover letter and resume by 11/29/89 to:
**Theresa Timpson, Employment Specialist
KQED, 500 - 8th Street
San Francisco, CA 94103
EOE**

Help Wanted News

WEATHERCASTER

**KARK-TV, NBC affiliate
in Little Rock, Arkansas**

is seeking an experienced weathercaster. Meteorology degree a plus. Must have ability to operate Live Line V. Send non-returnable video tape and resume to:

**Bob Steel, News Director
KARK-TV, PO Box 748
Little Rock, AR 72203**

No phone calls. EOE.

Help Wanted News Continued

NEWS DIRECTOR (TELEVISION)

The Christian Broadcasting Network (CBN) has an immediate opening for a Television News Director. Responsibilities include maintaining excellence in News Progaming, budget management, personnel development and contractual management for the CBN News Bureaus and Resources. Requires three years experience in senior news management and ten years in the journalism profession. An MA in related field would be a plus.

Send your resume to:

**CBN Employment Department
CBN Center
Box L-1
Va. Beach, VA 23463**



NEWS DIRECTOR

Number one news station in northern Michigan is accepting applications for the position of News Director. Prior experience necessary, along with the ability to manage, direct and train a large, young, energetic news staff. Product presentation, content and on-air quality experience helpful.

**Send resume and salary requirements to
William D. Webb, VP/GM**

WWTV/WWUP

PO Box 627

Cadillac, MI 49601

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**Top 20 Market
Assignment Editor**

One of America's best television stations is looking for someone who understands the importance of viewer-oriented storytelling. You must be creative, innovative, well organized, aggressive and a team player. Two years of Assignment Desk experience required.

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40 Deer Path
Short Hills, NJ 07078
EOE**

Help Wanted Technical

**Computer Graphics
Designer**

**Design The Future At
W W O R - T V**

If you've got the vision, we've got the position. Minimum of 3 years practical experience operating the Color-graphics Artstar and Liveline V computer graphics systems. This position requires a strong creative background in design and layout. A thorough knowledge of television news, promotion and programming graphics is essential. Desktop publishing capability is a plus.

Send resume to: **Human Resources-J92, WWOR-TV, 9 Broadcast Plaza, Secaucus, New Jersey 07096.** Equal opportunity employer m/f/h/v.



ALLIED FIELDS

Public Notices

PUBLIC NOTICE

WBGO-FM, (NEWARK PUBLIC RADIO) has been awarded an NTIA FACILITIES GRANT totalling \$101,330 of which 50% will be federal funds.

These funds will be used to upgrade our air studio, production studio, and purchase new test equipment.

Any parties interested in submitting bids should contact:

**GARY LUE, OPERATIONS MANAGER
WBGO-FM**

for an equipment list at
**54 Park Place
Newark, NJ 07102
All bids must be received
by December 15, 1989**

The Board of Directors of the Public Broadcasting Service will meet **November 29-December 1, 1989** at the Marriott Harbor Beach Resort in Ft. Lauderdale, Florida. The meeting will begin in executive session at 8:00 p.m. on November 29. The meeting will begin at 9:00 a.m. on November 30 and December 1. The tentative agenda includes satellite replacement, national program funding, election of officers, assessment policy, Education Services' strategic plan, annual meeting arrangements, reports from PBS officers and Board committees, and other business.

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WORLD CLASS RECORDING STUDIO
IN MID-SOUTH**

Two Studio Recording Complex designed
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\$1,000,000.00 features one \$300K in
State-of-the-Art recording equipment.
Studio & Mixing rooms ranking among the
World's largest. Three years in the making,
this 1 1/2 yr. old Top Rated complex offers
Pvt. Producers, Jingle Cos.
and Independent Labels
unsurpassed, perfect sound

**PROPRIETARY CONCERNS
NECESSITATE EARLY DISPOSAL
CALL for Terms at:
318-868-8873 or 318-868-6907**

MAVERICK NETWORK EXECUTIVE

25 successful years in
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national radio network.

A station's profits
ride with the economy.
Networks prosper regardless.

Stations are overpriced
today relative to earnings.
Networks are where the action
will be in the 1990's.

**Interested in exploring
the possibilities?**

Write Box J-42

Programming Services

"The Best of Hudson and Landry"
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Tested and proven!
Send for proposal and samples.
Dore Records, 1608 Argyle,
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Intensive half-day/full-day sessions for
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FABBRI, JR., M.D., Medical Behaviorist.
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tolls, train). 203-787-4589.
Major credit cards welcome.

For Sale Stations

Want to buy a radio station?

We take you from
selection to the final close.
John Mitchell - (318) 868-5409;
Frank Janda - (208) 926-1335.
Mitchell & Associates
Sunbelt - Northwest
P.O. Box 1065
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**EXCELLENT SIGNAL
PRICED BELOW MARKET VALUE**

This full Class C FM serves Charlotte
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tion is a viable entry into the Charlotte
market. This fully-competitive facility is
priced below market value.

Contact Jay Bowles of
Blackburn & Company
for more information at 404-892-4655

LIVE IN THE GREAT SOUTHWEST
Sunshine over 300 days per year. Golf,
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established AM/FM for 7.5x cash flow.
P.S. Isolated market.

Box J-41

NF&A

Norman Fischer & Associates, Inc.

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Management Consultants

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Medium Market, Resort Area.
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**Top-rated East Texas
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Cash Flow. \$2.2 million

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Coastal Class A Combo
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East Texas Newest C2 Combo
100,000 population market;
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JAMAR & ASSOCIATES

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WILLIAM W. JAMAR OR PAUL MAYES JAMAR
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ASKING \$8.5 MIL.
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TERMS AVAILABLE
Call Tom Love 409-634-5596

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WEST AM/FM CAPITOL CITY
+cf #1 rated 1.5m, great terms
COLORADO AM
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med mkt. bank ready to loan \$\$ make offer
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Profitable TV station for sale
in 35th market. Positive cash
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Good physical assets, owner
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NF&A

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Three attractive Small-Medium Markets
Class C FM's and AM's
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CLASS A FM WITH CP
UPGRADE FOR CLASS C-2
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512-476-9457

Broadcasting

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Elizabeth Dole
Secretary of Labor
U.S. Department of Labor
Room N-5419
Washington, DC 20210

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: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 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: \$5 per ad per issue. All other classifications: \$10 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., NW, 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. A phone number with area code and the 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.

Media

David Trusty, general sales manager, KLDE(FM) Houston, joins WYUU(FM) (formerly WXCX) Safety Harbor, Fla. (Tampa-St. Petersburg), as VP, general manager.



Toulas

George Toulas, president and general manager, WOCL(FM) De Land, Fla. (Orlando), named VP and general manager, WDJQ(AM)-WUBE(FM) Cincinnati and regional VP of parent company, American Media.

William J. Katsafanas, general manager, KTVY(TV) Oklahoma City, named VP.

Nicholas J. Miller, VP, marketing, Great American Television and Radio Co., Cincinnati, named VP and general manager, WKRC(AM) there.

Joe Schwartz, VP, general manager, WNVZ(FM) Norfolk, joins WNOR-AM-FM there as general manager.

Mark A. Hanson, general sales manager, WHB(AM) Kansas City, Mo., and KUDL(FM) Kansas City, Kan., joins WCOL(AM)-WXGT-FM Columbus, Ohio, as general manager.

Rick Caffey, general sales manager, WTMX(FM) Skokie, Ill. (Chicago), joins WDIA(AM)-WHRK-FM Memphis as VP and general manager.

Don Lacerenza, sales manager, WNLK(AM)-WFX(FM) (formerly WGMX(FM)) Norwalk, Conn., named general manager.

Dave Thomas, general manager, WZEZ(FM) Nashville, joins WPTN(AM)-WGSQ(FM) Cookeville, Tenn., in same capacity.

Mark T. Kanak, VP and general sales manager, WAPE-FM Jacksonville, Fla., joins WOVV(FM) Fort Pierce, Fla. (West Palm Beach), as general manager.

Augustine Martinez, VP, finance and administration, KTTV(TV) Los Angeles, joins KVEA(TV) Corona, Calif. (Los Angeles), as VP, business, and station manager.

John Elliott, assistant general manager and air personality, WVOR-FM Rochester, N.Y., named station manager.

John A. Johnson, purchasing manager, Midwest CATV, Charleston, W.Va., named VP, materials.

Sales and Marketing

Alvin A. Achenbaum, chairman, Canter, Achenbaum Associates Inc., New York, joins Backer Spielvogel Bates Worldwide, New York, as vice chairman, professional services.

Pro bono VOA



Sherril W. Taylor, president of The Taylor Company, New York, will serve as chairman of the Voice of America's advisory committee, Washington. Taylor was vice president of the CBS Radio Division, from 1967 to 1986, and previously held various positions for CBS in Los Angeles and New York. He became a consultant to broadcast management in 1979 and formed The Taylor Company in 1986. Taylor was a director of the National Association of Broadcasters for 10 years, as well as president and chairman of the International Radio and Television Society.

Eileen Martinez-Holmes, VP and sales manager, WXTV(TV) Paterson, N.J. (New York), joins Caballero Spanish Media there in same capacity. **Xavier Ortiz**, account executive, WNJU(TV) Linden, N.J. (New York), joins Caballero in same capacity.

William H. Mefford, manager of marketing communications, Kings Island, Cincinnati-

based theme park, joins Great American Television and Radio Co. there as VP, marketing.

David Griffin, national sales manager, KLDE(FM) Houston, joins WYUU(FM) (formerly WXCX) Safety Harbor, Fla. (Tampa-St. Petersburg), as general sales manager.

Fran Epstein, general sales manager, KKZR(AM)-KRBE-FM Houston, succeeds David Trusty (see "Media") as general sales manager, KLDE(FM) there.

Kirk Richmond, local sales manager, KATN(TV) Fairbanks, Alaska, named general sales manager.

Mike A. Zikmund, national sales manager, KBSI(TV) Cape Girardeau, Mo., joins WNOL-TV New Orleans in same capacity.

John Hayes, account executive, KGET(TV) Bakersfield, Calif., joins WJKS(TV) Jacksonville, Fla., in same capacity.

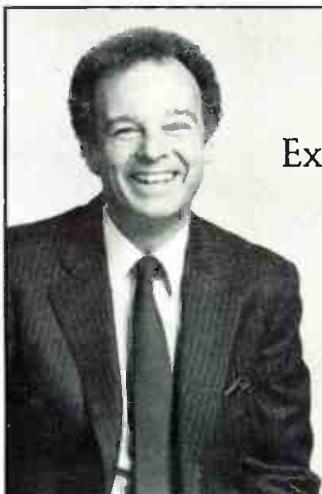
Butch Rochelle, account executive, WKFT(TV) Fayetteville, N.C., joins WPTF(AM) Raleigh, N.C., in same capacity.

Programming

Edward L. Hersh, senior producer, ABC's *World News Tonight with Peter Jennings*, New York, joins Kunhardt Productions, New York-based independent producer and developer of news, documentary, and information programming, as VP for production.

Appointments at Blackwell Corp., Washington-based television production company: **James B. Hurlock III**, associate producer, *American Interests*, foreign affairs series, PBS, to same capacity, *What I've Learned*, series, The Learning Channel; **Christopher O. Howard**, legislative projects director for Senator Connie Mack (R-Fla.), succeeds Hurlock; **Darren Gersh**, news producer, WJXT(TV) Jacksonville, Fla., to associate producer, *Money Politics*, weekly public affairs series, WJLA-TV Washington.

Nancy K. Baer Hoke, director of programming, noncommercial WKPC-TV Louisville,



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The person you describe is the person we'll deliver.

Ky., joins Public Television International, New York-based group which sells U.S. noncommercial programming internationally, as manager, station relations and acquisitions.

Appointments at Lorimar Television, Culver City, Calif: **Ted Rich**, VP, post production, MTM Enterprises, Los Angeles, to same capacity; **Hank Cohen**, director of special programs, ABC Television Network, to director of comedy development; **Matthew Pearl**, manager, network movies and miniseries, to director, dramatic development.




Rich



Berman

Linda M. Berman, VP of program development, Turner Network Television, Atlanta, named senior VP, original programing.

Jim Teeson, VP for affiliate relations, Unistar, Colorado Springs, Colo., named senior VP, affiliate relations.



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C-SPAN seniors



C-SPAN, the Washington-based public affairs cable service, has named its first senior VP's in a move to streamline the organization's management structure. The two are Susan Swain, who formerly served as VP of corporate communications, and Robert Kennedy, formerly VP of business affairs. Swain and Kennedy will direct the service's day-to-day operations. Swain, who has been with C-SPAN for over seven years, will continue to serve as interviewer and moderator of C-SPAN's live call-in programs.

Curt Robinson, VP of sales and marketing, Times Mirror Cable of Arizona, Phoenix, joins Thistle Productions Inc., Phoenix-based cable advertising creative production company, as president and managing partner.

John Cannelli, director, talent and artists relations, MTV, New York, named VP, music and talent relations. **Joel Gallen**, executive producer, special programs, MTV, to VP, production.

Kevin J. Clingaman, production and marketing coordinator, WMTR-FM Archbold, Ohio, named program director.

Aaron Kay, music director and assistant program director, KNFM(FM) Midland, Tex., joins KGEE(FM) there as program director.

William Fogarty, director, national accounts, Showtime Networks, Denver, named national sales director. **Peter J. Kellner**, news and features editor, Gamma-Liaison International Photo Agency, New York, joins Showtime Networks there as director, photographic services.

Ann D. Humphrey, market strategy specialist, Viacom Enterprises, New York, named manager, market strategy.

Jeffrey C. Nemerovski, local sales manager, WNEW(AM) New York, joins Westwood One there as director of marketing.

Wendy Kelly, marketing director, Greater Rochester Cablevision, Rochester, N.Y., named marketing VP.

Terry Hotaling, programing assistant,

KATN(TV) Fairbanks, Alaska, named program director. **Jim Pound**, news director, KATN, named director of operations.

Jeanne Carow, associate producer, *Business Review*, CNBC, Fort Lee, N.J., named producer, *Showdown*, CNBC's nightly issue-oriented program featuring Morton Downey Jr. and *New York Daily News* columnist, Richard G. Carter.

Patti Stanton, acting executive producer, KGO(AM) San Francisco, named executive producer.

Robert C. Allen, production director, WCAO(AM) Baltimore, named assistant program director. **B.J. Lewis**, music director, WXYV(FM) Baltimore, adds duties of morning show producer. WCAO and WXYV are co-owned by Summit Broadcasting.

Ellen Masin Persina, senior producer-journalist, Canadian Broadcasting Corp., Washington, joins Oliver Productions, Washington-based syndicator of *McLaughlin's One on One*, as producer.

Richard Paul, deputy press secretary for Senator Frank Murkowski (R-Alaska), joins noncommercial WAMU(FM) Washington as producer, *The Diane Rehm Show*. **Laura Westley**, media coordinator, Simon & Schuster, New York, joins WAMU as producer, *The Mike Cuthbert Show*.

Jim Watkins, host, *Channel 5 Extra*, live, daily news, feature and entertainment program, WTVF(TV) Nashville, joins WBZ-TV Boston as co-host, *Evening Magazine*.

Cathy Chermol, senior associate producer, *Pittsburgh's Talking*, call-in talk show, WTAE-TV Pittsburgh, named producer.

Jane Hare, associate program producer, *PM Magazine*, KUTV(TV) Salt Lake City, joins WJAR(TV) Providence, R.I., as executive producer, *PM Magazine*.

Appointments at Continental Cablevision, Boston: **William T. Schleyer**, senior VP of New England operations, to executive VP; **H. Franklin Anthony**, senior VP for Western New England region, succeeds Schleyer; **Russell H. Stephens**, VP, Eastern Massachusetts, succeeds Anthony.

Appointments at CNN: **Myron Kandel**, commentator, *Moneyline*, New York, to deputy managing editor, CNN Business News; **Bill Hartley**, anchor, *Business Day*, to news editor, CNN Business News; **Susan Rook**, co-anchor, *The Week in Review*, Atlanta, to same capacity, *NewsWatch* and *Prime News* there.

Sue Serio, air personality, WSTW(FM), and weatherperson, noncommercial WHYY-TV, both Wilmington, Del., joins WMGK(FM) Philadelphia as air personality. She also continues with her duties as weatherperson on WHYY-TV.

Russ Davis, music director, WQCD(FM) New York, named air personality, *Lights Out New York*, 8 p.m.-to-midnight weekday program.

News and Public Affairs

Tom McCarey, manager of news operations, WISN-TV Milwaukee, joins WBAY-TV Green Bay, Wis., as news director.



Michael Tuck, evening anchor, KGTV(TV) San Diego, joins KCBS-TV Los Angeles as anchor and commentator.

Betty-Jo Cugini, day assignment editor, WJAR(TV) Providence, R.I., named assistant news director.

Tuck Appointments in news department,

WPTF(AM) Raleigh, N.C.: **Adam Hochberg**, reporter-anchor, to assistant news director-assignment editor; **Evelyn Krahn**, air personality, KVRP(FM) Vermillion, S.D., to evening anchor; **John Wesley Brett**, morning news anchor, to host *Newswatch*, afternoon news magazine program; **Lisa Schell**, reporter, WFNC(AM) Fayetteville, N.C., to same capacity; **Bob Ellison**, reporter, WDNC(AM) Durham, N.C., to same capacity.

Larry Perret, executive producer and creative consultant, news and special projects, KTTV(TV) Los Angeles, joins KHJ-TV there as executive producer. **Debra Snell**, anchor-reporter, WCPO-TV Cincinnati, joins KHJ-TV in same capacity.

Jan Fisher, news operations manager, WTUV(TV) Miami, joins WMAR-TV Baltimore as special projects producer.

Marti van Dorn, anchor-reporter, KTNV(TV) Las Vegas, joins WQWT(TV) anchor-producer.

Sharon Johnson, noon and 5:30 p.m. producer, WKYT-TV Lexington, Ky., joins WATE-TV Knoxville, Tenn., as producer.

Lauren Thierry, weekend co-anchor, WKRN-TV Nashville, joins WBZ-TV Boston as weekday morning anchor. **Jim Watkins**, news anchor, and anchor, *Channel 5 Extra*, WTVF(TV) Nashville, joins WBZ-TV Boston as co-host, *Evening Magazine*.

Technology



Worth

Nicholas E. Worth, VP of engineering, TeleCable, Norfolk, Va.-based cable multiple system operator, named executive VP of engineering.

Herb Jolly, chief engineer-networks, Mississippi Authority for Educational Television, Jackson, named director of engineering.

Brian Hall, senior designer, Media Group, Columbus, Ohio, joins WVIT(TV) West Hartford, Conn., as art director.

Promotion and PR

Kimberly-Marie Colon, sales assistant, Tele-

Keepers of the flame



The Broadcast Pioneers Educational Fund Inc., the Washington-based foundation that endows the Broadcast Pioneers Library, has elected a new president, James H. Duncan, publisher of Duncan's American Radio, Indianapolis. He succeeds Erwin G. Krasnow, a partner in the Washington-based law firm of Verner, Lipfert, Bernhard, McPherson and Hand, who will remain on the board of directors. Founded in 1971, the Broadcast Pioneers

Library is a scholarly research archive of broadcast history located in the National Association of Broadcasters building, Washington. Pictured above are the Library officers (front row, l-r): Krasnow; Catherine Heinz, VP-secretary, and Duncan. Back row: Harold Niven (of University of Maryland), VP; Jack Harvey (of Blackburn & Co.), treasurer, and John D. Lane (of Wilkes, Artis, Hedrick and Lane), general counsel.

The first priority for the library's

directors is a decision on relocation of the physical plant, threatened by the NAB's need to expand in its own building. Among options under consideration: affiliation with an institution of higher learning (discussions have been held with Emerson College in Boston), move of the library to Chicago and/or construction of its own building. Ward Quaal, the broadcast consultant, is heading an effort to determine fund-raising possibilities.

mundo Group, and news producer, WLTW(FM), both New York, joins Caballero Spanish Media there as director of promotion.

Martin von Ruden, director, advertising and business publicity, MTV, New York, named director, publicity, Nickelodeon/Nick at Nite.

Nina Hughes, promotion coordinator, WROR(FM) Boston, joins WHDH(AM) there as promotion director.

Christine Colby-Giraud, public relations consultant, Washington, joins Blackwell Corp., Washington-based television production company, as director of public relations.

Ferne Barrow, director of public relations, Govatos & Partners, Washington-based advertising and public relations agency, joins noncommercial WETA-TV Washington as manager of cable relations/program outreach. She will serve as liaison between station and area cable companies that carry WETA-TV's broadcasts.

Larry Watzman, production assistant, promotion department, WNEV-TV Boston, joins WVIT(TV) New Britain, Conn. (West Hartford), as promotion assistant.

Allied Fields



Leibowitz

David E. Leibowitz, partner, Washington-based law firm, Wiley, Rein & Fielding, joins The Recording Industry Association of America there as senior VP and general counsel.

Joan A. Edgar, media research analyst, Tatham-Laird & Kudner Advertising

Agency, Chicago, joins Arbitron there as client service representative for television advertiser/agency sales.

Appointments at Associated Press: **Dan Perkes**, director of AP Newsfeatures, New York, retires after 32 years with AP; **Thomas E. Slaughter**, general executive, AP, New York, succeeds Perkes; **Alan Flippen**, newsman, AP, Providence, R.I., to correspondent, Buffalo; **Christopher Sullivan**, special projects editor, AP, New York, to Southeast regional reporter, Atlanta.

Newton N. Minow, former FCC chairman



Fuldheim in 1951

Dorothy Snell Fuldheim, 96, broadcast news analyst, interviewer and lecturer who spent some 37 years with WEWS(TV) Cleveland, and who, during her journalistic career, interviewed every President from Franklin Roosevelt to Ronald Reagan and such personages as Albert Einstein, Adolph Hitler and Helen Keller, died of complications from strokes Nov. 3 at Mount Sinai Medical Center, Cleveland.

Fuldheim originally studied to be a teacher, but switched careers and became a professional actress. While appearing in a play in Chicago in 1918, Fuldheim was spotted by pioneering social worker Jane Addams, who invited her to become a lecturer on Addams's program aimed at promoting social justice and world peace. She accepted the offer and served as freelance lecturer

from 1919 to 1947. Fuldheim began her career in broadcasting in 1947 as a commentator on the ABC Radio Network. At the age of 54, she joined WEWS when it went on the air on Dec. 17, 1947, and remained with the station until 1984, when she retired after suffering a stroke. In addition to providing interviews for noon news from 1958 to 1984 and commentary for evening and 11 p.m. news from 1957 to 1984, she hosted *Inside Cleveland Today*, 1948-1949; *Views on the News*, daily 15-minute news analysis, 1949-1951; *Highlights of the News*, news analysis, 1951-1966, and co-hosted *One O'Clock Club*, 90-minute daytime talk show, 1957-64. She is survived by her granddaughter, Halla.

and professor of communications law, Northwestern University, Evanston, Ill., named first Annenberg University professor there.

Kathleen Hall Jamieson, dean, Annenberg School of Communications, University of Pennsylvania, Philadelphia, named 1989 recipient of Winans-Wichelns Award, for her book, "Eloquence in an Electronic Age: The Transformation of Political Speechmaking."

Stuart Layne, VP and general manager, WQHT(FM) New York, named VP of marketing, Seattle Mariners.

Robert J. Petisi, president and CEO, Saatchi & Saatchi Promotions, New York, and **Thomas J. Dryden**, president of Dryden Sales Promotion, Westport, Conn., form Dryden and Petisi Promotion Inc., Westport, Conn.-based marketing communications agency.

Jack M. Rattigan, president, general manager, WNOR-AM-FM Norfolk, Va., resigns to form Rattigan Radio Services, Portsmouth, Va.-based management, sales consultation and training company.

Tina Van Dusen, assistant director, communications branch, Office of Commissioner of Official Languages, Ottawa, Canada, joins Canadian Association of Broadcasters there as director of communications.

Deaths

Bennet Korn, 75, former executive, Metromedia Corp., Washington, died of heart attack Oct. 31 at his home in Walnut Creek, Calif. He also suffered from Lou Gehrig's disease. Korn was president of Metropolitan Broadcasting Television, division of Metromedia, from 1962 to 1966. During those years he helped increase competitiveness of independent stations by purchasing programming from British Broadcasting Corporation. After leaving Metromedia, he moved to California and became program consultant. For last five years he worked in that capacity with KPIX(TV) San Francisco.

He was promotion manager for WQXR(AM) New York in 1940's and later served as account executive with WNEW(AM) New York. He also served as executive for DuMont Network. He is survived by his wife, Ruth, and stepdaughter, Deborah.

Alvin Ehrlich, 78, chairman and founder, Ehrlich Manes Associates, Bethesda, Md.-based advertising, marketing and public relations firm, died of cancer Oct. 30 at Sibley Hospital, Washington. Ehrlich began his advertising career in 1940's when he helped form Kal, Ehrlich & Merrick,

Washington. After dissolution of that firm, he formed Ehrlich Manes in 1968. In 1981 he was awarded Friend of Broadcasting Award by Washington Area Broadcasters Association. He is survived by his wife, Mildred, daughter, Melissa, and two sons, Alvin and Michael.

Prentiss E. Rowe, 66, television actor, director and producer, died of cardiac arrest Oct. 29 at Shady Grove Adventist Hospital, Rockville. Rowe had his own live children's program, in which he played part of clown, for 10 years on KKTU(TV) Colorado Springs. He moved to Washington in 1977 and helped produce and direct several television programs, including *Inside the White House*, which aired on PBS. He also appeared in two PBS series, *The Brothers Grimm* and *Footsteps*. He is survived by his wife, Jo Ann, daughter, Melanie, and three sons, Carl, David and Prentiss. Memorial fund has been established in Rowe's honor; funds will be used to construct production facility at University of Arkansas' noncommercial station, KUAF(FM) Fayetteville.

Stephen Liang, 49, radio broadcaster and writer, Chinese branch, Voice of America, Washington, died Nov. 5 at Fairfax Hospital, Fairfax, Va. Liang worked as broadcast reporter in Taiwan before joining VOA in 1968. He is survived by his wife, Lily, daughter, June, and son, Stephen Jr.

Bev Ellerbrock, 38, assistant news director, WTVW(TV) Evansville, Ind., died of brain hemorrhage Oct. 9 at Welborn Baptist Hospital there. Ellerbrock joined WTVW in 1982 as reporter from KCST-TV San Diego (now KNSD(TV)).

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Design for success

Henry Guzewicz talks enthusiastically of flanges and welds, of guys and wind loads and tight tolerances. It is the language of communications towers, the business that he, along with his late brother Walter and partner Richard Eberle, nurtured from acorn to oak, taking the North Wales, Pa.-based Stainless Inc. from a small business looking for a product to a major player in communications tower design and construction.

Today, the appropriately vertically integrated Stainless Enterprises of Pennsylvania, a holding company formed in 1988, includes the tower design and production business, tower leasing, a recently acquired tower installation subsidiary—S.G. Communications—and two NBC-affiliated television stations.

Henry Guzewicz is a salesman by nature (the management part came later). "I always liked people, liked to meet with them and got along with them," he says. Stainless began and prospered as a combination of the design engineering skills of Eberle and of Walter Guzewicz, an MIT graduate and specialist in lightweight structures, and the salesmanship of Henry, a chemical engineer by training who found mixing with people more to his liking.

Henry Guzewicz's is the archetypal success story of the self-made man. Guzewicz, tan and trim, looks every well-tailored inch the success, but he is quick to extend the credit beyond himself, to his partners, particularly the design "genius" of his late brother, the "good people" he has working for him, and to his father's self-sacrifice in educating his children. Guzewicz also speaks of good fortune, crediting providence with some of the company's success.

Providence does appear to have lent a hand in putting him into the tower business.

A high school athlete in football and basketball in his hometown of Taunton, Mass., Guzewicz was forced by an injury to look elsewhere for a way to pay for college. Henry had been attending the Citizens Military Training Camp at Fort Adams in Rhode Island during his high school summers. The year he graduated, he earned top honors and the four-year scholarship that went with it. He chose Tufts University in Medford, Mass., graduating in 1938 with a degree in chemical engineering.

He set his sights on the oil business, beginning his search in New York. He found the Dicalite company listed under the oil company heading in the phone book: "The president of the company interviewed me and I was hired on the spot." It turned out, however, that the company was not in the oil business at all. It sold (and Guzewicz ticks off the description as though pitching the product) "diatomaceous earth used as a filtering medium for beer and wine and as a filler in paints."



HENRY JOSEPH GUZEWICZ—chairman, Stainless Enterprises of Pennsylvania Inc., chairman and president, Stainless Broadcasting Co., based in North Wales, Pa.; b. Taunton, Mass., July 15, 1914; B.S., chemical engineering, Tufts University, Medford, Mass., 1938; engineer, Dicalite Co., New York, 1938-42; Coast Guard, 1942-47; VP and general manager, sales, and member of board, Stainless Inc., 1947-1962; president and chairman, Stainless Inc., 1962-; additionally chairman and president, Stainless Enterprises of Pennsylvania holding company, 1987-88; current position since December 1988. m. Eleanore Veronica Golden, Jan. 14, 1950; children: Mary Ellen; Elizabeth Ann; Nora Louise; Henry William.

He was a sales engineer for the company until 1942, when he joined the Coast Guard, was chief engineer on an LST and saw service in Africa, Europe and the Pacific.

Following the war, and despite his mother's advice that he had a good job and should go back to it, Guzewicz and his brother decided to start their own business. "I felt that I was young enough with enough aggressiveness to go out and chance life and make a go of it," says Henry. They had no product, only his brother's design skills (Walter had worked in the lightweight structural department for the Budd company, a pioneer in the development of stainless steel) and Henry's willingness to "bird dog" prospective clients. Their third partner was Dick Eberle, another MIT graduate who had worked at Budd.

Their first contract was for sample stainless steel afterburners, with the promise of a follow-up contract with the Air Force. Were it not for a Defense Department budget cut that curtailed the project, Stainless might have been in the afterburner business.

While with Budd, Walter Guzewicz had designed a tower for WOR(AM) New York out of stainless steel, which had not been used (in fact, the material proved impractical for towers, and the Stainless tower company never produced a stainless tower). The

competition in the radio tower business was "not great" at the time, says Guzewicz. "I told my brother to sketch me a tower design, and I would try to sell it." He did, to American Airlines for a communications tower at LaGuardia airport. They had to subcontract the fabrication, as they had for the afterburners, since they had no production capability.

Another of Walter's sketches in the hands of Henry secured an order from WDAS(AM) Philadelphia for a 380-foot tower. "I went back to the station every month or two for a payment on the tower because we had to exist on that money," Guzewicz remembers. That was followed by orders for four more towers. The deposit, he says, "was enough for us to go out and locate a plant to get someone to build the tower." Towers were "an open field with the opportunity to make something out of it, and we pursued it," he says. Their designs were something new, he says: "We were fabricating towers out of tubular steel. Most others were made out of angle iron. Through contacts at MIT we ran wind tunnel tests to have the least amount of wind resistance. We designed a rigid frame structure made out of welded tubular steel and I was selling on that." They had no capital, says Guzewicz, but "we wanted to build it from whatever profits we made rather than borrowing a lot of money."

Walter was president and "top man," Eberle the "inside man," and Henry was on the road. He spent a lot of time in Washington, "camped out" at the FCC where future broadcasters were filing for CP's. During hurricane season, he says, "I used to go down South and try to get orders for the replacement for all the towers that fell down." The business grew, buying a burned-out warehouse in which to build its towers. Operations were centralized in North Wales, with Henry moving there from New York in 1956.

In 1960, Walter Guzewicz died suddenly of a heart attack, and Henry, the lifelong salesman, became president. "I had never spent a day in my life in an office and I had to take over," he says.

Stainless bought its first broadcast property—WICZ-TV Binghamton, N.Y.—in 1971. Stainless would later buy radio stations in Carbondale and Williamsport, Pa., before selling them both to concentrate on TV with the purchase of KTVZ(TV) Bend, Ore., in 1986. "By the time I got into television," says Guzewicz, "I regretted that we hadn't gotten in earlier."

He takes pride in the fact that his children have shown an interest in his businesses. His son works on the tower side as VP, manufacturing. A daughter also works with him on the station side and is spending time at both properties to learn the business. But that doesn't mean he has any immediate plans to retire. "I'll keep at it," he says, "until I can't do it anymore." ❏

C-SPAN President Brian Lamb on Wednesday (Nov. 8) not only testified before committee of **Canadian House of Commons in Ottawa** that is studying whether television should play larger role than it does in House matters, he did it **by satellite—Telstar 301—from C-SPAN Washington studio**, thus providing practical demonstration of technology. Canadian Broadcasting Corp. televises sessions of House on parliamentary channel. Lamb's hour-long, satellite-delivered testimony before Commons Committee on Elections and Privileges was unprecedented. Lamb suggested use of satellite and offered C-SPAN facilities when his schedule prevented in-person appearance. While audio was two-way—Lamb heard questions over telephone—video was one-way, with Lamb's image appearing on television monitors placed around committee room. Committee is considering proposal to lift some restrictions on coverage of Commons, as well as joint proposal of CBC and cable operators to establish C-SPAN-like operation that would cover committee hearings and offer other public affairs programming, such as round-table discussions and call-in shows. Committee wanted to hear how C-SPAN functions. Lamb is in London today (Nov. 13) in anticipation of week-long series of televised programs on British government that will be relayed to U.S. to provide context for three days of coverage of British House of Commons, beginning with Queen Elizabeth's speech from throne, Nov. 21.

Veteran New York television news anchor Jack Cafferty jumped from **WNBC-TV to Fox's WNYW-TV** last week, to anchor new late-night news interview program to debut in January. Sources said Fox agreed to pay Cafferty \$1 million annually over three years, and WNBC-TV opted not to match offer. Sources familiar with new WNYW program described it as "news reactive" show that will take *Nightline*-like approach to addressing issues. Program will air as strip in late night, and if it generates solid ratings in New York, would be expanded to other Fox owned and operated stations, as *Current Affair* was before being rolled out nationally. Ian Rae, vice president, news, for Fox station group, will serve as executive producer. Cafferty had been with WNBC-TV

since 1977, serving as co-anchor of *Live at Five* since its inception in 1980.

Branches of **Illinois NAACP and Black Media Coalition** have petitioned **FCC to deny license renewal for 14 radio stations** in Illinois (six AM-FM combinations and two FM stand-alones) on ground that stations do not appear to be operating meaningful EEO programs, nor have they proposed meaningful EEO programs for 1989-1996 renewal term. Stations are: **WJBC(AM)-WBNO(FM)** Bloomington; **WSWS-AM-FM** Champaign; **WFMT(FM)** and **WXEZ-AM-FM**, all Chicago; **WWCT(FM)** Peoria; **WKKN(AM)** Rockford, and **WKMQ(FM)** Winnebago and **WDAN(AM)-WDNL(FM)** Danville, Ill. Petitioners question stations' EEO hiring practices and whether all potential outlets for finding minority employees are being used. Since 1987, according to David Honig, counsel for petitioners, FCC looks more at hiring efforts rather than parity levels.

Zenith Electronics Corp. last week proposed **HDTV production system** to complement its previously proposed HDTV Spectrum Compatible transmission system. Production system, which was proposed to Society of Motion Picture and Television Engineers, features 787.5-line progressive scanning, 16:9 aspect ratio and 59.94 hertz field/frame rate. Spectrum Compatible transmission system, under consideration with several others by FCC as national standard, is simulcast system. If adopted, television station would continue broadcasting NTSC on one channel and HDTV simultaneously on another. Spectrum Compatible compresses wideband HDTV production signal and 6 mhz signals that can be broadcast over so-called taboo channels—channels that can not handle NTSC signals without causing interference to reception of other stations.

Cluster Television's animated series G.I. Joe has been sold in **73 markets**, representing 77% of country for upcoming fall 1990 season. Half-hour strip will include 24 newly produced episodes, as well as existing installments. Cluster has cleared DIC Enterprises-produced series in 46 of top 50 markets, including **WPXI-TV New York, KTLA-TV Los Angeles,**

Cable's comedy flurry: Signs of a split?

Activity has quickened in the past two weeks, as **HBO and Viacom** race to sign major **MSO's** for each company's comedy network (**HBO's** debuts on Wednesday), and there is growing talk that the industry may split down the middle, with several major **MSO's** joining one camp while several more join the other.

Several senior programming officials at **MSO's** have made that comment, saying companies that have joined in other services, such as **Movietime** or **Discovery**, or other cable ventures, may line up the same way on comedy. Relations between **TCI** and **HBO** have cooled since **TCI's** buy-in of **Showtime**, leading many to speculate that if **TCI** makes a comedy deal, it would more likely be with **Viacom**. If that occurred, and there is no indication **TCI** is in any rush to make a decision on comedy, it could lead other **MSO's** to lean toward **HBO**, in order to maintain a balance in the industry.

Many **MSO's** appear in no rush to sign, some awaiting **HBO's** launch this week to get a better idea of its programming schedule, others waiting for better terms to crop up in negotiations as the battle between the two programmers intensifies. Conversely, those **MSO's** first to sign could receive better terms, so even though there were no signing announcements as of late last week, that didn't preclude any this week before **HBO's** launch.

Because of antitrust implications, negotiations appear to be one on one, between **MSO** and programmer, although each side

has discussed equity that would be linked with carriage by a number of **MSO's**. **MTV Networks** officially says there are no present plans to use **VH-1** as a launch base for **HA!**, but **MSO's** say it's one of many options involved in negotiations.

Another behind-the-scenes item last week concerned a rumor that **HBO** was postponing the launch of its **Comedy Channel** by several months. Through an **HBO** spokesman, **CC** President **Richard Beahrs** vehemently denied it: "We are going ahead as planned on Nov. 15."

Activity at the **CC** studios was brisk last week Friday, where **HBO** and **Ampex** held a joint press conference to display the channel's fully digital automated setup utilizing video recording and playback throughout its operation. It is a first for a programming network, **Ampex** said, and utilizes the **D-2** digital recording format. "This channel is a perfect match for the **D-2** format and this new generation of equipment," said **Dom Serio**, **HBO** senior vice president, studio and broadcast operation. "There is no other way to compile the fast-paced, multi-segmented material required for this pioneering enterprise without using an automated cart machine." Anywhere from 1,200 to 1,500 cuts of material will be required in a single day's programming, according to **Serio**, and "everything dovetails into the cart machine, which becomes the device from which our cablecasts originate."

KTVU-TV San Francisco-Oakland, WLVI-TV Boston, KDAF-TV Dallas, KPQ-TV Seattle and KMSP-TV Minneapolis. Station group sales listed are Tribune, Cox, Fox, TVX, Act III and Clear Channels Broadcasting.

□

NATPE International has signed multi-year agreement with Compuserve Business Services for electronic communications and delivery system as integral part of newly created **NATPE*Net Service**. System has been designed as association-wide communication service for "roundtrip" flow of electronic mail between TV stations, stations and syndicators, stations and rep firms, and stations and other associated members. Also included in system, which is expected to launch next February, is electronic billboards and industry-specific data bases. Membership directories, program product guides and nontelevision services such as airline guides and stock guides are part of **NATPE*Net**. Lon Lee, NATPE International chairman, plans to formally introduce system to program distributors and stations in several weeks. NATPE and Compuserve will provide system customization, software and documentation support, training and built-in security safeguards to get subscribers started on system.

□

Edward Gonzalez, minority shareholder of Nueva Vista Productions Inc., which is selling KVDA(TV) San Antonio, Tex., to group owner Telemundo Inc., has filed petition to deny transfer of control application. Petition says that transfer should not be granted because it would be "contrary to the public interest" because "controversial New York financier Saul Steinberg," whose name is on Telemundo's application, "was maneuvering to force the sale from a local group of Hispanic investors." Petition also says that Telemundo has unlawfully exercised control of station prior to receiving FCC authority and that EEO program presented by Telemundo is insufficient. Telemundo owns six TV stations.

□

Blair Entertainment has cleared Motown Merry Christmas, off-network hour special, in 120 markets representing 85% of country. Program has achieved station commitments in all of top 15 markets.

□

Testifying at Senate Communications Subcommittee's first of two cable oversight hearings Nov. 16: James Mooney, NCTA; John Malone, TCI; James Robbins, Cox Cable; Mayor Sharpe James, Newark, N.J., USCMN/LC; Mayor Charles Patterson, Henderson, Tenn.; Robert A. Alm, Department of Commerce and Consumer Affairs; Mayor Dennis Collins, Bayonne, N.J.; Mayor Saul Ramirez, Laredo, Tex.; Gene Kimmelman, Consumer Federation of America; Sharon Ingraham, National Federation of Local Cable Programers, and Richard Kessel, N.Y. State Consumer Protection Board. Appearing Nov. 17: FCC Chairman Al Sikes; Eddie Fritts, NAB; Preston Padden, INTV; Charles Dawson, C-SAT; B.R. Phillips, National Rural Telecommunications Cooperative; Robert Schmidt, Wireless Cable Association; Ken Foster, GTE Telephone, and Dean Swanson, United States Telephone Association.

□

Witnesses for Senate Antitrust Subcommittee Nov. 14 hearing on sports programming on cable include Baseball Commissioner Fay Vincent; NFL Commissioner Paul Tagliabue; Cleveland Browns owner Art Modell; ESPN President Roger Werner; NAB President Eddie Fritts; INTV President Preston Padden; James Boaz, WTXF-TV Philadelphia; Stephen Ross, University of Illinois, and Henry Schaefer, New Yorkers for Fair Cable.

□

Jim Bellows, former executive producer of GTG Entertain-



Minority message. "America is not a white nation, the world is not a white world any more and the viewer is not served" by hiring policies that ignore this reality, noncommercial **WGBH-TV Boston news co-anchor Carmen Fields** told a Northeastern University conference on recruiting minorities for the media.

Charles J. Beard (center), director of BROADCASTAP, said the number of minority-owned stations is still a "ridiculously low" 350, although he praised FCC efforts to boost that figure.

Donald Lowery (r), president of the National Broadcast Editorial Association, Rockville, Md., called station's excuses that they can't afford to train minority reporters "a lot of crap" and said "the threat of an economic boycott" is the only way to significantly boost minority representation in the media.

The Boston conference marked the 25th anniversary of Northeastern's journalism program.

ment's **USA Today On TV** syndication program, reportedly **reached out of court settlement** of his lawsuit against GTG. Bellows contended company had fired him after only several months on job, in violation of his employment pact. Details of settlement were not disclosed.

□

New York Democrat Edolphus Towns was appointed last week to fill Energy and Commerce Committee vacancy left by death of Mickey Leland (D-Tex.). Towns was Black Caucus choice for seat. It is unclear whether he will claim Leland's subcommittee assignments.

□

NBC network President Pier Mapes has no comment on published reports network will reject West Coast affiliates' proposal to shift prime time in Pacific time zone (to 7-10 p.m.) at meeting today with station sales managers. It has been rumored that NBC was disappointed when San Francisco station shifted prime time Oct. 23-26 to offer earlier local news at 10 p.m. (BROADCASTING, Nov. 6). Almost all network shows got lower ratings during shift.

□

Carolco Pictures Inc. announced that its Orbis Communications division completed sale of five movies to ABC and CBS in deal that can bring in excess of \$20 million in licensing fees. Pact with ABC has built-in escalation clause based on theatrical performance of yet-to-be released "Total Recall" (starring Arnold Schwarzenegger), according to Carolco spokesman. ABC also has network broadcast rights to "Rambo III," "Platoon" and "Lock-Up." CBS has acquired network rights to "Red Heat." All films will have prior cable TV window.

□

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) is planning hearing Wednesday, Nov. 15, to explore impact of Sony's acquisition of Hollywood studio Columbia Pictures, as well as to revisit bill proposed earlier this year to limit foreign ownership in U.S. cable systems. Issue of European Community quotas on U.S. program imports may also be agenda.

Editorials

Some trails lead nowhere

Few issues of BROADCASTING go by without some mention of must carry, a testimony not only to the hardness of the subject and the resilience of our writers but also to the forbearance of our readers. We were prompted, this week, to see just how long we've been writing that story, and how tortuous the path it has taken. Thus the chronology on pages 36-38, tracking the must-carry conundrum through its first decade.

(The story goes back much further, of course, to the time must carry first entered the lexicon. We speak now only of the modern history of that phenomenon, having to do with its life after death.)

Ironically, the closer the broadcast and cable industries come to solving the problem, the farther away the solution seems. The sticking point now is not must carry but channel positioning, an issue pushed into prominence by the independent stations after the parties had dealt with the principal agenda. (The Television Operators Caucus also had a recent shot at bringing cable to heel on channel positioning but appears to have thought better of it; it has passed the negotiating baton back to the National Association of Broadcasters.)

All this has taken so long that many broadcasters have tired of that chase and begun another: to seek retransmission revenues from cable, conditioned upon retirement of the compulsory license. Must carry, of course, is dependent on the compulsory license, at least for local signals.

Curiously, it appears that cable may be more anxious to achieve a must-carry agreement than are the broadcasters. Indeed, it has twice agreed to deals that were later held too illegal (by the courts) or too little (by broadcasters) and has already agreed to the Inouye proposal to sever must carry from channel positioning and let the FCC deal with the latter. Still another generation could pass before that issue reemerges.

In the absence of an agreement on must carry the eventual outcome will depend on how the media develop in the meantime. Those who bet against cable will opt for further delay.

The clock is running for this session of Congress; Nov. 22 is the projected adjournment date. All bets could be off after that.

Fish and fowl

Those with hopes for a confederated Fifth Estate in their future are advised to cast their eyes westward, where some broadcasters are firming up plans for a commercial/noncommercial broadcast/cable channel/service in San Francisco/Oakland (see story, page 40). Were Darwin around he might record it as the origin of a new species: a commercial station and a noncommercial station getting together to reprogram a third station as both a noncommercial 24-hour all-news broadcast outlet and an advertising-supported regionalized cable news service. (All that is needed to box this compass is delivery via telephone company conduits, but that is probably one confederate too many.)

There are still many hurdles to be cleared before the launch, much less the success, of the proposed service. But news appears to be one of the principal areas of potential synergy between broadcasters—in this instance both commercial and noncommercial—and cablecasters. In many of the top markets, stations and cable operators, group owners and networks and MSO's are now talking about broadcast-produced, cable-carried news channels (BROADCASTING, Oct. 23). If logistic logjams can be avoided and the economics are there, both sides see advantages to the marriage—for stations, added profit and pro-

motion, for cable systems, an added attraction and an instant news presence at a time when responsiveness to the local community is a valuable chip in dealing with government.

We will be watching with keen interest the nuptial preparations in San Francisco.

Tough act

The death of pioneer broadcaster and journalist Dorothy Fuldheim at the age of 96 (see obituary, page 118) did not come as a surprise. She had been in ill health for some time. Still, the news was cause for reflection, representing as it did the breaking of a link to the earliest days of television news.

For 37 years, until a stroke incapacitated her in 1984, Fuldheim was a news commentator and interviewer for WEWS(TV) Cleveland, having joined that station when it signed on the air in December 1947. She was also a commentator for ABC Radio, and before that, a noted "militant" lecturer who advocated birth control and opposed public utilities. Fuldheim delivered some 13,000 commentaries for WEWS, and her career's worth of interviews included ones with Adolph Hitler, Albert Einstein, Helen Keller, Martin Luther King and every President from Roosevelt to Reagan.

As a woman, and an outspoken one at that, in a field dominated by men, and later as an increasingly senior citizen—she was 54 when she joined the station and still on the air at 91—in a medium that has been accused of putting a premium on youth, Fuldheim was a television trailblazer. As a result, praise for her accomplishments was often allied with that exceptionalness. She bristled at what she considered the condescension. A reporter for *Newsweek* recorded Fuldheim's reaction to a Cleveland lawyer's comment that "Even at her age, she can dominate a room." "Listen," she responded, "I still win awards, and not one of them says anything about how old I am."

When asked why she did not accept offers to move to larger markets, Fuldheim said it was in return for the loyalty the station had shown her, amplifying her comment with this anecdote: "The day of the Kent State shooting, I was so exercised about it, I cried about it on the air. I thought it was murder and said so. There was enormous reaction against me... I called the manager of the station, Don Perris, and I said: 'Do you want my resignation?' And he said, 'Go to bed. I think you're 9 feet tall.'"

That may have been an underestimation.



Drawn for BROADCASTING by Jack Schmidt

"We just figured out some more things the FCC says we can't say. You'd better change that lead to 'The darn has busted.'"

TV Journalists Held Captive

On December 4, BROADCASTING will feature its annual **Special Report** on the **Best of Local Television and Cable Journalism**. This issue will offer its advertisers a captive audience of television station and cable system personnel including — General Managers, News Directors, Anchors, Reporters, Editors, Camera Operators, Writers, Producers, Meteorologists, etc.

The management and staffs of TV stations and cable systems will be turning to the pages of BROADCASTING's annual survey of local TV journalism searching for their stations, keeping an eye on the competition and looking for ideas. It's a **Special Report** tailor-made for advertisers interested in targeting station and cable decision-makers. They'll be looking for their top stories. Shouldn't they find your message, too?

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the public, quality of writing and production, and results generated.

For entry forms and information, write to Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, Ohio 45202. The deadline for entries is January 15, 1990.

AWARDS AND DEADLINES:

The Charles M. Schulz Award/College Cartoonist: Jan. 5, 1990
The Jack R. Howard Broadcast Awards: Jan. 15, 1990
The Ernie Pyle Award/Human Interest: Jan. 22, 1990
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The Edward J. Meeman Awards/Environmental Journalism: Feb. 5, 1990
The Roy W. Howard Newspaper Awards/Public Service: Feb. 12, 1990
The Edward Willis Scripps Award/First Amendment: Feb. 12, 1990
The Charles E. Scripps Awards/Literacy: Feb. 19, 1990



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