

The Fifth Estate

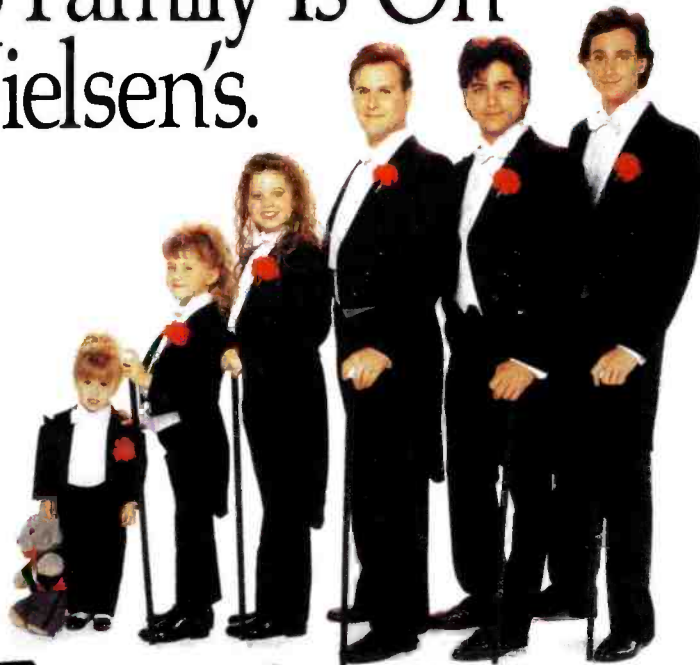
RADIO TELEVISION CABLE SATELLITE

Broadcasting May 28

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NETWORKS
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for fall

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From Volumes 23-27.

MAY 31 1999

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Miami WDZL

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Denver KWGN
Phoenix KUTP
Sacramento KRBK
Hartford WTXX
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New Orleans WGNO
Oklahoma City KGMC
Louisville WHAS
Honolulu KFVE
Las Vegas KRLR



WARNER BROS.
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27/ Cable sets national agenda in Atlanta

National Cable Television Association holds its annual meeting in Atlanta under banner "Vision for the



'90's: The National Agenda." Wall Street smiles on industry, and FCC commissioners distance themselves from tougher cable regulation stance of Chairman Sikes (PAGE 27). Cable executives agree that attention to customer service and technological improvements will help industry grow (PAGE 35). TCI President John Malone says he would accept limited federal cable regulation if it does not violate constitutional rights of cable operators (PAGE 36). HA! picks up affiliates and The Comedy Channel concentrates on programming at convention exhibit (PAGE 38). Christian Science Monitor introduces its latest foray into cable—The Monitor Channel (PAGE 40). Basic cable networks emphasize local programming (PAGE 41).

32/ Sweeps squeaker

NBC tops CBS by a touch in tightest sweeps race in years.

33/ CAPITAL NEWS

Fifth Estate prepares to cover U.S.-Soviet summit in Washington.

34/ CBS GRABS BASKETBALL

CBS signs up ACC for \$1.9 million, one-year rights deal and extends exclusive Big East deal through 1995 to tune of \$20 million.

46/ COMSAT SIGNS BURNS

Bryan Burns leaves Major League Baseball for Comsat Video Enterprises, TV distribution division of Communications Satellite Corp.

50/ ABC, NBC FALL SCHEDULES

Two networks unveil next



NBC's 'Hull Street High'

fall's prime time hopefuls. NBC heavies up on sitcoms; ABC gets credit for taking some risks.

56/ 'PARTY' WINDING DOWN?

Disappointing numbers for NBC-Group W's 'House Party' leaves future of show in doubt.

58/ WHO GETS WHAT IN THE FIFTH ESTATE

BROADCASTING surveys salaries of some of the top executives in the Fifth Estate.

60/ CHANGES AT RADIO NETWORKS

Four radio networks restructure their respective sales efforts to help carve out greater piece of advertising pie and compete with other broadcast media.

66/ 'INFOMERCIAL' STANDARDS

During congressional hearing on program-length commercials, FTC says it is taking action against some of more questionable ones; some call for on-screen labeling of them as paid ads, others say there should be industry-wide standards to protect consumers.

66/ ENCOURAGING WORD

Chief Justice Rehnquist gives tacit approval to Representative Kastenmeier's effort to open federal courts to cameras

and microphones.

68/ 'NIGHTLINE,' 'MACNEIL/LEHRER' ON SPOT

Watchdog group, Fairness and Accuracy in Reporting, criticizes both shows mainly for their predominantly white male conservative guest lists.

87/ HOOKED ON RADIO

Lynn Christian, NAB's senior vice president, radio, is an enthusiastic and energetic supporter of the medium.

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is not
the networks'
#1 problem...

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Scary, isn't it?

LOS ANGELES

Fox for fall

Fox is set to announce today (May 28) five-nights-weekly prime time schedule for next fall, including additional night of series (Fridays), and weekly movie night (Tuesdays), to join Saturday-Monday lineup already in place. Fox executive confirmed reports last week that two new shows will be produced in-house, including *Babes*, comedy about three sisters being done by Fox in association with Sandollar Productions. FBC has also given nod to *True Colors*, about interracial family, produced by 20th Television Corp. Fox has interest in, or owns outright, six other shows on its air, including *Cops*, *America's Most Wanted*, *Simpsons*, *Living Color*, *Hidden Video* and departing *Tracey Ullman Show*. Fox also owns *Reporters*, prime time magazine currently on hiatus.

Star power

Sources say Paramount had no choice in moving popular *Arsenio Hall Show* off its owned station in Washington, WDCATV. Hall himself apparently made company do it. Host, who regularly sits in on Paramount sales meetings concerning his late night show, is said to have expressed "disappointment" in ratings being delivered by WDCATV, UHF on ch. 20. "He asked why it was on a weaker UHF station instead of a stronger V," source said last week. "They [Paramount] said it was because they owned the station. But he said that wasn't his problem." Last week, WUSA-TV, CBS affiliate in Washington, confirmed it picked up rights to show, along with companion *Nia Peeples* show, starting next January (see page 56). Hall is expected to swap stations in other markets as well. Paramount officials were discouraging report but would not deny on record.

Divide and conquer

With 13-episode fall commitment for Tuesday nights (10 p.m.) on NBC, Universal

Television's *Law and Order* could be first hour network series designed specifically to be split into separate half-hour episodes for off-network syndication. "I had heard that when the show was conceived, since hour dramas are so hard to sell in the syndicated market, the episodes are tailored to be snapped apart into self-contained half-hours," Universal source said. First half-hour of each episode of hour drama deals with criminal acts of suspects and their subsequent apprehension. Last half focuses on court disposition of cases.

Inside word from Universal and MCA TV (syndicator of Universal off-net series) is that if hour drama has at least two-year network run, MCA TV would be able to strip at least 92 half-hour episodes for 1992-93 season.

NEW YORK

Goodgame's exit

Look for word from Group W that Tom Goodgame, president of company's owned station division, will retire within next year. Goodgame, 60, has been in current post since April

1986, and with Group W Broadcasting since 1981. He serves as television board chairman of National Association of Broadcasters, and although term ends in June had been expected to be candidate for joint board chairmanship year from now. Group W Chairman Burt Staniar will look for replacement over next couple of months.

Slow climb

Some security analysts are keeping watchful eye on quarterly cable MSO subscribers, wondering whether first-quarter slowdown will continue. According to company and analyst annualized figures, UA was up 6.3%, Continental 6%, TCI 5%, ATC 4.3%, Comcast 4%, Cablevision Systems 3.1% and Viacom 2%. Viacom said slow growth stemmed from Jan. 1 rate increase and change in compensation for pay sales. Both Viacom and Comcast executives told analysts that after slow start, figures had improved in March and April.

Cross-ruffing

There is at least one TV group owner that may have mixed feelings about cable regulation. At year end Price

Communications also owned sizable (\$15 million) holding in Time Warner stock purchased at average \$140 per share. Some presume that decline in investment's value, to below \$100 per share, was major factor behind sizable first-quarter "unrealized loss" from markdown on securities portfolio that accounting rules require. Now that some think outlook for cable, which influences Time Warner's stock, is brighter, same rules will allow Price to record gain on "reversal" of loss by end of June.

Less than met eye

Despite published reports that Columbia Pictures Television sold *Married...with Children* to New York superstation wWOR-TV for estimated \$145,000 per week earlier this month, multiple sources indicate weekly figure for off-network half-hour sitcom is closer to \$82,000 per week. Apparently, Columbia sold *Married* in Los Angeles to Fox O&O KTTV-TV for \$125,000 per week after reportedly setting floor price of \$115,000 (see story, page 88). Station source said that WNBC-TV New York was offered \$85,000 per week for *Married*, while major independent WPX-TV abstained altogether from active bidding there.

Potash staying put

Industry speculation that Radio Advertising Bureau President Warren Potash would be tapped for president of ABC Radio Networks (position being vacated by departing president, Aaron Daniels) is apparently off base. Former Capital Cities/ABC employe, Potash is friends with both Jim Arcara, president, ABC Radio, and Daniels, but says rumors of return to ABC are unfounded.

Yawner

Although Nielsen's first-ever Cable National Audience Demographics report (CNAD) provided wealth of network information never before available, advertisers said they got no surprises from data, but merely confirmation of what they knew all along. Data enables

Countdown continues

After spending eight years and more than \$20 million in effort, Hubbard Broadcasting President Stanley S. Hubbard is close to solidifying financial arrangements for launch of direct broadcast satellite.

According to Hubbard, United States Satellite Broadcasting has lined up both third equity partner to join Hubbard Broadcasting and Nationwide Communications and leasing company willing to put up hundreds of millions of dollars to build and launch satellite.

Hubbard said he would not disclose names of new partner and leasing company until formal announcement next month. Deal is contingent on approval by new partner's board and FCC grant to USSB of five channels at 101 degrees west longitude, which will allow USSB to piggyback its services on those of Sky Cable consortium of Hughes, NBC, Cablevision and Rupert Murdoch's News Corp. Sky Cable has 16 of 32 slots, and has applied for 11 more.

According to Hubbard, Sky Cable has been urging him to forgo launching of separate satellite and to lease channels on one of two or three satellites that Sky Cable hopes to fly at 101 degrees. Hubbard said if he decides on Sky Cable option, he can drop plans with leasing company, although that would trigger substantial penalty.



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level comparison between cable and broadcast networks for first time and includes daypart information.

WASHINGTON

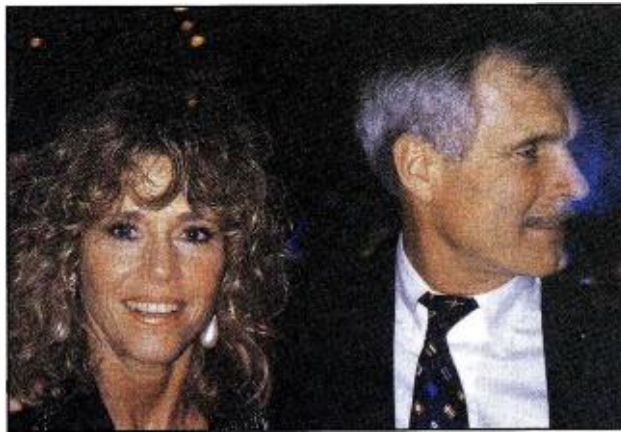
Outside the law

With 34 days to go before FCC-set deadline, it appears that large percentage of 5,000 AM stations operating in U.S. will not be in compliance with National Radio Systems Committee's (NRSC) audio standard. In spring 1989, commission mandated installation of NRSC-I audio standard by June 30, 1990, and NRSC-II emission standard by June 30, 1992. Those not converted to audio standard by first deadline would be required to install more expensive emission standard immediately and could be fined for broadcasting out of band (\$25,000 for first offense and maximum of \$250,000 for repeat offenders). FCC investigates stations in response to complaints from listeners and other stations. It is generally believed that enforcement of NRSC ruling will be greatly aided by complaints from stations in compliance that are still suffering adjacent-channel interference from stations not complying.

Bill Ammons of Circuit Research Labs, Tempe, Ariz. (leading manufacturer of NRSC-I processors which has kept running estimates of standard's implementation over past three years), estimated that only about half of all AM's have now converted. Orders for processors have picked up heavily in recent weeks, he said.

Battle strategy

Broadcasters and cable continue to battle telco amendment in Senate Commerce Committee. It is believed that broadcasters are working hard to persuade Senator Larry Pressler (R-S.D.) not to back Burns telco-entry amendment and that cable hopes to persuade John Breaux (D-La.) that amendment would be mistake. If they succeed it gives them votes they need to block



Item. Ted Turner and Jane Fonda were the talk of the town during the NCTA convention in Atlanta, and especially during the 10th anniversary party thrown by CNN, when TV cameras projected their images on giant screens over the event.

initiative. Otherwise, it could be telco victory, although some sources say vote is too close to call. There was even some speculation that Commerce's June 7 mark up might be postponed because of controversial telco amendment. But Committee staff say markup is still scheduled.

Cable primer

Day after Commissioners Ervin Duggan and Sherrie Marshall told standing-room-only audience at NCTA session that they may not be as eager to reregulate cable as Chairman Alfred Sikes, they sat down for private luncheon on Wednesday (May 23) with top NCTA officials and industry executives, including NCTA's Jim Mooney, Tele-Communications Inc.'s John Malone, American Television and Communications's Joe Collins and Cox's Jim Robbins.

According to participants, FCC Commissioners did more listening than talking. Discussion moved from financial structure of cable industry to escalating sports and their impact on cable rates to cable's role in international markets. Marshall said international aspect was "interesting twist" in cable debate that she had not heard before.

Cable rating

Gallup poll on consumer attitudes toward cable is

expected to be released this week. It is believed poll also looks at issue of competition and asks consumers if they would prefer to have second cable service to choose from. April Roper Poll gave cable high ratings with 47% of those surveyed describing cable TV as having "lots of variety" and as "interesting," while only 28% said over-air-TV has "lots of variety" and 38% said it was "interesting."

NASHVILLE

Advance men for DBS

Although his office could not confirm it, word is that Tom Rogers, president of NBC Cable and business development, will join panel on potential for Ku-band satellite at Satellite Broadcasting & Communications Association Nashville trade show, Opryland hotel, July 9-11. His presence would brighten already luminescent cast committed to presence at home satellite's counterpart to NAB and NCTA shows, joining CBS's Joe Flaherty, vice president, engineering and development, and executive from Sky Cable partner, Jim Ramo, vice president of Hughes Communications. First SBCA show since Sky Cable and K Prime became front page news also will feature Robert Wussler, president of Comsat Video Enterprises, as keynoter.

DALLAS

Baton passed

Departure of June Morrow, who is founder and owner of JML Ltd. in Britain, to assume senior programing acquisitions position at BBC, has left U.S. syndicator Multimedia Entertainment to sign new international distribution ventures with Earl Jones's International Broadcast Systems Ltd. (IBS) and ITEL, according to Bruce Johansen, vice president, international sales and West Coast programing, Multimedia Entertainment. Jones, who is chairman and CEO of Dallas-based IBS, will represent all of Multimedia's syndicated product for station and network sales in Europe, Asia and Latin America, with exception of England and Ireland, which will be handled by ITEL (U.K.-based distributor).

Acquisition of syndicated accounts for IBS and ITEL represents major Multimedia programs, ranging from *Donahue* to *Sally Jessy Raphael* talk show hours to company's latest 1990-91 entry, *Big Break*, weekly hour music-variety program hosted by Natalie Cole. In addition to distributing programs overseas, Jones's IBS also builds, manages and invests in foreign broadcast networks, providing Multimedia with some newly found inside leverage to other major foreign broadcasters.

CAMP DAVID

Pool open

Following harsh criticism and extensive negotiations, White House late last week invited all radio networks to cover Saturday (June 2) visit of Soviet President Gorbachev to Camp David, Maryland. White House had announced that only one radio network—whichever one rotated into pool for that day—would be allowed to cover meeting. Radio networks felt slighted because all three TV networks had been invited.

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Buffalo • Salt Lake City • San Antonio
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Greensboro • Richmond • Green Bay
Rochester • Huntsville • Tri-Cities
El Paso • Charleston, SC • Tallahassee
Santa Barbara • Ft. Smith
Corpus Christi • Palm Springs
Jackson**

Production confirmed for
72 half-hours.

Premiering January '91.

Distributed
exclusively by

MCA TV
First in first run.

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BY THE NUMBERS 1

While NBC won the week in prime time (ending May 20), the season finale of ABC's *America's Funniest Home Videos* took the top spot in the program rankings for the week, with a 24.5/40 on Sunday at 8:30 p.m.

ABC won Tuesday, Friday and Sunday nights, but fell two-tenths of a rating point shy of NBC in the weekly totals: NBC, 11.7/21; ABC, 11.5/20, and CBS, 11.2/20.

But among adults 18-49, ABC was first. With women 18-49, ABC averaged an 8.6 rating, fol-



lowed by NBC and CBS, which tied with a 7. With men 18-49, ABC was first with an average 5.9, while the other two networks were tied with a 5.2.

In the evening news race, ABC was first with a 9.6/20 household rating, followed by CBS, 8.5/18, and NBC, 8.3/18.

On Fox, the hit show *The Simpsons* was off its typical mid-teens rating mark, dropping to an 11.3/17 on Sunday (May 20) at 8:30, which easily beat an NBC News special, but finished well behind CBS's *Murder, She Wrote*, and *Videos* on

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	25.2/40	A	<i>Amer. Funniest Videos</i>
2	▲ 18.9/31	N	<i>Cheers</i>
3	▼ 17.7/28	A	<i>Roseanne</i>
4	▲ 17.4/31	N	<i>Cosby</i>
5	▲ 17.1/29	N	<i>A Different World</i>
6	▲ 16.8/27	C	<i>Murphy Brown</i>
7	▲ 16.7/26	C	<i>Designing Women</i>
8	▲ 16.5/27	N	<i>Sunday Movie: Perry Mason</i>
9	▲ 16.0/27	N	<i>L.A. Law</i>
10	▲ 15.8/31	C	<i>60 Minutes</i>
11	▲ 15.6/25	N	<i>Wings</i>
12	▲ 15.4/27	N	<i>Unsolved Mysteries</i>
13	▲ 14.7/24	A	<i>Sunday Movie: Trudy Case</i>
13	▲ 14.7/25	C	<i>Knots Landing</i>
15	▼ 14.6/29	N	<i>Golden Girls</i>
16	14.3/24	A	<i>Growing Pains Spec.</i>
17	▲ 14.1/22	C	<i>Murder, She Wrote</i>
17	▲ 14.1/23	N	<i>Night Court</i>
17	14.1/25	A	<i>Wonder Years Spec.</i>
20	▲ 14.0/23	A	<i>Movie: Columbo</i>
21	▲ 13.9/24	C	<i>Rescue: 911</i>
22	13.8/22	A	<i>Coach</i>
23	▲ 13.7/24	C	<i>Newhart</i>
24	▲ 13.6/25	C	<i>Major Dad</i>
25	▲ 13.1/22	A	<i>Doogie Howser, M.D.</i>
26	▲ 13.0/22	N	<i>Dear John</i>
27	▼ 12.9/20	F	<i>Married...With Children</i>
28	12.8/25	N	<i>Bob Hope: USO</i>
29	12.7/22	C	<i>Face to Face w/ C. Chung</i>

30	▼ 12.6/22	A	<i>Who's the Boss?</i>
31	12.4/21	A	<i>Doogie Howser, M.D. Spec.</i>
32	▲ 12.0/20	C	<i>Movie: Throw Mama</i>
33	▲ 11.9/25	A	<i>Full House</i>
33	11.9/20	N	<i>Midnight Caller</i>
35	11.8/22	C	<i>Friday Movie: Green Acres</i>
36	▼ 11.6/19	C	<i>Sunday Movie: Best Interest</i>
37	▼ 11.3/17	F	<i>Simpsons</i>
38	▼ 10.9/17	N	<i>Heat of the Night</i>
38	▲ 10.9/19	A	<i>thirtysomething</i>
40	▲ 10.6/21	A	<i>Family Matters</i>
40	▼ 10.6/17	A	<i>Twin Peaks</i>
42	10.5/17	N	<i>Movie: People, Pt.2</i>
43	10.4/19	A	<i>Young Riders Spec.</i>
44	▲ 10.3/19	A	<i>Equal Justice</i>
45	▲ 10.2/19	A	<i>Perfect Strangers</i>
46	▲ 10.1/17	A	<i>Brewster Place</i>
46	▲ 10.1/18	C	<i>48 Hours</i>
46	▼ 10.1/19	A	<i>20/20</i>
49	10.0/20	N	<i>Unsolved Mysteries Spec.</i>
50	▲ 9.9/19	N	<i>Hardball</i>
51	▼ 9.7/17	N	<i>Matlock</i>
52	9.5/17	C	<i>Movie Spec.: Hands/Murderer</i>
52	▼ 9.5/17	A	<i>Just the 10 of Us</i>
52	▲ 9.5/18	N	<i>Nasty Boys</i>
55	▲ 9.3/15	C	<i>Falcon Crest</i>

Week 34 □ May 14-May 20

Rank/rating □ Network □ Show

56	▼ 9.2/16	C	<i>Jake and the Fatman</i>
57	▲ 8.4/14	A	<i>Primetime Live</i>
57	8.4/15	N	<i>Shannon's Deal Spec.</i>
59	▲ 8.2/14	A	<i>Father Dowling</i>
60	8.0/16	A	<i>Movie Spec.: Ryan White</i>
61	▼ 7.8/16	N	<i>Amen</i>
62	7.7/17	F	<i>Cops/New Orleans</i>
62	7.7/15	N	<i>Super Bloopers</i>
64	▲ 7.4/12	F	<i>Open House</i>
65	▲ 7.2/14	C	<i>Sat. with C. Chung</i>
66	7.0/14	C	<i>Garfield Spec.</i>
66	▲ 7.0/15	C	<i>Paradise</i>
68	6.9/13	F	<i>Totally Hidden Video</i>
69	▲ 6.8/11	F	<i>America's Most Wanted</i>
70	▲ 6.7/15	N	<i>13 East</i>
71	▼ 6.5/13	C	<i>Small Talk</i>
71	▼ 6.5/11	N	<i>Working Girl</i>
73	▲ 6.4/12	A	<i>Life Goes On</i>
74	▲ 6.2/12	F	<i>In Living Color</i>
75	5.8/11	C	<i>Tour Of Duty</i>
76	5.7/9	N	<i>News Spec.: Expose</i>
76	5.7/11	N	<i>Rock the House</i>
78	▲ 5.1/9	F	<i>21 Jump Street</i>
79	▲ 4.7/7	F	<i>Alien Nation</i>
80	4.5/8	F	<i>Movie: Wall Street</i>
81	4.2/9	A	<i>Head of the Class Spec.</i>
81	▲ 4.2/8	F	<i>Tracey Ullman</i>
83	▲ 4.0/9	F	<i>Booker</i>
83	▲ 4.0/9	A	<i>Elvis</i>

Guide to symbols

▼ —Down in rank from last week

▲

—Up in rank from last week

■

—Premiere broadcast

Source: Nielsen Media Research

—No ranking change

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.6	232	98
2	Jeopardy! (King World)	11.5	221	99
3	Star Trek: Next Generation (Paramount)	9.8	235	98
4	Oprah Winfrey (King World)	9.3	217	99
5	Wheel of Fortune, wknd. (King World)	8.1	209	92
6	Current Affair (20th Century Fox TV)	8.0	195	97
7	Entertainment Tonight (Paramount)	8.0	180	97
8	Cosby Show (Viacom)	7.9	204	98
9	Portfolio XIII (Paramount)	7.3	179	93
10	Donahue (Multimedia)	6.0	231	99

* Nielsen weekly pocketpiece

Week ended May 13

Rank	Program (Syndicator)	Rtg	Stns	Covg
11	Geraldo (Tribune)	5.7	195	99
12	Star Search (TPE)	5.2	172	97
13	Mama's Family (Warner Bros. Domestic TV)	5.0	178	91
14	People's Court (Warner Bros. Domestic TV)	4.9	185	93
15	Charles In Charge IV (MCA)	4.8	141	90
15	Pegasus II (Televentures)	4.8	89	79

The following shows were rated, but not ranked

Wrestling Network	5.6	170	94
World Wrestling Federation (WWF)	8.5	251	97

Source: Nielsen and Broadcasting's own research.

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,981	250	5,231
Commercial FM	4,282	859	5,141
Educational FM	1,425	278	1,703
■ Total Radio	10,688	1,387	12,075
Commercial VHF TV	549	19	568
Commercial UHF TV	550	188	738
Educational VHF TV	124	4	128
Educational UHF TV	225	22	247
■ Total TV	1,448	233	1,681
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,831	301	2,132
VHF translators	2,721	123	2,844
UHF translators	2,211	395	2,606

CABLE †	
Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.7%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

ABC. At 9 p.m., Fox's *Married...with Children* finished third in network competition, beating the first half-hour of the *CBS Sunday Night Movie*, but losing to movies on ABC and NBC.

ABC's critically praised *Twin Peaks* came in second on Thursday (May 17), beating CBS's *Falcon Crest* but losing to *Wings* on NBC. ABC has renewed the show for next season.

Focus On Finance

Those trying to spot bottom of cable stock plunge probably had missed it by last week. MSO stocks rose sharply beginning prior Friday, apparently on news that House cable bill appeared less onerous than Senate version (BROADCASTING, May 21). Sampling of MSO gains found best performance among highly leveraged operators, such as Adelphia, up 35%; Comcast, up 23%, and Cablevision Systems, up 17%, all compared to prior Wednesday. Other MSO gains included TCI, up 13%, and ATC, up 9%. Despite gains, most were still trading below levels of only two or three months ago. It was difficult to find losers last week, although some publisher/group owner stocks slipped, including Pulitzer, Multimedia, Park and Lee, probably on continuing reports of flat or weak advertising revenue. Jacor was trading near 52-week low, despite news that 5% position in company was bought by Marvin Kosofsky, chairman of Mineola, N.Y.-based group owner, Universal Broadcasting Corp. Clear Channel Communications continued to gain, up 9% to 15%, and Telemundo was also up, 10%, to 6%. Among those apparently benefiting from last week's MSO gains were cable suppliers, both equipment and programming. QVC Networks was up 20%, to 12%, while Turner Broadcasting System gained 9%, to 50. On hardware side, General Instrument climbed 5%, to 35%, while Scientific Atlanta was up 8%, to 26%.

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

	Closing		Net	Percent	P/E	Market Capitalization	Closing		Net	Percent	P/E	Market Capitalization						
	Wed	Wed					Wed	Wed										
	May 23	May 16					Change	Change					May 23	May 16	Change	Change		
BROADCASTING																		
N (CCB) Cities ABC	603	3/4	601	3/4	2	10.33	21	10,588	N (BLC) A.H. Belo	35	5/8	34	3/4	7/8	02.51	30	632	
N (CBS) CBS	199		194		5	02.57	15	4,705	N (AFL) American Family	15		15	1/4	-	1/4	-01.63	15	1,219
A (CCU) Clear Channel	15	3/4	14	1/2	1	1/4	08.62	58	60	O (ACCMA) Assoc. Commun.	30	1/4	29	1/2	3/4	02.54	-68	563
O (JCOR) Jacor Commun.	4		4	1	-	1/8	-03.03	-3	39	N (CCN) Chris-Craft	33	3/4	33	5/8	1/8	00.37	1	844
O (LINB) LIN	69	3/4	67	1/4	2	1/2	03.71	65	3,595	O (DUCO) Durham Corp.	29		28	3/4	1/4	00.86	18	245
O (OBCCC) Olympia Broadcast	1	1/8	1	1/8	-	50.00				N (GCI) Gannett Co.	39	1/8	38	5/8	1/2	01.29	15	6,297
O (OSBN) Osborn Commun.	10	3/4	10	3/4		00.00	-67	75		N (GE) General Electric	68	3/8	68	1/8	1/4	00.36	15	61,454
O (OCOMA) Outlet Commun.	19	1/4	19	1/4		00.00	12	126	O (GACC) Great Am. Comm.	6	3/8	6	1/2	-	1/8	-01.92	-1	223
A (PR) Price Commun.	3	7/8	3	7/8		00.00	-3	35	A (HTG) Heritage Media	4	7/8	4	3/8	1/2	11.42	-6	217	
O (SAGB) Sage Broadcasting	111	1/8	1	3/4	-	1/16	-03.57	-1	6	N (JP) Jefferson-Pilot	41	1/2	40	7/8	5/8	01.52	11	1,550
O (SCRIP) Scripps, Howard	57	1/4	57	1/2	-	1/4	-00.43	28	591	N (LEE) Lee Enterprises	25	1/8	24	7/8	1/4	01.00	14	604
O (SUNNC) SunGroup Inc.		3/4		3/4		00.00	-1	1		N (LCI) Liberty	50		49	1/2	1/2	01.01	11	423
O (TLMD) Telemundo	6	3/4	6	1/8	5/8	10.20	-2	154	N (MHP) McGraw-Hill	55	3/8	54	7/8	1/2	00.91	81	2,695	
O (TVXGC) TVX Broadcast	4	7/8	4	7/8		00.00		35	A (MEGA) Media General	28		27	1/2	1/2	01.81	63	722	
O (UTVI) United Television	34		34			00.00	5	370	N (MDP) Meredith Corp.	28	3/8	28	1/4	1/8	00.44	16	527	
BROADCASTING WITH OTHER MAJOR INTERESTS																		



As Knew, If You Can't Beat 'Em, Buy 'Em!

For CBS, buying "The Hogan Family" was a smart choice. They knew that this sitcom is absolutely unbeatable.

Not to say CBS didn't try. For years CBS ran 10 different sitcoms against "The Hogan Family," but not one could match its amazing performance. The Hogans captured their time period for NBC, five seasons straight. At 8:00PM, or in the middle of a comedy block.

There was only one solution for CBS. Add "The Hogan Family" to its comedy line-up.

Advertisers love the Hogan's audience, too. An incredible 78% are under 50. With 47% adults 18-49, and another 31% kids and teens.

So, move fast. Call your Warner Bros. rep about "The Hogan Family," before your competitor beats you to it.

Funny Shows. Serious Business.

THE Hogan Family

M/B

Miller • Boyett
PRODUCTIONS



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Company

BY THE NUMBERS 3

STOCK INDEX 2

	Closing		Market				Closing		Market												
	Wed	Wed	Net	Percent	P/E	Capitali-	Wed	Wed	Net	Percent	P/E	Capitali-									
	May 23	May 16	Change	Change	Ratio	(000,000)	May 23	May 16	Change	Change	Ratio	(000,000)									
O (MMEC) Multimedia	80 1/2	81 1/8	-	5/8	-00.77	24	910	N (SAA) Saatchi & Saatchi	5 1/4	5 1/4	-	00.00	-4								
A (NYTA) New York Times	23 7/8	22 3/4	-1 1/8	-	04.94	7	1,863	O (TLMT) Telemation	2 1/4	2 1/4	-	00.00	4								
N (NWS) News Corp. Ltd.	15 1/2	15 5/8	-	1/8	-00.80	6	4,161	A (UNV) Unitel Video	9	9 1/4	-	1/4	-02.70	-39	18						
O (PARC) Park Commun.	20 3/4	20 3/4	-	-	00.00	22	429	CABLE													
O (PLTZ) Pulitzer Publishing	25 3/4	25 1/2	-	1/4	00.98	8	269	A (ATN) Acton Corp.	11 1/8	11 1/8	-	00.00	2	17							
O (RTRSY) Reuters Ltd.	58 1/2	58	-	1/2	00.86	27	26,574	O (ATCMA) Am. TV & Comm.	38	34 3/4	-	3 1/4	09.35	40	4,142						
O (STAUF) Stauffer Commun.	146	146	-	-	00.00	49	146	O (CTEX) C-Tec Corp.	20 1/2	19 1/4	-	1 1/4	06.49	341	349						
N (TMC) Times Mirror	32 1/4	31 5/8	-	5/8	01.97	14	4,167	A (CVC) Cablevision Sys. 'A'	29 1/4	25	-	4 1/4	17.00	-4	647						
O (TMCI) TM Communications	3 1/16	3 1/16	-	-	00.00	-1	1	A (CTY) Century Comm.	8 7/8	7 5/8	-	1 1/4	16.39	-8	579						
N (TRB) Tribune	43 7/8	43	-	7/8	02.03	13	3,099	O (CMCSA) Comcast	14 1/2	11 3/4	-	2 3/4	23.40	-10	1,627						
A (TBSA) Turner Bcstg. 'A'	50	45 7/8	-	4 1/8	08.99	64	2,478	A (FAL) Falcon Cable Systems	15 1/2	14 3/8	-	1 1/8	07.82	-20	99						
A (TBSB) Turner Bcstg. 'B'	48 1/4	44 7/8	-	3 3/8	07.52	62	1,293	O (JOIN) Jones Intercable	9 7/8	8 3/8	-	1 1/2	17.91	-4	122						
N (WPO) Washington Post	264 1/2	251 3/4	-	12 3/4	05.06	17	3,337	N (KRI) Knight-Ridder	49 1/8	48 7/8	-	1 4	00.51	10	2,527						
PROGRAMMING													T (RCI.A) Rogers Commun. 'A'	11	12 1/4	-	1 1/4	-	10.30	-19	389
O (ALL) All American TV	3 3/4	3 3/8	-	3/8	11.11	4	4	T (RCI.B) Rogers Commun. 'B'	8	8 1/4	-	1/4	-03.30	-13	577						
A (CLR) Color Systems	1 3/8	1 1/2	-	1/8	-08.33	-1	8	O (TCAT) TCA Cable TV	15	14 3/4	-	1/4	01.69	40	363						
O (DCPI) Dick Clark Prod.	5 7/8	5 13/16	-	1/16	01.07	26	48	O (TCOMA) Tele-Commun.	15 1/2	13 3/4	-	1 3/4	12.72	-21	5,469						
N (DIS) Disney	118 3/4	112 5/8	-	6 1/8	05.43	21	16,054	N (TWX) Time Warner	100 1/8	95 7/8	-	4 1/4	04.43	-23	6,440						
O (FNNI) Financial News Netwk	8 1/2	8 7/8	-	3/8	-04.22	32	153	O (UAECA) United Art. Ent. A	15 1/8	12 3/4	-	2 3/8	18.62	-8	2,106						
A (FE) Fries Entertain.	1 5/8	1 5/8	-	-	00.00	-1	7	O (UAECB) United Art. Ent. B	15 1/4	13 3/8	-	1 7/8	14.01	-8	1,018						
A (HHH) Heritage Entertain.	1 5/8	1 1/4	-	3/5	30.00	-1	12	N (VIA) Viacom	52	48 1/2	-	3 1/2	07.21	24	2,775						
A (HSN) Home Shopping Net.	7 7/8	6 7/8	-	1	14.54	-87	706	EQUIPMENT & MANUFACTURING													
N (KWP) King World	37 3/8	37 1/4	-	1/8	00.33	12	944	N (MMM) 3M	82 3/4	83 5/8	-	7/8	-01.04	14	18,425						
O (KREN) Kings Road Entertain.	3 1/16	3 1/16	-	-	00.00	0	0	N (ARV) Arvin Industries	17 3/4	16 3/8	-	1 3/8	08.39	32	333						
N (MCA) MCA	59 3/8	56 3/8	-	3	05.32	22	4,361	O (CCBL) C-Cor Electronics	12 1/2	12	-	1/2	04.16	10	53						
N (MGM) MGM/UA Commun.	17 7/8	17 3/8	-	1/2	02.87	-27	909	N (CHY) Chyron	1 5/8	1 3/4	-	1/8	-07.14	-9	18						
A (NNH) Nelson Holdings	5 5/8	5 5/8	-	-	00.00	0	24	A (COH) Cohu	11 1/4	10 1/2	-	3/4	07.14	8	21						
O (NNET) Nostalgia Network	11 1/16	11 3/4	-	1/16	-08.33	3	3	N (EK) Eastman Kodak	40 5/8	40 3/8	-	1/4	00.61	24	13,185						
N (OPC) Orion Pictures	19 7/8	20 3/8	-	1/2	-02.45	24	358	N (GRL) Gen. Instrument	35 1/8	33 3/8	-	1 3/4	05.24	10	966						
N (PCI) Paramount Commun.	46 5/8	45 3/4	-	7/8	01.91	26	5,541	N (HRS) Harris Corp.	34 5/8	35 1/4	-	5/8	-01.77	35	1,386						
N (PLA) Playboy Ent.	13	13	-	-	00.00	81	122	N (IV) Mark IV Indus.	12 7/8	12 3/4	-	1/8	00.98	3	181						
O (QNTQE) Qintex Ent.	1 1/4	1 1/4	-	-	00.00	26	26	O (MATT) Matthews Equip.	1 7/8	1 7/8	-	-	00.00	93	11						
O (QVCN) QVC Network	12 7/8	10 3/4	-	2 1/8	19.76	-36	194	O (MCDY) Microdyne	4	3 7/8	-	1/8	03.22	133	16						
O (RVCC) Reeves Commun.	6 3/4	6 3/4	-	-	00.00	-6	85	O (MCDM) Midwest Commun.	3 1/2	3 1/4	-	1/4	07.69	10	10						
O (RPICA) Republic Pic. 'A'	8	8 1/8	-	1/8	-01.53	34	34	N (MOT) Motorola	80	74 1/8	-	5 7/8	07.92	20	10,432						
O (RPICB) Republic Pic. 'B'	7 7/8	7 1/8	-	3/4	10.52	87	33	A (PPI) Pico Products	1 1/4	1 1/8	-	1/8	11.11	-1	4						
O (SP) Spelling Entertainment	7 3/4	7 3/4	-	-	-03.12	32	256	N (SFA) Sci-Atlanta	26 3/4	24 3/4	-	2	08.08	15	592						
O (JUKE) Video Jukebox Net.	7 3/4	7 3/8	-	3/8	05.08	-31	72	N (SNE) Sony Corp.	57 5/8	56 3/4	-	7/8	01.54	25	16,284						
O (WONE) Westwood One	6 1/2	6 1/2	-	-	00.00	-4	95	N (TEK) Tektronix	13 3/4	12 5/8	-	1 1/8	08.91	-13	399						
SERVICE													N (VAR) Varian Assoc.	27 1/8	27	-	1/8	00.46	18	516	
O (AGRPC) Andrews Group	2 7/8	2 7/8	-	-	00.00	-2	26	O (WGNR) Wegener	1 3/8	1 3/8	-	00.00	10	9							
O (BSIM) Burnup & Sims	13 3/8	13 1/2	-	1/8	-00.92	28	168	N (WX) Westinghouse	34 3/4	74	-	39 1/4	-53.04	5	5,029						
N (CQ) Comsat	34 1/2	33 3/8	-	1 1/8	03.37	9	575	N (ZE) Zenith*	9 3/8	9 1/2	-	1/8	-01.31	-14	250						
N (DNB) Dun & Bradstreet	47 1/4	45 7/8	-	1 3/8	02.99	15	8,748	Standard & Poor's 400					419.32	411.52	7.8	1.9					
N (FCB) Foote Cone & B.	29 5/8	30	-	3/8	-01.25	15	316	*Split 2-for-1 on May 22													
O (GREY) Grey Advertising	160	160	-	-	00.00	15	183														
O (IDBX) IDB Communications	9 1/4	8 7/8	-	3/8	04.22	25	45														
N (IPC) Interpublic Group	32 3/4	30 5/8	-	2 1/8	-06.93	15	1,132														
O (OMCM) Omnicom Group	25 3/8	25 3/8	-	-	00.00	14	665														

Datebook

■ indicates new listing or changed item.

This week

May 28-June 2—American Film and Video Festival, sponsored by *American Film and Video Association*. San Francisco. Information: (312) 484-4000.

May 30—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Phil Beuth, senior VP-ABC Television Network, and Jack Reilly, executive producer, *Good Morning America*, on "Update on Morning Television." Copacabana, New York. Information: (212) 768-7050.

May 30—Revised deadline for comments in study of the globalization of mass media firms by *National Telecommunications and Information Administration*. U.S. Department of Commerce, NTIA, Washington.

May 30—"Alternative Dispute Resolution Methods: New Ways to Resolve Comparative Cases," seminar sponsored by *Federal Communications Bar Association*. Washington Marriott, Washington. Information: Rob DePont, (202) 828-5700.

May 30—"The Craft of Writing for Television," one (children's programming) of five seminars co-sponsored by *Museum of Broadcasting and Writers Guild of America East*. Museum, New York. Information: (212) 752-4690.

May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards competition, honoring 10 local radio stations for outstanding contributions to community service. Information: (202) 429-5420.

May 31—*American Women in Radio and Television, Washington chapter*, reception honoring Patricia Mahoney, new president of AWRT. National Association of Broadcasters, Washington. Information: (202) 468-6555.

June 1—Deadline for nominations for Business Enterprise Awards, sponsored by *Business Enterprise Trust*, designed to "throw spotlight on those who think long term and demonstrate courage, integrity and social vision in business." Information: (415) 321-5100.

June 1-2—*National Academy of Television Arts and Sciences* trustees meeting. Marriott Marquis hotel, New York. Information: Trudy Wilson, (212) 586-8424.

June 1-3—*Chesapeake AP Broadcasters Association* annual convention. Dunes Manor hotel, Ocean City, Md. Information: (301) 539-1772.

June 1-July 1—"CNN: The First 10 Years," tribute to Cable News Network, sponsored by *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

June 2-4—Showbiz Expo, video and film production trade show sponsored by *Live Time Inc.* Los Angeles Convention Center, Los Angeles. Information: (213) 668-1811.

June 3—Opening reception and seminar. "A Day

in the Life of CNN," sponsored by *Museum of Broadcast Communications* and *National Academy of Cable Programming*, for CNN tribute to be held at MBC (see listing above) for month of June. MBC, Chicago. Information: (312) 987-1500.

Also in June

June 3-6—*NBC-TV* annual affiliates meeting. J.W. Marriott, Washington.

June 3-6—*Cable Television Association of Maryland, Delaware and the District of Columbia* annual spring meeting. Ocean City, Md. Information: (301) 266-9111.

June 3-6—*Canadian Cable Television Association* 33rd annual convention and "Cablexpo." Theme: "Bringing It All Home." Edmonton Convention Center, Edmonton, Alberta, Canada. Information: (613) 232-2631.

June 3-9—11th *Banff Television Festival*, international competition; conference of producers, broadcasters, directors and writers, and co-production marketplace. Theme: "In Search of Audiences—Television in the 1990's." Banff, Alberta, Canada. Information: (403) 762-3060.

June 3-15—*Annenberg Washington Program* sixth annual faculty workshop in communications policy. Annenberg offices, Willard Office Building, Washington. Information: (202) 393-7100.

June 4—Deadline for nominations for Hugh Hefner First Amendment Awards, designed to "edu-

Major Meetings

June 3-6—*NBC-TV* annual affiliates meeting. Washington.

June 9-12—*American Advertising Federation* national conference, featuring presentation of Addy Awards. Marriott Pavilion, St. Louis.

June 10-13—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

June 12-14—*ABC-TV* annual affiliates meeting. Los Angeles.

June 17-21—The 1990 PBS meeting, sponsored by *Public Broadcasting Service*. Loews Anatole, Dallas.

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

June 26-29—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

July 9-11—*Satellite Broadcasting and Communications Association* trade show. Opryland hotel, Nashville. Information: (703) 549-6990.

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

Sept. 12-15—Radio '90 convention, sponsored by *National Association of Broadcasters*. Hynes Convention Center, Boston. Future meeting: Sept. 11-14, 1991, San Francisco.

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

Sept. 21-25—International Broadcasting Convention. Brighton Convention Center, Brighton, England. Information: London, 44 (1) 240-1871.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibi-

tion. Convention Center, San Jose, Calif.

Sept. 25-27—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000

Oct. 4-7—*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—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

Oct. 13-17—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Future conferences: Oct. 26-30, 1991, Los Angeles; Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

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

Oct. 30-Nov. 4—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

Nov. 14-16—*Television Bureau of Advertising* annual members meeting. Loews Anatole, Dallas.

Nov. 28-30—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

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

Jan. 14-18, 1991—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 24-27, 1991—*Radio Advertising Bureau*

Managing Sales Conference. Opryland hotel, Nashville.

Jan. 26-30, 1991—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

Feb. 1-2, 1991—*Society of Motion Picture and Television Engineers* 25th annual television conference. Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.

Feb. 27-March 1, 1991—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio.

March 6-9, 1991—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4487.

■ **March 24-27, 1991**—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

April 7-9, 1991—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York.

April 15-18, 1991—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 19-24, 1991—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

April 21-24, 1991—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles.

cate the public about First Amendment issues and to honor individuals who have made significant contributions to enhance and protect First Amendment rights for Americans, sponsored by *Playboy Foundation*. Information: (312) 751-8000.

June 5—*Radio Advertising Bureau/Association of National Advertisers* radio advertising workshop, "Tuning in to Marketing Power: The Radio Opportunity." Plaza hotel, New York. Information: Tom McEneny, (212) 697-5950.

June 5—*Cabletelevision Advertising Bureau* media research workshop. Hyatt Los Angeles Airport hotel, Los Angeles. Information: (212) 751-7770.

■ **June 5**—*Cable Television Administration and Marketing Society* Texas chapter organizational meeting. Conference Center, Colonnade Office Building, North Dallas. Information: (214) 241-1421.

June 6—*Action for Children's Television* ACT awards ceremony and reception. Charles hotel, Cambridge, Mass. Information: (617) 876-6620.

June 6—*USA Network* local ad sales/marketing seminar. Nassau Inn at Palmer Square, Princeton, N.J. Information: Tracey Muhlfeld, (212) 408-9170.

June 6—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ruth Otte, president, Discovery Channel, on "The Challenges of Building a Television Network in a Changing World." Copacabana, New York. Information: (212) 768-4510.

June 6—"The Craft of Writing for Television," one (daytime serials) of five seminars co-sponsored by *Museum of Broadcasting and Writers Guild of America East*. Museum, New York. Information: (212) 752-4690.

June 6-8—APRS '90, 23rd international exhibition of professional recording equipment, sponsored by *Professional Recording Association*. Olympia 2, exhibition center in London. Information: (0923) 772907.

June 7—*Cabletelevision Advertising Bureau* media research workshop. Dallas Marriott Park Central hotel, Dallas. Information: (212) 751-7770.

June 7—Western regional sales conference, co-sponsored by *Adlink*, cable advertising interconnect, and *National Cable Advertising*. Speaker: Futurist Ray Bradbury. Marina del Rey Marriott. Information: (213) 390-8888.

June 7—"A Salute to Australian Television," annual membership meeting of *National Academy of Television Arts and Sciences, New York chapter*. Citibank auditorium, New York. Information: (212) 768-4510.

■ **June 7**—*New York chapters of Women in Cable, Minorities in Cable, Cable Television Administration and Marketing Society and Society of Cable Television Engineers* forum, "Our Issues and Challenges: 1990 and Beyond." Omni Park Central hotel, New York. Information: Sue Walker, (201) 585-0469.

■ **June 7**—"High Performance Account Management: Running, Holding and Growing Accounts in Tough Times," seminar sponsored by *American Association of Advertising Agencies, Missouri Council*. Marriott Pavilion Hotel Downtown, St. Louis. Information: (212) 682-2500.

June 7-9—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Driskill hotel, Austin, Tex. Information: (202) 626-3170.

June 7-10—*National Association of Radio Talk Show Hosts* second annual conference. Contemporary hotel. Disney World Resort, Orlando, Fla. Information: (617) 247-3627.

June 8—*Center for Communication* annual award luncheon, honoring Thomas Murphy, chairman, Capcities/ABC. Guest speaker: Ted Koppel, ABC News. Plaza hotel, New York. Information: (212) 836-3050.

June 8-9—*NBC-TV affiliate promotion directors* conference. Bally's, Las Vegas.

June 8-9—Seventh annual *BROADCASTING-Taishoff* seminar for mid-career radio and television professionals, sponsored by *Society of Professional Journalists*. Speakers: Ed Fouhy, formerly with CBS News; Deborah Norville, co-host, NBC's *Today*; David Gelber, producer, CBS's *60 Minutes*; Kim Montour, Fox TV; Paul Davis, WGN-TV Chicago; Bob Morse, WMAQ-TV Chicago, and Wayne Barnett, WTMJ-TV Milwaukee. NBC Tower, Chicago. Information: Deborah Colky, (312) 922-7424.

June 8-10—"Economics of the Illegal Drug Trade," economics conference for journalists sponsored by *Foundation for American Communications and Gannett Foundation*. Ramada Renaissance Techworld, Washington. Information: (213) 851-7372.

June 9-12—*American Advertising Federation* national advertising conference, including national ADDY awards presentation (June 10, Kiel Auditorium, St. Louis). Speakers include Jane Pauley, NBC News; Alexander Kroll, chairman-CEO, Young & Rubicam; Jamie Kellner, president-COO, Fox Broadcasting; Michael Roarty, executive VP, Anheuser Busch; Chris Whittle, Whittle Communications, and Ira Herbert, president, Coca-Cola. Marriott Pavilion, St. Louis. Information: (202) 898-0089.

June 9-15—*Notre Dame Executive Management Development Seminar* exclusively for radio station owners, general managers and sales managers. South Bend, Ind. Information: National Association of Broadcasters Radio Office, (202) 429-5420.

June 10-13—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference, including presentation of Gold Medallion Awards. Bally's, Las Vegas. Information: (213) 465-3777.

June 10-14—*Radio Advertising Bureau* management development program. Wharton School of Business, University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

June 11—Broadcasting/Cable Interface IV, telecommunications policy seminar sponsored by *BROADCASTING magazine and Federal Communications Bar Association*. Westin hotel, Washington. Information: Patricia Vance, (202) 659-2340.

June 11-12—*Children's Express* symposium on the media and children's issues. Co-conveners: ABC's Peter Jennings and Bill Moyers. New York Hilton, New York. Information: (212) 620-0098.

June 11-13—*New York Festivals*, comprising International Radio Festival and International Advertising Festival, featuring screenings and awards banquet. Sheraton Center hotel, New York. Information: (914) 238-4481.

June 11-13—JC Penney-Missouri community affairs television workshop, sponsored by *University of Missouri*. Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 11-14—Second annual management seminar for broadcast news directors, sponsored by *Radio-Television News Directors Association and University of Missouri School of Journalism*. University of Missouri, Columbia, Mo. Information: (314) 882-6883.

June 12-14—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 13—"The Craft of Writing for Television," one (documentary and information programming) of five seminars co-sponsored by *Museum of Broadcasting and Writers Guild of America East*. Museum, New York. Information: (212) 752-4690.

■ **June 13**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert Lipsyte, host, *11th Hour*, on WNET(TV) New York, "Do talk shows have to be freak Shows to survive?" Copacabana, New York. Information: (212) 768-4510.

June 14—*USA Network* local ad sales/marketing seminar. Marriott Greentree, Pittsburgh. Information: Tracey Muhlfeld, (212) 408-9170.

June 14-16—"Fundamentals of Cable Accounting and Budgeting," cable management program sponsored by *Women in Cable and Denver University*. University of Denver campus, Denver. Information: Nancy Ring, (312) 661-1700.

June 14-17—*Missouri Broadcasters Association* annual spring meeting. Rock Lane Lodge, Table Rock Lake, Branson, Mo.

June 15—*Women in Communications, Washington chapter*, Matrix luncheon. Capital Hilton hotel, Washington. Information: (202) 998-8431.

June 15-16—*Texas Association of Broadcasters* Radio Day. J.W. Marriott, Houston. Information: (512) 322-9944.

June 17-22—"Broadcast: Power Reporting," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

■ **June 17-22**—Sixth annual "Leadership Institute for Journalism and Mass Communication Education," sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

June 18—"A Salute to Television," gala sponsored by *Museum of Broadcasting board of trustees and gala benefit committee*. Pierre hotel, New York.

June 19—"New Rules of Professional Responsibility: Impact on the Communications Bar," sponsored by *Federal Communications Bar Association*. Washington Marriott, Washington. Information: (202) 416-6762.

■ **June 19-21**—*Iowa Broadcasters Association* annual convention. Stouffer hotel, Cedar Rapids, Iowa. Information: (319) 366-8016.

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

June 20—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Lee Masters, E! Entertainment Television. Copacabana, New York. Information: (212) 768-4510.

June 20—"Tape restoration and preservation," speech by John Metarazzo of Agfa-Gevalt to *Society of Broadcast Engineers, chapter 15*. New York Times building, New York. Information: David Bialik, (212) 752-3322.

June 20—"The Craft of Writing for Television," one (comedy) of five seminars co-sponsored by *Museum of Broadcasting and Writers Guild of America East*, Museum, New York. Information: (212) 752-4690.

June 20-22—Advanced seminar for European radio broadcasters in management and programming. "The Future Is Here," sponsored by *Radio Express*, distributor of American radio programs, and *Burns Media Consultants*. Heidelberg, West Germany. Information: (213) 850-1003.

June 20-24—*Society of Cable Television Engineers* annual conference. Stouffer's and Nashville Convention Center, Nashville. Information: (215) 363-6888.

June 20-24—*Florida Association of Broadcasters* annual convention. Longboat Key Club, Sarasota, Fla. Information: (904) 681-6444.

June 21-22—*C-SPAN "Capitol Experience"* seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

June 21-24—20th conference on broadcast meteorology, sponsored by *American Meteorological Society*. Clarion Harvest House, Boulder, Colo. Information: (617) 227-2425.

June 21-24—*North Carolina Association of Broadcasters* summer meeting. Elbow Beach hotel, Bermuda. Information: (919) 821-7300.

June 21-24—*Society of Cable Television Engineers* convention. Nashville.

June 22—Deadline for comments to *National Telecommunications and Information Administration* on globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

June 23—Nontelevised presentation of 17th Annual Daytime Emmy Awards for creative arts categories, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Sheraton Universal hotel, Los Angeles. Information: (818) 763-2975.

June 23-27—1990 Development Exchange, workshops and seminars for public radio. St. Petersburg, Fla. Information: (202) 785-4321.

June 25-29—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by *Canada* and sponsored by *National Film Board, Department of Communications; Canadian Broadcasting Corp.*, and *Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 224-1741.

June 25-26—"Municipal Administration of Cable Television in the Nineties," ninth annual seminar sponsored by *University of Wisconsin-Madison/Extension, department of communication program*. Wisconsin Center, Madison, Wis. Information: Barry Orton, (608) 262-2394.

■ **June 27**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Tom Capra, executive producer, *Today*, NBC News. Copacabana, New York. Information: (212) 768-4510.

June 27-29—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 28—Broadcast on ABC-TV of 17th annual daytime Emmy Awards, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Marriott Marquis, New York. Information: (818) 763-2975.

June 28-July 1—*Mississippi Association of Broadcasters* 49th annual convention. Biloxi Hilton hotel, Biloxi, Miss.

July

July 8—Showtime Dealer college, workshop sponsored by *Showtime Satellite Networks* during SBCA convention (see next item). Opryland hotel, Nashville. Information: Jeanne Ricci, (212) 807-1400.

July 9-11—*Satellite Broadcasting and Communications Association* trade show. Opryland hotel, Nashville. Information: (703) 549-6990.

July 11—*Caucus for Producers, Writers and Directors* third annual general membership meeting. Guest speaker: Jeff Sagansky, president, CBS Entertainment. Chasen's, Los Angeles. Information: (213) 652-0222.

July 11—Revised deadline for reply comments in study by *National Telecommunications and Information Administration* of globalization of mass media firms. U.S. Department of Commerce, NTIA, Washington.

July 12—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Hartford, Conn. Information: (212) 254-4800.

July 12-15—15th annual *Upper Midwest Communications Conclave* radio and record convention. Radisson Hotel South, Bloomington, Minn. Information: (612) 927-4487.

July 13-15—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Buffalo, N.Y. Information: (212) 254-4800.

July 14-16—*Television Programming Conference*. Hyatt Regency hotel, Nashville.

July 14-17—*California Association of Broadcasters* Western Region Broadcast Convention. Fess

Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2237.

July 15-18—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego. Information: (703) 549-4200.

July 15-18—*New York State Broadcasters Association* 29th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

■ **July 18**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Lance Hefflin, executive producer, *America's Most Wanted*, Fox Broadcasting Corp. Copacabana, New York. Information: (212) 768-4510.

July 18-19—*Sony* Government Technology Exposition. Washington Sheraton hotel, Washington. Information: (212) 505-9900.

July 18-19—*Wisconsin Broadcasters Association* annual summer convention. Landmark Resort. Egg Harbor, Wis. Information: (608) 255-2600.

July 19-21—*Colorado Broadcasters Association* 41st annual summer convention. Manor Vail, Vail, Colo.

July 22-27—Management development seminar for television executives, sponsored by *National Association of Broadcasters*, in conjunction with *J.L. Kellogg Graduate School of Management at Northwestern University*. Northwestern campus, Evanston, Ill. Information: (202) 429-5368.

July 24-26—*Florida Cable Television Association* annual convention. Sheraton Bonaventure. Fort Lauderdale, Fla.

■ **July 25**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Marc Weiss, executive producer, *P.O.V.*, weekly public TV series of nonfiction film. Copacabana, New York. Information: (212) 768-4510.

July 25—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Chicago. Information: (212) 254-4800.

July 26—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Kansas City. Information: (212) 254-4800.

July 26—*USA Network* local ad sales/marketing seminar. Marriott Research Triangle Park, Morrisville, N.C. Information: Tracey Munfeld, (212) 408-9170.

July 26-28—*Louisiana Association of Broadcasters* radio and television management session. Hyatt Regency, New Orleans. Information: (504) 383-7486.

July 27-29—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Milwaukee. Information: (212) 254-4800.

July 28—"The Drought and the Rest of Our Environment," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. KEY-TV Santa Barbara, Calif. Information: Rachel Ambrose, (213) 746-1200.

July 29-Aug. 1—*New England Cable Television Association* annual convention and exhibition. Newport Marriott and Sheraton Islander hotels, Newport, R.I. Information: (617) 843-3418.

August

Aug. 1-3—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

Aug. 1-5—*National Association of Black Journalists* 15th annual convention. Theme: "Words and Images: Challenges for the Future." Century Plaza hotel, Los Angeles. Information: (703) 648-1270.

Aug. 2-4—*Michigan Association of Broadcasters* annual convention and awards banquet. Shanty Creek, Bellaire, Mich. Information: (517) 484-7444.

Aug. 11-14—*Georgia Association of Broadcasters* annual convention. Jekyll Island, Ga. Information: (404) 993-2200.

Aug. 12-14—*North Carolina CATV Association* and *South Carolina Cable Association* joint annual meeting. Radisson Resort, Myrtle Beach, S.C. Information: (919) 821-4711.

Aug. 12-14—*Arkansas Broadcasters Association* annual convention. Hot Springs Park Hilton, Hot Springs, Ark.

Aug. 15—Deadline for nominations for Women at Work broadcast awards for news and entertainment programs about working women that encourage greater recognition of women workers through accurate portrayals of their lives, sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

Aug. 16—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Portland, Ore. Information: (212) 254-4800.

Aug. 17-19—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. San Diego. Information: (212) 254-4800.

Aug. 23-25—*West Virginia Broadcasters Association* 44th annual fall meeting. Greenbrier, White Sulphur Springs, W.Va.

Aug. 26-28—*Nebraska Broadcasters Association* annual convention. Holiday Inn, North Platte, Neb. Information: (402) 333-3034.

Aug. 26-31—"Ethics in Broadcast News," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Aug. 28—*Women in Cable, Atlanta chapter*, breakfast. Speaker: Ruth Otte, president, Discovery Channel. Westin Lenox, Atlanta. Information: (404) 928-0333.

September

Sept. 6-10—Cinetex 1990, film market, production exposition, international comedy film festival and conference sponsored by *The Interface Group*, in collaboration with *The American Film Institute*. Bally's, Las Vegas.

Sept. 9-13—*National Association of Telecommunications Officers and Advisors*' tenth annual conference. Theme: "A Decade of Service." Dearborn, Mich. Information: (202) 626-3061.

Sept. 10-12—"Financial Planning and Analysis," cable management program sponsored by *Women in Cable and Denver University*. Denver University campus, Denver. Information: Nancy Ring, (312) 661-1700.

Sept. 11-14—*National Broadcast Editorial Association* annual convention. Hilton hotel at Disney World Village, Orlando, Fla. Information: (301) 468-3959.

Sept. 12-15—Radio '90 convention, sponsored by *National Association of Broadcasters*. Hynes Center, Boston. Information: (202) 429-5300.

Sept. 12-16—*First National Association of Broadcasters/Broadcast Education Association* Radio Only conference. Hynes Center, Boston. Information: (913) 532-7645.

Sept. 13—"Celebrate the Winners—Creative Blockbusting," sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. HBO auditorium, New York.

STEELE

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KGO-TV San Francisco

Monday-Friday 12:00 AM

Date	HOUSEHOLDS	Share Of Time Period	WOMEN 18-49	Share Of Time Period	WOMEN 25-54	Share Of Time Period	MEN 18-49	Share Of Time Period	MEN 25-54	Share Of Time Period
Feb 1990	Remington Steele	14%	Remington Steele	27%	Remington Steele	26%	Remington Steele	15%	Remington Steele	15%
Nov 1989	Remington Steele	11%	Remington Steele	12%	Remington Steele	12%	Remington Steele	8%	Remington Steele	8%
July 1989	Entertainment Tonight/ Sally Jessy Raphael	10%	Entertainment Tonight/ Sally Jessy Raphael	10%	Entertainment Tonight/ Sally Jessy Raphael	11%	Entertainment Tonight/ Sally Jessy Raphael	11%	Entertainment Tonight/ Sally Jessy Raphael	12%
May 1989	Days End	8%	Days End	4%	Days End	4%	Days End	5%	Days End	8%
Feb 1989	Entertainment Tonight/ Sweethearts	11%	Entertainment Tonight/ Sweethearts	9%	Entertainment Tonight/ Sweethearts	8%	Entertainment Tonight/ Sweethearts	7%	Entertainment Tonight/ Sweethearts	7%
Nov 1988	Entertainment Tonight/ Current Affair	13%	Entertainment Tonight/ Current Affair	19%	Entertainment Tonight/ Current Affair	20%	Entertainment Tonight/ Current Affair	11%	Entertainment Tonight/ Current Affair	13%
July 1988	Current Affair/Hit Squad	10%	Current Affair/Hit Squad	11%	Current Affair/Hit Squad	13%	Current Affair/Hit Squad	16%	Current Affair/Hit Squad	18%
May 1988	Current Affair/Hit Squad	13%	Current Affair/Hit Squad	11%	Current Affair/Hit Squad	14%	Current Affair/Hit Squad	14%	Current Affair/Hit Squad	16%
Feb 1988	Nightline/Hit Squad/ Current Affair	12%	Nightline/Hit Squad/ Current Affair	7%	Nightline/Hit Squad/ Current Affair	8%	Nightline/Hit Squad/ Current Affair	15%	Nightline/Hit Squad/ Current Affair	13%
Nov 1987	Movie	11%	Movie	16%	Movie	13%	Movie	11%	Movie	13%
July 1987	Tales of the Unexpected/ News	9%	Tales of the Unexpected/ News	4%	Tales of the Unexpected/ News	4%	Tales of the Unexpected/ News	12%	Tales of the Unexpected/ News	14%
May 1987	Tales of the Unexpected/ News	13%	Tales of the Unexpected/ News	14%	Tales of the Unexpected/ News	15%	Tales of the Unexpected/ News	8%	Tales of the Unexpected/ News	11%
Feb 1987	Tales of the Unexpected/ News	13%	Tales of the Unexpected/ News	9%	Tales of the Unexpected/ News	9%	Tales of the Unexpected/ News	9%	Tales of the Unexpected/ News	11%
Nov 1986	Dick Cavett/Jimmy Breslin	10%	Dick Cavett/Jimmy Breslin	4%	Dick Cavett/Jimmy Breslin	5%	Dick Cavett/Jimmy Breslin	6%	Dick Cavett/Jimmy Breslin	7%
July 1986	Eye on Hollywood/Lifestyles/ Police Story	10%	Eye on Hollywood/Lifestyles/ Police Story	8%	Eye on Hollywood/Lifestyles/ Police Story	10%	Eye on Hollywood/Lifestyles/ Police Story	9%	Eye on Hollywood/Lifestyles/ Police Story	10%
May 1986	Eye on Hollywood/Movie	12%	Eye on Hollywood/Movie	7%	Eye on Hollywood/Movie	10%	Eye on Hollywood/Movie	2%	Eye on Hollywood/Movie	4%
Feb 1986	Eye on Hollywood/Nightline/ Movie	14%	Eye on Hollywood/Nightline/ Movie	20%	Eye on Hollywood/Nightline/ Movie	21%	Eye on Hollywood/Nightline/ Movie	13%	Eye on Hollywood/Nightline/ Movie	15%
Nov 1985	Eye on Hollywood/Movie	10%	Eye on Hollywood/Movie	10%	Eye on Hollywood/Movie	5%	Eye on Hollywood/Movie	8%	Eye on Hollywood/Movie	8%
July 1985	Eye on Hollywood/Movie/ New Let's Make a Deal	9%	Eye on Hollywood/Movie/ New Let's Make a Deal	6%	Eye on Hollywood/Movie/ New Let's Make a Deal	5%	Eye on Hollywood/Movie/ New Let's Make a Deal	12%	Eye on Hollywood/Movie/ New Let's Make a Deal	10%
May 1985	Eye on Hollywood/ New Let's Make a Deal	10%	Eye on Hollywood/ New Let's Make a Deal	8%	Eye on Hollywood/ New Let's Make a Deal	12%	Eye on Hollywood/ New Let's Make a Deal	3%	Eye on Hollywood/ New Let's Make a Deal	4%
Feb 1985	Eye on Hollywood/ New Let's Make a Deal	10%	Eye on Hollywood/ New Let's Make a Deal	6%	Eye on Hollywood/ New Let's Make a Deal	5%	Eye on Hollywood/ New Let's Make a Deal	7%	Eye on Hollywood/ New Let's Make a Deal	8%
Nov 1984	Eye on Hollywood/ New Let's Make a Deal	10%	Eye on Hollywood/ New Let's Make a Deal	5%	Eye on Hollywood/ New Let's Make a Deal	3%	Eye on Hollywood/ New Let's Make a Deal	8%	Eye on Hollywood/ New Let's Make a Deal	5%
July 1984	Movie/That's Hollywood/ Eye on Hollywood/News	10%	Movie/That's Hollywood/ Eye on Hollywood/News	6%	Movie/That's Hollywood/ Eye on Hollywood/News	7%	Movie/That's Hollywood/ Eye on Hollywood/News	11%	Movie/That's Hollywood/ Eye on Hollywood/News	13%
May 1984	Eye on Hollywood/News	9%	Eye on Hollywood/News	2%	Eye on Hollywood/News	2%	Eye on Hollywood/News	8%	Eye on Hollywood/News	9%
Feb 1984	Eye on Hollywood/Nightline/ Movie	14%	Eye on Hollywood/Nightline/ Movie	15%	Eye on Hollywood/Nightline/ Movie	16%	Eye on Hollywood/Nightline/ Movie	13%	Eye on Hollywood/Nightline/ Movie	16%
Nov 1983	Nightline/News	14%	Nightline/News	13%	Nightline/News	13%	Nightline/News	11%	Nightline/News	15%
July 1983	Nightline/One on One/News	8%	Nightline/One on One/News	6%	Nightline/One on One/News	7%	Nightline/One on One/News	12%	Nightline/One on One/News	15%
May 1983	Nightline/One on One	12%	Nightline/One on One	10%	Nightline/One on One	11%	Nightline/One on One	12%	Nightline/One on One	14%
Feb 1983	Last Word	10%	Last Word	3%	Last Word	4%	Last Word	10%	Last Word	13%
Nov 1982	Last Word	10%	Last Word	12%	Last Word	13%	Last Word	12%	Last Word	15%

POWER



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Open Mike

Why not pay per program?

EDITOR: I read with interest the paragraph headed "What's in a Name?" (BROADCASTING, April 30, page 48). "Pay Per View" is certainly a misnomer. "Pay For Viewing" would have been perhaps more meaningful. Suggestions such as "Closed Circuit at Home" or "Video On Demand" are too clumsy to consider.

Hollywood producers, the networks, Home Box Office and Showtime, to mention the major ones, are in the business of producing, distributing and selling programs. When we go to movie theaters we pay for admission to watch those programs. When we watch TV we are either getting some of the programs over the air for free or are being charged for individual scrambled programs. In the latter case it is "Pay Per Program"—the most correct, most logical, self-explanatory term.

When testifying on behalf of Teleglobe Pay-TV System Inc. in hearings for authorization of subscription television before the House of Representatives Committee on Interstate and Foreign Commerce on Jan. 21, 1958, I stated inter alia: "The Teleglobe method of collection is simplicity itself. Central box offices of the Teleglobe Pay-TV subscription network will handle billings by mail, either on a flat monthly fee or on a 'per program' basis."

In a memorandum to the FCC dated Sept. 16, 1957 (Docket No. 11279), I stated: "The central switchboard or central box office could record either a flat monthly charge for each subscriber, or, if it were deemed desirable, could adjust the charges for each individual program, thereby allowing higher rated charges for the more expensive programs and lower rates for sports events, educational programs and other types of programs. Under such an arrangement, the central switchboard or central box office would be able to provide separation of payments between producers of programs, promoters of sports events, educational institutions, the television station and the operating company."

I may thus humbly claim to have originated the concept of and the term "Pay Per Program."—*Solomon Sagall, president, Teleglobe Pay-TV System Inc., New York*

ALJ advice

EDITOR: Speaking as a member of the public as well as a former FCC administrative law judge who presided over comparative hearings, I heartily applaud the commission's efforts to expedite the comparative hearing process and thereby revitalize the public interest standard. In carrying out this objective I would urge that the greatest care be exercised in the determination of the items to be considered "legitimate and prudent expenses." Certainly, self-serving

statements should not suffice even though superficially appearing to be sufficient. Before authorizing payment, the claimed expenses should be justified on a fully developed record at a hearing before an administrative law judge who will make findings as to the legitimacy and prudence of the expenditures.—*Reuben Lozner, Chevy Chase, Md.*

Henson remembered

EDITOR: I would like to offer my own recollections of the late Jim Henson. Henson was brought to WRC-TV Washington by Jim Kovach, program manager, who had seen him and Jane perform in Baltimore (the couple wasn't yet married). The year was 1955.

Their show was performed live, following a brief news program broadcast at 1 p.m., in the main studio. Since I was doing the news show, I saw them each day as I came into the studio. I witnessed two dedicated, professional puppeteers (even at age 18), particular about each detail, careful of lighting, respectful of movement, insightful of the effect of their creation on black-and-white home television sets.

Each day, after my three minutes on camera, I stayed for a while to enjoy the skill and energy of this uniquely talented couple as they brought their inanimate friends to life. Jim and Jane spoke softly as they rehearsed that day's performance of "Sam and Friends," cloth characters who would become world famous as Kermit, Yorick, Sam and Harry. (The Cookie Monster and Miss Piggy would come to life later.) Kermit was a frog simply because Jim's mother gave him a discarded green coat. If the coat had been brown, Kermit might have been a cuddly bear.

That local television news program may have been historic, as the first of the mid-day news briefs. But for me it was a ring-side seat at what became the greatest show on earth, the happy result of the fertile, creative mind of a unique, gentle man and the woman who would work with him and be the mother of their five children.—*Russ Tornabene, Midwest director, Executive Television Workshop; he is based in Evanston, Ill.*

□

EDITOR: On May 16, Jim Henson died. This day will forever be remembered as a sad day for the world. Jim Henson, at 53, gave children, parents, caretakers and professionals who care about children the miracle of an imagination and talent unparalleled in the media. This genius was infused with the honest and sincere appreciation for the integrity of all children and the child in us all. We love him and miss him but we will not forget him.—*Karen Jaffe, executive director, KIDSNET, Washington*

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A tax certificate commentary by Thomas H. Billingslea Jr., president, Acquisition Advisory & Capital Corp., San Diego

Since 1978 the FCC has granted 205 tax certificates in broadcast transactions but only 12 in cable television transactions. Why so few in cable television? Yes, tax certificates have been available longer in broadcast (1978) than cable (1982), but there are 9,300 operating cable systems in the U.S., compared to 10,145 commercial broadcast stations. And in 1989 there were approximately \$3.2 billion of broadcast transactions, compared to over \$10 billion of cable TV transactions.

While, historically, FCC tax certificates in broadcast have vastly outnumbered cable, as of late the gap is quickly closing. With the '86 tax act repeal of the General Utilities doctrine, a regular (non-Subchapter S) corporation can face double taxation: at the corporate level, which had been protected under former law, and at the shareholder level. As such, the aggregate federal tax tab on an asset sale by a regular corporation can reach 52 cents on the dollar. This enhanced value explains why the number of FCC tax certificates issued annually has doubled since 1986.

Last year, the largest CATV certificate transaction was the 166,000-subscriber purchase by J. Bruce Llewellyn, Comcast, and Lenfest Communications from New York Times Cable for \$422 million. Reportedly, that tax certificate had a minimum value of \$55 million (or approximately 12% of the property's value). This year Frank Washington and Intermedia are in the process of closing a 160,000-subscriber system purchased from Cooke Media for an estimated \$400 million. Comparatively, one of the largest broadcast transactions was the 1986 sale of WTVT(TV), a CBS affiliate in Tampa, Fla., to Clarence McKee, a black former FCC lawyer, and George Gillett for \$365 million, where the seller's reported tax savings was \$100 million.

Although minority ownership of broadcast stations is 3.5% and cable less than 1%, tax certificates have been responsible for the vast majority of minority purchases. Cable television is now more than a medium of transmission delivery. It is a medium of programming. As such, continued use of certificates will facilitate the FCC's objective of diversity of programming by diversification of ownership among different ethnic groups. Minority ownership also provides a training ground for upcoming minorities to gain managerial expertise which, in turn, can lead to ownership.

How certificates work: When a cable television system or broadcast station is sold to a minority controlled company, the FCC will consider granting a tax certificate that enables the seller to defer payment of tax on the sale. This can result in a significant tax savings to the seller.

For example, assume that a minority con-



“ While, historically, FCC tax certificates in broadcast have vastly outnumbered cable, as of late the gap is quickly closing. ”

trolled company is interested in purchasing the assets of CableTown, an independent system operator with 20,000 subscribers in Pennsylvania. The seller is asking \$44 million or 13 times 1990 cash flow of \$3.4 million. If the sale qualifies for tax certificate treatment, the seller will be able to defer paying tax (excluding ITC recapture) otherwise due from the sale. The tax is deferred as long as the seller, within two years following the tax year in which the sale closes, reinvests the proceeds of the sale (or reduces its basis) in other broadcast stations or cable television systems.

Assuming that CableTown's adjusted basis in the system is \$10 million, and that its tax rate is 34%, the maximum value of the tax certificate to the seller is \$11.5 million. The seller evaluates the certificate's value on a net present value basis and under which alternative the seller anticipates meeting the reinvestment or basis-reduction requirements discussed below. The rule of thumb is that a tax certificate can easily carve 10% to 15% off the purchase price. Thus, because the buyer is a minority-controlled company, the buyer's offer of \$38.7 million for the system is comparable to an offer of \$44 million from a nonminority company.

Since the amount of the senior loan (seven times cash flow) and any subordinated loan remain the same, the purchaser's equity requirement is reduced by approximately the amount of the tax certificate benefit to the seller.

An overlooked benefit of the tax certificate is that the original investors providing start-up capital in the minority-controlled entity obtain the same deferral as the seller in the above illustration when such investors sell their interest.

Reinvestment options: Sellers who receive a tax certificate have three options to defer taxes: 1) they can reinvest the proceeds into cable or qualifying broadcast properties, 2) they can reduce the basis of any other depreciable cable or broadcast property they hold by the amount of the gain, or 3) they can do some combination of both. If the seller chooses the reinvestment option, it can put the proceeds into publicly traded stock of another broadcast or cable operating company (but not a holding company) that derives at least 50% of its revenues from broadcast or cable.

Rationale for disparity: Other than the higher frequency of broadcast deals than cable and the four-year head start of certificates in broadcast, there appear to be six reasons for the disparity: 1) cable, now a mature industry, had been traditionally an emerging media industry compared to broadcast; 2) a lack of awareness of the benefits of tax certificates among the CATV legal and financial marketplace; 3) fewer ethnic minorities with management operational or ownership expertise in CATV as compared to broadcast; 4) higher equity requirements for purchasing a stand-alone CATV system versus a broadcast station; 5) historically less federal government regulation in cable versus broadcast, though this is rapidly changing, particularly in the area of equal employment opportunity enforcement and signal leakage in cable, and 6) since broadcast stations do not expand plant, their tax basis erodes more rapidly. Conversely, plant expansions in cable increase the tax basis by the amount of the investment, and such higher depreciation and interest deductions trigger net operating loss carryovers.

The fate of the FCC's other policies on "distress sales" and "comparative licensing proceedings" will be decided shortly by the Supreme Court. While the constitutionality of the commission's policy respecting tax certificates has not been formally challenged, it remains momentarily alive and hopefully not an endangered species. Without this facilitation, minorities' entree into communications ownership and the FCC's objective of diversification of media programming both may be fatally jeopardized. ■

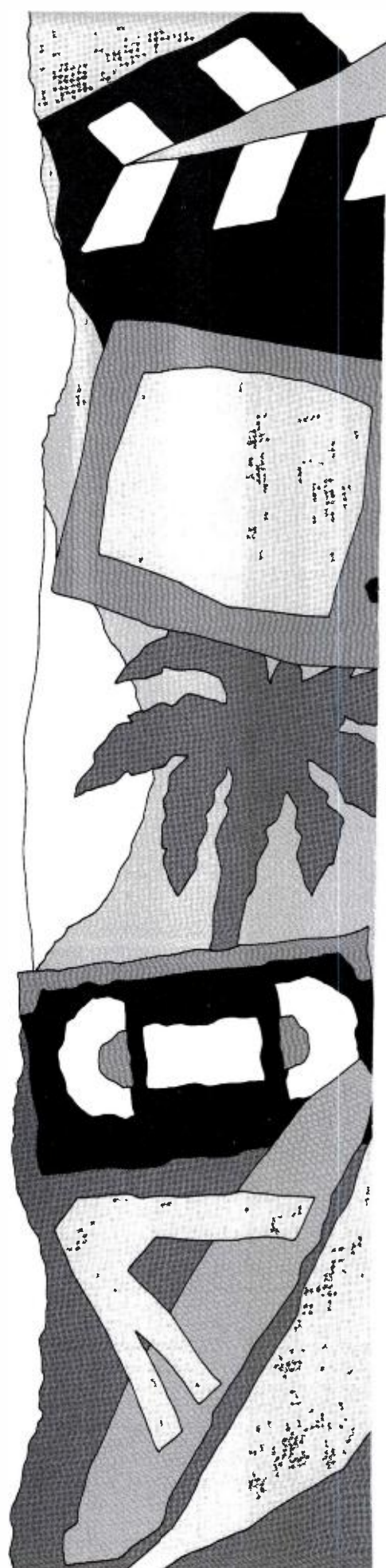
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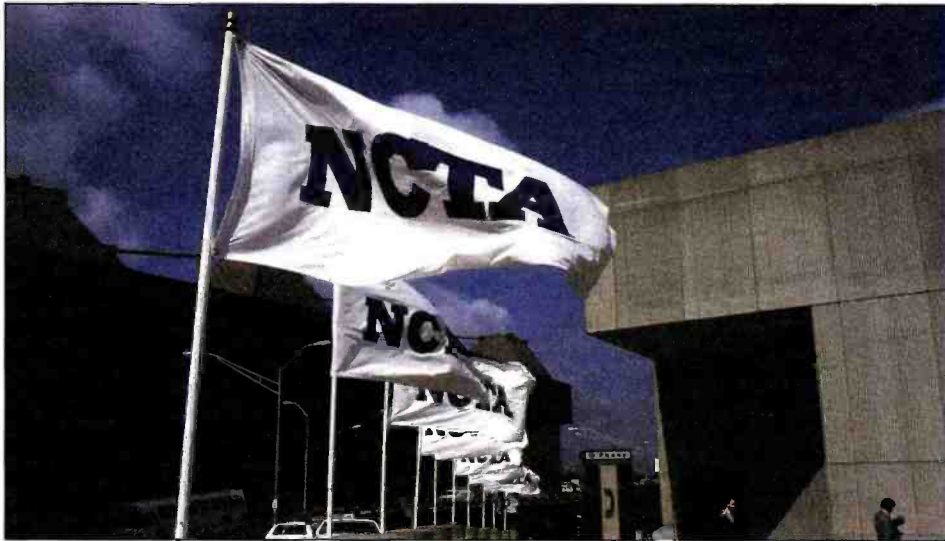


Photo: MKM

More good news than bad in Atlanta

Messages from Dingell, four FCC commissioners lift spirits of NCTA attendees; positive reaction comes from Wall Street

Given the pounding the cable industry has taken politically and financially in the past nine months, last week's National Cable Television Association convention was filled with relief. For once, the troops had something to cheer about.

The first piece of good news immediately preceded the convention—the release of a House draft cable bill, courtesy of John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, which was much more mild in content than the Senate bill. The next piece came during the show, when in separate forums, the four FCC commissioners distanced themselves from the tougher cable reregulation talk of FCC Chairman Al Sikes (see page 28). And during the show, word began circulating among cable's leaders that the Bush Administration was preparing to weigh in on the side of restraint in regulating the industry (see page 28).

While cable attendees were reacting positively to the turn of events in Washington, so too was Wall Street. From May 16, the day before the Dingell draft became widely public, to May 24, the day after the convention closed, cable stocks rose between 10% and 24%. Tele-Communications Inc. was up 12%, United Artists 22%, American Television & Communications 10%, Comcast 23%, Cablevision 14% and Jones 24%. Cable programing stocks also bounded upward, with Turner up 14% and Viacom and

Time Warner both up 12%.

Although the industry was feeling better about its stock value in Washington, plenty of questions remained unanswered. One was the outcome of the political dynamics going on in the House between Dingell and House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). Markey, in remarks at one NCTA session, referred to Dingell's proposal as only a "discussion draft," and indicated his subcommittee bill could go a bit further on issues such as rate

regulation (see page 30).

In the Senate, the Commerce Committee is scheduled to mark up, on June 7, a cable bill that the industry already feels is extremely onerous. It could get worse if Conrad Burns (R-Mont.) succeeds in passing his telco amendment. Commerce Committee Chairman Ernest Hollings (D-S.C.) told the NCTA that he was confident he could get a bill through the Senate.

Then there was the question of the FCC, whose members now appear split on both how quickly and to what degree cable needs to be reined in. Sikes said the FCC report on cable would be out July 26, but Commissioner Sherrie Marshall said later that date could slip (see page 29).

On the programming front, there was no merger announcement at NCTA between the Comedy Channel and HA!, as had been hoped by some earlier in the month. And judging from comments by top executives from both sides, progress on the merger had slowed (see pages 36, 38). There were plenty of other network hopefuls officially and unofficially pitching cable operators. The Cowboy Channel had Chairman Willie Nelson meeting with operators. In Court and American Trial Network, two court channels, were making their cases, as was the Sci-Fi Channel, the International Channel, Celticvision (an Irish channel) and two talk television networks.

Convention attendance was 14,482, up from last year's 14,438. On the exhibit floor, 311 companies took up 198,300 square feet of space, up from last year's 284 exhibitors in 182,000 square feet. —MS



NCTA President Jim Mooney at convention

Bush administration to sound warning against cable rereg

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) buoyed cable's hopes of avoiding harsh new regulation by floating draft legislation two weeks ago that is far more moderate than anything else that had previously emerged from Congress (BROADCASTING, May 21).

Now it seems the Bush administration may come to cable's aid. According to cable industry and administration sources, the administration is preparing for release this week or next a letter or "white paper" expressing its aversion to onerous cable reregulation. It was unclear last week whether it would come from the Commerce Department or the White House itself.

The administration's interest may be the result of a full-court press by industry executives and lobbyists.

Time Warner Chairman Steve Ross is among those said to be involved, as is Bill Daniels, chairman of Daniels & Associates. Daniels wrote Bush a week before the convention, saying: "It is my hope that your administration would take a strong stand now against reregulation or the momentum will build."

Ross, who has also been active lobbying on the Hill and at the FCC, is a major Democratic fundraiser, but his contribu-

tions to Republican candidates, including Bush in 1988, has assured him access to virtually any office in Washington.

Daniels gave \$100,000 to the Bush campaign in 1988. And two days after Bush's defeat in the Iowa Caucus, he held a fundraiser in Denver for Bush that raised more than \$300,000, which, according to Daniels & Associates, made it the largest single private fundraiser of the Bush campaign.

Also making the rounds at the White House for the National Cable Television Association and Time Warner is Ken Duberstein, a former Reagan White House chief of staff.

Former Carter White House official Stuart Eizenstat, of Powell, Goldstein, Frazer & Murphy, is also working the administration (as well as Congress) for several cable operators, including Hauser Communications, Jones Intercable and Simmons Communications, which is headed by another Carter White House official, Steve Simmons.

Eizenstat told BROADCASTING they have met with "all the key people in the administration." That includes, he said, officials at the White House, Commerce, Treasury and the FCC.

It is not known whether Bush himself has

taken an interest in cable. But he made clear to the heads of all regulatory agencies at a White House reception on May 7 that he was concerned about the general tendency toward reregulation of the agencies since his administration took over in January 1989. As Vice President during the Reagan years, one of his duties was to promote deregulation at every level of the federal government.

Thus far, the administration has been sympathetic toward cable. Earlier this year, the Justice Department and the National Telecommunications and Information Association submitted comments on the FCC's cable proceedings that called for minimal regulation.

Justice recommended the FCC postpone any action for three years to see if developing media provide competition and obviate the need for regulation.

Justice and NTIA opposed horizontal concentration and vertical integration measures; Justice also came out against mandated access to cable programming. NTIA offered six broadcast signals—just one more than the NCTA—as a standard for "effective competition." Under terms of the Cable Act, systems that face "effective competition" are not subject to rate regulation. —KM, MS

Sikes draws hard line for cable

FCC chairman tells NCTA convention that country 'will not tolerate an unregulated monopoly indefinitely'

"Your industry...cannot...expect to have it both ways," FCC Chairman Alfred Sikes told a group of top cable executives at a luncheon at the NCTA convention last Tuesday. "You cannot expect government to continue sanctioning, indeed, protecting cable as a sole-source provider of video services while, at the same time, forgoing the regulation that historically has been placed on monopoly operations," he said. "The American people...will not tolerate an unregulated monopoly indefinitely."

It was essentially the same message that Sikes has been delivering since assuming the agency's chairmanship last August, but it was the first time he took it directly to cable's leadership.

It was not well received.

J.C. Sparkman, executive vice president, Tele-Communications Inc., expressed frustration over Sikes's insistence that cable is a problem that needs to be fixed. Business "is good and consumers are happy," he said. And talk of reregulation by Sikes and by Congressional leaders has hurt, he said. "The equity of the industry has dropped enormously," he said, although the basic business is sound.

Sparkman also complained about the lack of specifics in the speech. "We don't know where they are going; they don't know where they are going."

Charles Dolan, chairman, Cablevision



FCC Chairman Sikes

Systems, questioned Sikes's premise that cable systems were monopolies. "We...have no exclusive franchises," he said. "There is the same de facto exclusivity that exists with the newspapers. To the extent that it exists, we have earned it by providing a service to the community that has been willing to embrace it. If we were doing a poor job, others would come in and compete with us."

"I'm sure he understands that. But when he continually refers to our exclusive franchises, something is missed there," he said.

Sikes's views are more than academic.

The FCC has launched a proceeding that is expected to increase the number of communities that may regulate the rates of their franchised cable operators. The determination is made by the FCC's deciding what constitutes "effective competition." Those communities without effective competition may regulate; those without may not.

Under the current standard—the availability of three broadcast signals—most cable systems are not subject to rate regulation.

The FCC is also conducting a broad inquiry into the cable marketplace that could result in legislative recommendations calling for increased regulation of cable operators and programmers.

Sikes said the FCC would take up the proceedings at its July 26 meeting.

According to Sikes, cable has a choice: it can either accept competition or "follow the regulated utility route."

Sikes advised the operators to opt for competition. "Utilities are not known for attracting risk takers, nor those who can aggressively market new untested services," he said. "Technology, too, has the disarming penchant for undermining nearly any utility enterprise and, in the process, affecting those who previously longed for little more than a predictable, comfortable living."

Operators should "encourage an open market, freely competitive environment," Sikes said. "While that might seem the higher-risk option, it is, in my judgment, the best option—both in terms of the long-

An FCC divided?

run future of your industry, and to meet many of your current public, regulatory and political challenges."

Sikes suggested ways cable could foster competition:

- "You do not need exclusive local franchises, and it is certainly bad public policy to award them.

- "You do not need artificially fixed program rights fees, and that, too, is bad public policy.

- "You do not need—if you are in programming—monopoly-like distribution, and that is also bad public policy.

- "And, those of you in nationwide distribution do not need to deny your program product to those small providers in the same market where you control the cable. That kind of exclusory arrangement is also, in my judgment, bad public policy."

If cable goes for competition, Sikes said, new opportunities may open up for it. Sikes said he would support allowing cable to provide telephone and other carrier-related services. "If video service markets were effectively competitive, I can see few compelling public policy reasons for placing constraints on any of the participants, including cable."

As Sikes sees it, cable has a privileged position among the media.

Cable is "only nominally regulated" and does not face the "constraints" that broadcasting and other segments of the "home entertainment industry" exist under. Among other examples, he cited the FCC financial interest and syndication rules and a consent decree that limits the broadcast networks' ability to produce and syndicate programming.

At the same time, cable enjoys some "legislatively conferred advantages," most notably the compulsory copyright license. "As a matter of fundamental public policy, it is increasingly difficult to rationalize a system which grants the world's largest entertainment enterprise, Time Warner, the special privilege of a compulsory license at an administratively fixed price, but obliges a start-up UHF station to bargain in the program marketplace."

And few cable systems face direct competition. "There is almost always but one multichannel video service provider," he said. "In only a fraction of areas served do cable customers have cable or cable-like competitive choices.

"This monopolistic concentration at the local level has also been employed and is not increasingly reflected in rising national concentration levels as well," Sikes said. "Economic power and decisionmaking, in sum, appears to be within the grasp of fewer and fewer hands."

Sikes questioned cable's assertion that the ownership concentration—the vertical and horizontal integration—has benefited viewers. "There has never been a sole-source provider...which did not also contend that only by virtue of monopoly could good things be delivered," he said, citing the telephone industry as one such "sole-source provider."

—HAJ

Positions on cable reregulation of Sikes and other four commissioners do not appear to be in sync

When it comes to cable reregulation, FCC Chairman Alfred Sikes may lead, but the other commissioners may not follow.

At an afternoon session at the NCTA convention in Atlanta last Tuesday, the four other commissioners talked of cable reregulation in tones far less harsh than the chairman had at a luncheon with top cable executives just hours earlier (see story, page 28), and at least two of them—Sherrie Marshall and Ervin Duggan—let it be known that they have definite ideas about reregulation that may be at variance with the chairman's.

"You have just heard four voices that are not inclined to impose onerous or counterproductive measures on your industry," said Marshall at the end of the standing-room-only session. "We are going to look at it very carefully. It will be a vigorous debate at the commission."

Asked to elaborate following the session, Marshall said: "I think you heard a lot of unanimity on basic concepts that was perhaps a little different from what you heard at the chairman's speech at lunch. I'm not sure. It was hard to tell because [Sikes's speech] was a much broader brush."

Still smarting from Sikes's speech, cable executives jumped at the opportunity to drive any wedge that may exist between Sikes and his colleagues. "One does not get the sense that the chairman is talking to the rest of the commissioners," said one. "Here you have four commissioners expressing themselves in much more moderate tones than Sikes has been invoking in the last six months."

But Sikes's top mass media aide, Pete Belvin, cautioned against making too much of the "rift." "I think everybody should expect vigorous debate on all of these things," she said, echoing Marshall.

All the commissioners are in "fundamental agreement" that competition is preferable to regulation, but that the current lack of competition in the cable industry has created some problems, she said. "Everybody wants to solve them with the least intrusive means possible," she said.

Other FCC staffers were at a loss to explain what it all means. Some felt that there were significant differences among the commissioners in how far they must go in putting the reins on cable; others felt the commissioners, particularly Duggan and Marshall, were simply reminding Sikes they intended to play a major role in forging cable policy and that the chairman "was getting too far out front" in his public statements.

The FCC has three major cable-related proceedings under way. In one, the FCC is reviewing the "effective competition" standards. The Cable Communications Policy Act of 1984 prohibits municipalities from regulating the rates of any system that



Duggan



Marshall

faces "effective competition" and leaves it to the FCC to decide what "effective competition" is.

The FCC is also conducting a broad inquiry into the cable marketplace that could result in legislative recommendations calling for increased regulation of cable operators and programmers.

Finally, the FCC is considering making a recommendation to Congress on whether it should eliminate the Cable Act's ban against telephone companies offering video programming services in their phone service areas.

Sikes has promised to bring up all three proceedings for votes at the July 26 open meeting.

The FCC effort comes at the same time the House and Senate are moving toward the adoption of some kind of cable reregulation legislation. Since the FCC is expected to act before Congress, the agency's rules changes and recommendation could influence the legislation.

"Any recommendation I would endorse would be the least intrusive means and a pro-competitive, not reregulatory, approach," Marshall told the cable operators. "I don't think we need to put a ceiling on vertical integration, a wall around horizontal growth or a cap on your rates in order to address what I see as a marketplace in transition."

Marshall said she preferred the draft of cable reregulation legislation proffered by the House Energy and Commerce Committee to that of the Senate Commerce Committee. The former seems to be a "reasonable starting point" for new cable regulation, she said, while the latter "runs the very real risk of eliminating the potential for growth in programming choices."

Congress and the FCC have to be careful not to make any changes that would "undercut your financial stability," she said.

Echoing views first aired in a speech to the Federal Communications Bar Association two months ago (BROADCASTING, March 12), Marshall said she favors measures that would give potential cable competitors such as wireless cable and satellite broadcasting "fair" access to cable programming services.

"At some point you have to consider whether exclusivity needs to be limited...in some narrowly fashioned way...that allows for fair access and fair competition," said Marshall, adding that the access provision



New cable programming networks were glittering on the NCTA exhibit floor last week, enthusiastically pitching cable operators on the benefits of their respective networks. Both the Cowboy Channel and the Sci-Fi



Channel were showcasing their services for the first time at NCTA, and both announced cable system commitments of several million homes for their planned launches later this year.

Photos: MKM

in the House Commerce Committee's draft may be the way to go. That provision would require vertically integrated cable programmers to sell to at least one other multichannel video distributor in each of the franchises of its commonly owned cable company.

Given the rate regulation provision of the House committee draft, Marshall said, the FCC may want to defer action on the "effective competition" proceeding. The release of the draft two weeks ago "may be a signal to us to do nothing until Congress works it out," she said.

The draft proposes to do away with the "effective competition" standard and replace it with a price cap that would be set and periodically adjusted by the FCC.

Marshall also allowed that she no longer harbors serious concerns about cable operators stripping basic tiers of all but broadcast signals to avoid rate regulation as she did when the FCC launched its "effective competition" rulemaking last January (BROADCASTING, Jan. 15).

Indeed, she said, "the lifeline proposal in the [House draft] is very interesting and has a lot of potential." The proposal would require cable systems to create a basic tier of broadcast signals and access channels.

Duggan had his own ideas about rate regulation. "We should set the snare to capture the guilty and not the innocent—to curb abuses and not simply to hobble and handicap responsible operators who are trying to do a good job for consumers and the American public," he said.

Duggan said he would like to see the FCC craft an effective competition standard that would result in regulation of only those operators who have behaved like "monopolists." "In those cases where constraint is being shown, should the operators be penalized, regulated, subjected to draconian rate regulation?" he asked.

All the commissioners agreed with Sikes that the telephone companies should continue to be prohibited from providing video services in their telephone service areas.

Quello said he voted along with then-Chairman Dennis Patrick in July 1988 to

recommend lifting the ban, but subsequently had second thoughts. The issue is "mind boggling," raising questions about how to regulate telco TV and what impact it would have on "television as a whole." As he has before, Quello said he is now "placing a heavy burden of proof" on those calling for elimination of the ban.

Like Quello, Duggan said "a high burden of proof" is on the telcos. "I am a thorough-going skeptic on this issue," he said.

Barrett agreed with Quello that the telco entry question was complex and should not be answered without careful analysis. "It opens up a whole enormous box of implications," he said. Also, he said, creating safeguards against anticompetitive practices by the telcos was a "slippery slope."

"We are all highly skeptical," said Marshall. Telco entry should not even be considered until other multichannel competitors to cable—direct broadcast satellites and wireless cable—are well established, she said.

Only Quello supported Sikes's ambition to turn telcos into video common carriers by encouraging them to build broadband networks and by eliminating prohibitions against programmers without municipal cable franchises leasing capacity on the networks.

Duggan said he was less skeptical of the "common carrier model," but still had reservations about allowing telcos to make their telephone customers underwrite the enormous cost of building fiber optic broadband networks. "Do telco ratepayers need to pay for the entry of telephone companies into the video marketplace?" he asked.

Marshall said she had doubts about telcos as video common carriers, saying it constituted the "camel's nose under the tent."

Describing himself as a "very satisfied" cable subscriber, Quello said his only problem with cable has been its treatment of independent television stations since the federal courts struck down the FCC's must carry rules requiring cable systems to carry local broadcast signals. Systems have dropped signals or unilaterally changed their cable channel positions, he said. "That's what's gotten me upset." —HAJ

Markey spells out plan for cable bill

He tells NCTA conventioners his legislation will focus on rate regulation, must carry, vertical and horizontal concentration; he said he wants it to be 'consensus' bill



Cable operators seemed to take little solace in House Telecommunications Subcommittee Chairman Ed Markey's (D-Mass.) remarks during the National Cable Television Association's convention last week. Markey's speech set the parameters for legislation that could be far more regulatory than a draft of a bill released two weeks ago by John Dingell (D-Mich.), chairman of the parent Energy and Commerce Committee, and Republican leaders.

There was an "edge" to his remarks and a certain "coolness," said one cable operator. And some observers expressed surprise that he did not endorse Dingell's draft and kept referring to it as "only a discussion draft" prepared by Dingell staffer David Leach. However, the draft could be introduced when lawmakers return from the Memorial Day recess on June 4. And a Dingell aide said the draft "reflected the



There were also new twists for existing networks. E! Entertainment Television, formerly Movietime, was showcasing, for the first time, its programming redesign that will premiere June 1. NBC's Consumer News and



Business Channel had a new affiliation pitch for operators: those who commit 75% of their subscribers by Aug. 1, whether it be in a new or existing charter agreement, would get a payment of \$3 per subscriber.

Photos: MKM

direction the chairman would like to go."

Markey is "licking his wounds," said one source, who believes Dingell's decision to release the draft without Markey's input was a blow. But a Markey spokesman said he did not agree with the characterization that Dingell had gotten ahead of Markey. He said there have been "no cross words" between Markey and Dingell on this issue.

Markey's spokesman said Dingell "through his staff" had "put together" some ideas but that "nothing's changed." It is unfortunate that people have forgotten that Markey said he would move a cable bill this year, said the spokesman.

Two weeks ago at a subcommittee hearing, the Massachusetts Democrat indicated he would hold a markup in June and he told cable operators at the convention he wanted to act before the July 4 recess. The markup will follow the release of the Government Accounting Office follow-up report on cable rates, he said, which is due in mid-June.

In laying out the parameters of a subcommittee bill, Markey sees rate regulation as a "core issue." He expressed his reservations with regulating only a "lifeline or sub-basic tier" as suggested in Dingell's draft. But he also does not want "onerous regulation" that could "stifle" the growth of cable programming services. "I believe that some compromise that reins in the renegades may provide the ultimate solution," he said.

Markey also believes the question of permitting telcos into the cable business will receive consideration, although he said lawmakers have to be "careful." He said the debate reminded him of a story about the man visiting the zoo who was surprised to see a lamb lying next to a lion, and when he asked the zookeeper about it, the zookeeper said: "It's not that big a deal—we put in a fresh lamb every day." Referring to the telco question, Markey said, "We will try to ensure that we do not sacrifice any lambs."

The subcommittee's markup vehicle will also include some type of language dealing with third-party access to programming, he predicted, plus provisions dealing with must carry. And he promised to "look carefully" at the issues of vertical and horizon-

tal concentration within the cable industry. Revisions to the leased access provisions in the Cable Act and some form of anti-traffic-ficking rules are also likely, Markey said.

As the subcommittee moves toward a markup, the chairman said he wants to work with cable and its critics. "I want to develop consensus legislation, if possible. But I stand ready to make the difficult calls where we cannot find a consensus solution." —KM

Congressional clock ticking on cable bill

Legislators are doubtful legislation will be passed, signed this year

Whether or not cable legislation will actually make it to the President's desk this year continues to be a hotly debated topic. At last week's NCTA convention, lawmakers were not overly optimistic about getting a measure through both chambers, a House-Senate conference and on to the White House before Congress adjourns in early October. Everyone agrees that time is running out. One industry source was rating the chances of passage as "less than even."

"I am not sure it will go through," said Representative Thomas Manton (D-N.Y.). "There are so few days," said Congresswoman Cardiss Collins (D-Ill.). "I don't see how it can go through the process." If anything happens, said Collins, it will not be until next year.

Collins and Manton were among those participating in a series of closed-door public policy roundtables at the convention. Michael Oxley (D-Ohio) said the progress of the House bill may depend on the Senate. If the Senate moves ahead with its bill, the House will follow with a "counterpoint," he said.

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.)

admitted there are problems with trying to pass legislation. "It is problematical but possible," Markey told reporters.

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), who met privately with cable executives during the show, appeared confident that he could get something through the upper chamber. A Commerce Committee markup is scheduled for June 7, although there was some speculation last week that it might be postponed further because discussions with cable have allegedly broken down and because there is a strong likelihood that the telcos have the votes to pass a controversial amendment permitting them to provide video services.

But a Communications Subcommittee staffer said the markup was still set and that the talks with cable were "making progress." Moreover, the staffer was skeptical that the telephone industry has the votes to pass the Burns amendment.

However, Senator Conrad Burns (R-Mont.), the amendment's author, told NCTA members he thinks he has the votes. Burns, nonetheless, was not confident cable legislation would make it to the President's desk. "I would not give it a very good chance," he told BROADCASTING.

Representative Billy Tauzin (D-La.) held another view. He still thinks there is time for "something to happen." Senate and House staffers told a convention audience that legislation was possible, although an aide to Senate Minority Leader Robert Dole (R-Kan.) was far more skeptical (see page 44).

One Hill observer felt that if the Senate does not move ahead, the pressure for the House to act will be off.

There is little doubt that cable wants a bill this year, but not one that it can't live with. That was made clear by a statement released by NCTA President Jim Mooney, who said the industry has "a pronounced but cautious willingness to try to work something out...although cable is apprehensive about the difficulty of actually getting a cable bill this year that wouldn't harm the industry and be detrimental to cable subscribers." —KM

NBC squeaks by CBS to another sweeps win

In closest race since 1983, Peacock wins by a feather; three-network total is lowest ever, according to NBC research

NBC won the 1990 May sweeps last week, but it was the network's narrowest victory over CBS and ABC since May 1983. For the period of April 25 through May 22, NBC scored a 12.0 rating/21 share in prime time, while CBS was a close second with its 11.8/21 and ABC ranked third with an 11.4/20. According to Bob Niles, NBC vice president, research, these numbers, from 4,000 peoplometers across the country, reflect the lowest three-network total ever.

NBC's victory marked its sixth consecutive May, and ninth consecutive overall, sweeps win. NBC has also been on top in 20 of the last 21 sweeps, dating back to May 1985. Despite NBC's sweeps run, however, comparisons between May 1990 and May 1989 show the network's 12.0/21 down 18% from last year's 14.6/25, while CBS and ABC remained flat. Niles said that NBC's May 1989 sweeps were exceptionally strong, featuring such programs as the final episodes of *Family Ties* and *Miami Vice*, the mini-series *My Name is Steven* and an airing of "Top Gun."

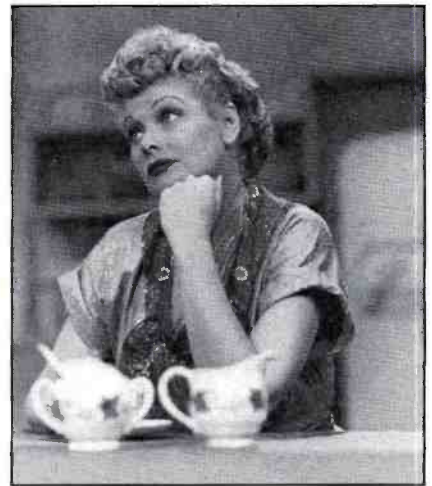
NBC's victory also belies the fact that the network has suffered declines in key demographics over the last year, according to David Poltrack, CBS senior vice president, research. For example, Nielsen ratings for all programs in prime time, comparing May 1990 to May 1989, show NBC down 28% among women 18-49, while CBS is up 4% and ABC is up 9%.

Among women 25-54, NBC is down 24% from year to year, while CBS is up 4% and ABC is down 5%. Among women 18-34, NBC is down 32%, CBS is up 8% and ABC is up 12%. For the group that Poltrack called "the demographic of the '90s," women 35-54, NBC was down 21% from the comparable period last year, CBS was up 1%, and ABC remained flat. NBC also showed losses among men 18-49 (down 27%), men 25-54 (down 25%), men 18-34 (down 32%) and men 35-54 (down 18%).

"The numbers you see from NBC are indications of the future," said Poltrack, who expects to see a continuing shift in the networks' positions. "We expect to be closer to parity, in terms of core foundation strength, in the fall than we thought earlier this spring." As for NBC, "we're a whole new [network] next fall demographically," Niles said. "The fall schedule will turn around nights and bring back demos." ABC had the best numbers demographically, coming out on top on women and adults 18-49 and 25-54, important groups targeted by advertisers.

Poltrack also said that while the NBC network beat the CBS network in the

ABC's 'America's Funniest Home Videos' set the curve for the May sweeps, followed by NBC's 'Cheers.' 'I Love Lucy: The Very First Show,' on CBS, was the top-rated special.



sweeps, he is "not conceding that the NBC affiliates will beat the CBS affiliates." There is a "peoplometer bias" against us, he said, and "when all the books are counted, we could win."

NBC won Wednesday, Thursday and Saturday nights, and was third on Monday, Tuesday, Friday and Sunday. CBS won Monday and Sunday, was second on Tuesday, Thursday and Friday and third on Wednesday and Saturday. ABC won Tuesday and Friday, came in second on Monday, Wednesday, Saturday and Sunday, and was third on Thursday.

For regular series, NBC got a 12.5/22, compared to CBS's 12.1/21 and ABC's 11.5/20. ABC's *America's Funniest Home Videos* was the number-one series for the period, scoring a 22.7/38 share, followed by NBC's *Cheers*, with a 19.7/32. Rounding out the top five were ABC's *Roseanne* and NBC's *The Cosby Show* and *A Different World*. NBC had nine of the top 20 series, CBS had seven and ABC had three. For the first time, Fox placed two shows in the top 20 during a sweeps period: *Married With Children* and *The Simpsons* tied at 17. Fox's regularly scheduled programs earned a 6.6/11 overall, compared to last year's 5.9/10.

During the May sweeps, 93% of CBS's programs were originals, compared to NBC's 81% and ABC's 73%. CBS's *Caroline* was the top made-for-television movie for the period, scoring a 19.4/30, while ABC had the number-one mini-series, *Voices Within*, which got a 15.1/25 share. The only other mini-series during the sweeps was NBC's *People Like Us*, earning a 10.0/17.

CBS also had the top special, *I Love Lucy: The Very First Show*, which was followed by ABC's *America's Funniest Home Videos, Part II*. NBC had the top three spring series, *Wings*, *Carol and Company* (both of which have been renewed for fall) and *Down Home*. ABC's *Twin Peaks*, also renewed for fall, was the fourth highest rated spring series.

ABC led in the early evening network news race, with a 9.5 rating (down from last year's 9.8), CBS had an 8.5 (down from a 9.5) and NBC had an 8.1 (down from an 8.8). Numbers for the 10:30-11 p.m. time period, important to affiliates as the lead-in to their 11 o'clock news, give CBS a 13.1 rating, up from May 1989's 12.5. NBC scored an 11.9, down from a 14.3, and ABC's 10.6 was down from an 11.9. -RG

Media turns its eyes and ears on Washington summit

Meeting between Bush and Gorbachev has news organizations pulling out all stops for coverage

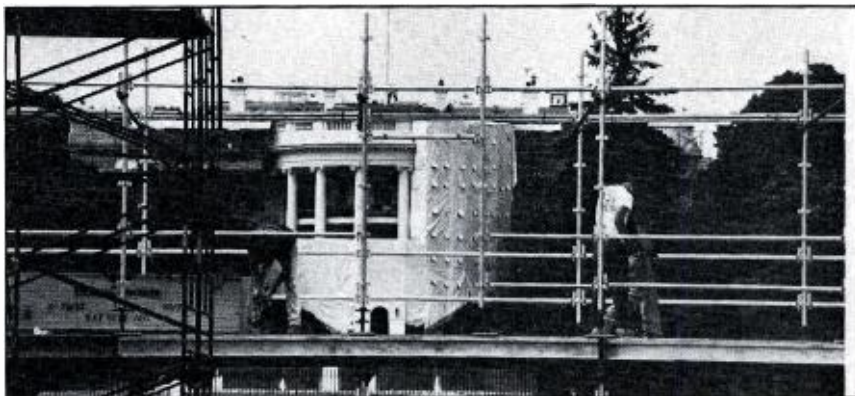
Press boxes and camera platforms last week were going up on the Ellipse behind the White House, and the gymnasium at George Washington University's Smith Center, the site of the annual Virginia Slims tennis tournament, was being transformed into an international press center, with telephones, fax machines, desk space for almost 900 journalists, positions for pool cameras, and, in an adjoining area, work space for the broadcast services. The main gym will include as well a dais on which U.S. and Soviet spokesmen are to brief the world press on developments at the summit meeting this week between President George Bush and President Mikhail Gorbachev.

U.S.-USSR summit meetings are no longer the extraordinary events they once were. It was only last December that Bush and Gorbachev last met, on the island of Malta. And while that meeting was termed "a pre-summit" get-together, most of the world did not put that fine a point on it. Still, the meeting this week—beginning officially on May 31 and running through June 3—is attracting some 5,000 journalists and support forces from 53 countries—from contingents of close to 300 each from ABC, CBS and NBC (CNN is about half that) to crews from a score of American television groups and stations to the solitary individual who will represent the cable television system serving Guam.

Whether the meeting will generate the news to justify such intense interest remains to be seen. But from the time the Soviet leader's airplane touches down at Andrews Air Force Base, at about 6:30 p.m. Wednesday—in time for live coverage on the networks' evening newscasts—through his departure four days later, there will be plenty of photo ops.

There will be the arrival of Gorbachev and his wife, Raisa, at the White House on Thursday morning, for instance, and a treaty signing (which precise treaty or agreement had not been revealed as of late last week) at 6 p.m. on Friday, the leaders' joint news conference on Sunday—at 10 a.m., in time to interfere with the start of the networks' Sunday morning talk shows—and the departure later that day. (The two leaders' stay in Camp David, on Saturday, June 2, will be off limits to live coverage.) Network officials say those ops could translate into as much as 15 hours of live television by the time of wheels up. CNN, which begins its coverage with Gorbachev's May 29-30 visit to Canada and which plans live coverage of many of the daily briefings, will rack up even more live time.

But the story may not come out of the planned events. As Lane Venardos, director of CBS News's special events, noted, one has to consider the "Gorbachev factor." That is his capacity for catching his hosts



Workmen prepare press boxes and camera platforms for coverage of summit

unaware—whether it is hopping out of a car on Connecticut Avenue, as he did during his last summit meeting in Washington, three years ago, or offering proposals that had not been expected but that manage to capture the world's imagination. But even without such surprises, Venardos believes that "whenever these two leaders get together, it's a major story."

The Bush-Gorbachev summit is another example of the networks' willingness to spend heavily on an important story, despite the bookkeepers' anguish, and not only on the additional forces being brought in from New York and Moscow to augment the substantial staff and equipment in the Washington bureaus. "It will be expensive," said one network executive, speaking of the network pool coverage alone. "It will be hours long, and a lot of cameras will be needed." (At the White House alone, there will be six to cover the Gorbachev's arrival. There will even be a camera atop the Washington monument with its magnificent view of the city.) But the decision was made to go ahead, first class, to assure a smooth delivery of material. The resulting cost for the pool, which will be the responsibility of ABC News, is about \$500,000.

While the networks are prepared to absorb their proportionate share of the costs, some of the independents among the 12 pool subscribers howled in pain. C-SPAN, for instance, was looking at a bill of more than \$40,000. However, C-SPAN officials said they were offered a deal that eased the pain—a rate based on access to the pool for events open only to the pool cameras. There are two—the state dinner on Thursday and the joint news conference. Cost to C-SPAN: \$3,000. C-SPAN can use its own cameras or share material with other organizations for coverage of other aspects of the summit. It is understood the same deal was offered to the other independents.

Still, the networks' readiness to spend lavishly is causing some independents, such as Charles Dutcher, vice president and general manager of Conus, to wonder whether two pools might be operated at such major events. "There could be one for the networks," he said last week, "and, for the other subscribers, a scaled down, cheaper version." Conus's bill for subscribing to

the Washington summit pool is \$36,000.

As is customary on such occasions, the ABC, CBS and NBC news anchors will move their operations from New York to Washington, where they will operate out of their respective bureaus throughout the summit. (CNN's Bernard Shaw is based in Washington.) Whether the anchors will move west with Gorbachev, to Minneapolis and to San Francisco, was less certain. Executives at ABC and NBC said that until the schedule was firmed up—and because the Soviet officials were less concerned about buttoning up the schedule than the U.S. would like, it was still less than firm last week—it was not certain that ABC News's Peter Jennings and NBC News's Tom Brokaw would move their operations west. However, CBS News's Dan Rather was reported ready to anchor the *Evening News* and special events out of San Francisco affiliate KPX(TV) on Monday. Shaw is scheduled to remain in Washington.

The networks will have crews and correspondents at the two sites, but how much live coverage will be done was not clear last week. Network news executives, for instance, were still mulling over the question of whether Gorbachev's June 4 speech at Stanford will be covered live.

The presence at the summit of local stations, with their correspondents, anchors in some cases and satellite trucks, will provide continuing proof that stations see room for themselves at such events, regardless of network affiliations. Cox Broadcasting's Washington bureau, consisting of three correspondents who serve Cox's seven television stations, for instance, is gearing up for a major effort, preparing to produce live inserts more than a half dozen times a day for the stations' regularly scheduled newscasts. "This is a major Washington story," Andy Cassells, Cox bureau chief, said when asked why Cox would expend the effort when the stations are network affiliates. "We cover it because we have a bureau with reporters for the various stations and who are interested in what the summit and may mean for them." Cassells said the signing of a trade agreement—seen as a distinct possibility—"would have a magnificent effect on the markets."

Local stations will not have to send cor-

respondents to Washington to get a piece of the Gorbachev visit—not, at least, those in the Minneapolis and San Francisco Bay areas. The Soviet leaders' decision to visit those areas, to gain a broader perspective of American life than is available in Washington, has caused stations there to go on the equivalent of a red alert.

"This is a major event for this market," said Paul Baldwin, news director of KARE-TV Minneapolis. "Interest is very high," said Mendes Napoli, news director of KSTP-TV St. Paul. Gorbachev is scheduled to spend about six hours in the area, and stations there plan "gavel to gavel" live coverage, as Ken Rees, station manager of WCCO-TV Minneapolis, put it. The stations will also air specials before the arrival, at 1 p.m. CT, and wrapups following the departure, scheduled for 6. The task of coverage will be eased by a planned system of pooling that will involve the three network affiliates—KARE-TV (NBC), KSTP-TV (ABC) and WCCO-TV (CBS)—and independent KMSP-TV and the satellite cooperative, Conus. WCCO-TV and KSTP-TV will share their programming with the country and the world, putting it up on domestic and international satellites.

In San Francisco, the Gorbachev visit is considered, as Al Goldstein, news director of KRON-TV, said, "the biggest story since the

earthquake" last October. And if the networks do not seem interested in live coverage, the locals do. They will provide live coverage of the major events—the arrival at 10 p.m. on June 3, the breakfast meeting the next morning with former President Reagan and former Secretary of State George Shultz, his speech at Stanford, in nearby Palo Alto, followed by a meeting with business and political leaders at San Francisco's Fairmont Hotel. His plane departs later that day for the trip back to the Soviet Union. The network affiliates—KPIX-TV (CBS), KRON-TV (NBC), KGO-TV (ABC)—and independent KTVU-TV have formed a pool and are dividing the seven or eight locations where coverage will be required.

But the story may not be only in Gorbachev's planned events and the separate activities of Raisa. Protests are being planned by members of the Bay Area population with ties to the Baltic states and to Armenia. And those events will compete for time with those involving the Soviet leader and his wife.

Following the Gorbachevs' departure, the media in California will be able to go back to a more normal routine. But what a routine. On Tuesday, June 5, the state's Democratic and Republican primaries will be held. "Everybody," said KGO-TV's Harry Fuller, "is being stretched thin."

Radio will also play a role at the summit. The networks will provide anchored and unanchored coverage of major events, while breaking into regular programming when events warrant. As for Unistar Radio networks, for instance, its vice president, news, Rich Rieman, said: "We will be doing a lot of live inserts within newscasts." Westwood One's NBC and Mutual news teams will feed special reports 24 hours a day on the hour. ABC Radio's plan is to provide *Summit Summaries*, one-minute reports every hour, while ABC anchors Bob Walker, Bob Schmidt and Richard Davies will provide long-form coverage. AP Network will offer 90-second, hourly reports, as well as anchored and unanchored coverage of briefings, toasts, speeches and signing ceremonies. Long-form coverage will be provided on the second news channel for affiliates. UPI Radio will also cover all major summit events, as well as providing four summit updates daily. Jay Sapir, UPI's Midwest bureau chief, based in Chicago, will cover Gorbachev's visit to Minneapolis, while Bob Fuss, West Coast bureau chief, will cover the Soviet leader in San Francisco. The CBS Radio Network's plans include covering all major events associated with Gorbachev's visit, including his stopover in Ottawa. —LZ, REB

CBS sinks shot for college basketball

\$1.9 million, one-year ACC pact and nearly \$20 million, four-year Big East deal create 'foundation' for CBS sports schedule in winter

CBS last week solidified its strategy to replace its Sunday National Basketball Association telecasts with college basketball, winning first-pick rights to Atlantic Coast Conference games next season and securing a four-year extension (through 1995) of its exclusive Big East package.

CBS will pay the ACC an estimated \$1.9 million for an 11-appearance schedule comprising two conference and five nonconference games (a conference game equals two appearances, nonconference, one), as well as the conference tournament championship game on Sunday, March 10.

And, from December 1991 through March 1995, the Big East will earn from CBS a figure approaching \$20 million, just less than \$5 million per season, or approximately a 25% increase over the current \$4 million annual average, which runs through next season. The extension years will see no change in CBS coverage of the Big East tournament semifinal and final games, the last scheduled to precede the ACC final on March 10 next year. However, along with an increased rights fee will come an increase from 22 to 24 Big East team appearances, due to a change from five conference and six nonconference games to seven conference and four nonconference games.

That increase in conference games—apparently contrary to a network practice of preferring to match teams from more di-



Brian Davis of Duke (#23) and Karl Brown of Georgia Tech

verse regions to draw wider audiences—is "testimony to the depth of the conference," said Len DeLuca. CBS Sports vice president, program planning. Games matching Big East teams, he said, have drawn ratings "equal to or better than nonconference games."

According to DeLuca, the 11 new ACC appearances, along with expansion of the National Football League season and "an increased commitment to winter sports" (in advance of CBS's coverage of the 1992 winter Olympics), all but fill "the holes we needed to fill on our Sundays in January, February and March," he said. "The best way to fill them in those months was to get the best available conferences." CBS was left with "about seven open Sundays" next

winter, he said, when NBC—whose three-year deal with the ACC ended two months ago—begins a four-year, \$600 million agreement with the NBA reached late last year (BROADCASTING, Nov. 13, 1989).

The network's strategy began, he said, with the network's "tremendous" \$1 billion commitment to carry the NCAA basketball tournament through 1997 (BROADCASTING, Nov. 27, 1989). Constituting 33 of 60 total regular season appearances, he said, "the Big East and the ACC are our foundation" to both replace its Sunday NBA-NCAA doubleheaders with five regular season college-only doubleheaders and to draw more viewers to the post-season. "We start our tournament promotion in early December, when we do our first regular season game," he said.

The desire to limit the ACC deal to one year was, said DeLuca, "mutual." The ACC lost about 25% of its inventory when the National Collegiate Athletic Association banned ACC member University of Maryland from live television in 1991. Consequently, said DeLuca, the ACC "came to us with less than their normal inventory," as well as with a long-term regional syndication agreement that gives Charlotte, N.C.-based Raycom Sports rights to distribute the ACC championship in the ACC region, constituting "about a 10th of the nation," he said. After next season, he said, Maryland would rejoin the live schedule, CBS would have a year covering the ACC under its belt and both sides could begin fresh negotiations for the longer term. —PDL



At opening session of NCTA '90: Miron, Malone, Dolan and Myhren

Cable visionaries see more choice in future

Executives agree continued growth requires attention to customer service, including improved delivery

"Visions for the '90's: The National Agenda" was the theme of the NCTA convention's opening general session and the topic of the panel discussion that followed the introductory remarks of Convention Chairman Jerry Lindauer and NCTA President James Mooney.

Two main themes for the next decade in the cable industry were sounded by the panel—Cablevision Chairman Charles Dolan, Telecommunications Inc. President John Malone, Newhouse Broadcasting President Robert Miron and moderator Trygve Myhren, president of Myhren Media. Technological advancements and customer service, the panelists agreed, would be the quid pro quo for the industry's continued growth.

The necessary technological change is not a blue sky proposition, said Malone. Consumers need to have more say in their choice of channels. "We need to offer more capacity at less cost to the homes," he said, and the way it can be done now is through analog laser technology in trunking and subtrunking. "The lasers will let us increase capacity for a broad range of new services" that can be supported by a smaller number of subscribers than is generally needed now, Miron continued.

Dolan agreed that technical advances in-

cluding digital compression "should lead to a pool of programming to subscribers that is diverse and relevant to the subscribers' interests." He said he expects niche programming addressing specific interests to proliferate—"ones that can succeed with less than a million subscribers." With the laser and compression techniques, systems may be offering 200 or more channels, said Dolan, but the customer will be able to choose the ones he wants, constructing his own service.

Malone continued on this theme when asked how the industry will be able to afford to improve the quality of programming to keep up with subscriber expectations and not raise subscription rates to the point where people find them objectionable. "Choice will be the key," the TCI president said. "We're now limited by technology. We will have to change to a few broad channels, but with many subsets to offer a greater set of options. We need a pricing/packaging approach that doesn't try to serve all needs with one choice." He added that such niche programming should be good advertising vehicles, since the advertisers would be getting just the target audience they want with no waste. In addition, the subscriber bases should grow as cable increases its rural penetration and expands internationally.

Newhouse's Miron interjected a word of caution about all of this. "We still need the

broad-based services. We want to be careful how they're handled," and not decrease their subscribers so much that advertisers drop out.

Dolan summed it up: "We must redefine basic as soon as it's technically possible to do so. We can't continue to add expensive services and raise rates. The customer must be able to assemble whatever group of services is of interest to him."

Moderator Myhren raised the question of the future of pay programming, pointing out that because basic was regulated through 1987, pay rates became too high, and that home videocassette rentals have taken away the basis of much of the pay services so that they're now being driven by special events.

According to Dolan, "pay always suffered from being sold a la carte. I hope for a blurring of identity between basic and pay," and a switch to packages of both pay and basic channels that are of interest to consumers. This will make them more attractive than a la carte, he said.

The next look toward the future concerned how cable will attract the 40%-45% of the population who don't subscribe. Miron felt that penetration will increase through a gradual progression that might be helped along with some marketing targeted to people over 55. Dolan said that some of that 40%-45% is just not able to be sold. "For the rest, it's content, not marketing, that arouses their interest and moves them

to be subscribers," he said.

Malone divided the group into three segments: 1) those who want, but can't afford, cable; 2) those raised on over-the-air TV, and 3) those who are anti-TV. He said the first group can be addressed by having a lifeline or some level of service that almost everyone can afford. The second group, made up mostly of older people, will become less of a problem as those people continue to grow older, and the third may be persuaded with services such as C-SPAN, Disney and American Movie Classics.

When asked what cable's attitude should be toward new types of services, such as interactive, Dolan said all avenues should be explored, but "we need to be led by the consumer and not try to invent a need for a service."

What is ahead for cable by the end of this decade? There will be competition from old media such as broadcast television and from newer ones as well—C and Ku, MMDS, SMATV and more—said Malone, and "the threat of overbuilds is always there if you mess up."

The panel was bullish on cable as a long-term investment. "It will be healthy and able to meet the competition," said Miron, "but we can't forget the subscriber." —MKM

Better no law than wrong law, says TCI's Malone

Cable leader says he has no problem with regulation that does not violate constitutional rights of cable operators

Tele-Communications Inc. President John Malone told reporters following his appearance at the opening session of the NCTA convention that he would accept limited federal cable regulation if it does not violate the First and Fifth Amendment rights of cable operators or inhibit operators' ability "to go ahead and serve" their subscribers.

And given a choice between Congress and the FCC imposing regulation, he said, he would choose the latter because "that puts it to bed once and for all."

However, Malone said he was doubtful whether Congress could act this year. "There are so many points of view right now, it's hard to see that they will be reconciled by the end of the session."

But better no law than the wrong law, he said. "I'd rather have [Congress] deliberate the next 35 years if the conclusion is going to be to hang me."

Malone said the FCC might yet beat Congress to the punch. "The FCC clearly looks like it's going to act," he said. "What's important is that it act in a way that helps consumers and doesn't put the industry into some kind of economic downturn."

Fuchs says HA!-Comedy Channel merger is toss-up

HBO Chairman Michael Fuchs told securities analysts at NCTA that merger discussions between comedy services HA! and the Comedy Channel are continuing and repeated that the chances of reaching an agreement were 50-50.

In the meantime, he said, "we're managing it conservatively," doing very little promoting and marketing. In response to a question, he said the ratings are low, but not surprising. And he said the programming "has improved quite a bit."

As to the base business, Fuchs said HBO can continue to achieve 10% operating cash flow growth and 6% to 7% revenue growth. To say the pay business is dead "is foolish," he said.

Fuchs said cable operator retiering could mean greater emphasis on pay, which is what the category needs to move forward. With tiering and "more clever packaging," HBO could see more growth.

Joe Collins, ATC president, pointed out that in many ATC systems, as well as others, HBO occupies a VHF channel slot because of historical reasons. As the industry moves to create low-cost broadcast tiers, systems with HBO on the VHF band could sell HBO with the broadcast tier sale, as opposed to selling it ason top of the full basic packages.

Fuchs said PPV has yet to affect the pay business, and HBO's only interest in PPV may be as an event supplier, such as boxing. Fuchs also said HBO is looking at other businesses "in the general entertainment arena" in which to expand.

"If [the FCC] saw that Congress was going to act for sure, they might hold off for a while," he added.

Turning from the industry's regulatory problems to those of TCI, Malone said he expects the Federal Trade Commission to decide within a "month or so" on whether to approve TCI's purchase of a 50% stake in the Showtime Networks Inc.

"They've been very good to work with," he said of the FTC. "This is a very serious kind of issue for them. By and large, it's a new staff that had to come up the learning curve on cable and they are giving this a thorough look."

Malone had no projection of when the FCC might render a decision on its application for a direct broadcast satellite system. The application was challenged on the ground that TCI was unfit to be a licensee because of a \$35 million antitrust judgment against it. The action stemmed from a franchise renewal fight in Jefferson City, Mo., in the early 1980's.

But even if the FCC rejects the application, Malone said, it will not spell the end for TCI's DBS ambitions.

"We can lease the capacity," he said. "I don't agree with what we are going through, but we don't have to own the license. It's just easier if we do."

Asked whether he had any interest in joining the Sky Cable consortium (NBC, Cablevision, Hughes Communications and Rupert Murdoch's News Corp.), Malone said it had not invited TCI to join.

Do you expect it to? "I think it makes sense to have one compatible high power space machine up there," he said. "Otherwise, only the consumer gets hurt."

That does not mean he wants to be part of Sky Cable, he said. It means that competing DBS services should be technologically compatible so consumers can use the same hardware to receive the services.

Malone also repeated his advice to short-term speculators in cable stocks: Investing now when cable's regulatory and legal future is uncertain is "dicey."

"If you are borrowing money from your

brother-in-law and have to pay him back next week, I'm not sure that would be a good thing to do," he said.

"If Senator Inouye burps, the stocks go down 10%," he said. As chairman of the Senate Communications Subcommittee, the Hawaii Democrat is a key to Senate cable legislation.

Malone dismissed reports that TCI would trim the retail price of Showtime to \$2 or \$3 a month to stimulate sales. "If you want to go broke, you just take Showtime and cut the price. They are not making enough money now. We don't think that's a very good solution."

At an analysts meeting later, Malone said TCI was hoping to file papers on its new spinoff company at the SEC in four to six weeks, and expected the spinoff to occur in early fall. He valued the new company at 10% of the asset value of TCI. Because of the tax structure present in the Storer deal, it is unlikely TCI's portion would be included in the spinoff.

Further elaborating on what the FCC may do, Malone pointed out that the definition of basic cable "is an issue of some debate." If there is a return to rate regulation of some form of basic cable, the question arises about operator retiering and the timing of such. "Those are going to be hotly debated and litigated issues," he predicted.

That is one reason TCI introduced its negative option tier last fall, in advance of the FCC's inquiry of Jan. 22. There is some precedent for government bodies, such as the IRS, to apply new rules retroactively and Jan. 22 could be such a date.

Malone discussed further his views on tiering. The company will experiment with an economy basic tier in several Midwest systems in July. In the end, TCI will likely go one way or another, either using the negative option for the higher priced services, or instituted economy basic, depending on the wishes of Washington. As to his preference, Malone said, "I could go either way." But, he said, it would probably be better for the cable industry to do economy basic long term.

Malone said the tradeoff between adding new economy basic subs and risking some basic subscribers downgrading follows a rough five-to-one ratio. "If we can gain one new subscriber, we can afford five scale-downs," he said.

The \$10 to \$11 tier is a loss on cost, said Maloné, and is cross subsidized by other cable tiers. But that does not bother Malone, as long as it "doesn't damage my ability to have a viable business."

He said that with TCI averaging \$17 for full basic, the company keeps \$2 to \$2.50 of that extra \$6 difference between full and economy basic.

Malone said he is a big believer in the PPV event business, and offered this scenario as food for thought: Price the new Dick Tracy movie at \$50 for the first 500,000 households to coincide with the theater release and take \$25 million out before the theatrical run. —HAJ, MS

Viacom systems on block in Milwaukee, Dayton

Because growth would be difficult in these areas, Viacom chooses to sell off services and reinvest money in its Nashville system

Viacom President and Chief Executive Officer Frank Biondi disclosed to analysts last week that the company is shopping its Milwaukee and Dayton, Ohio, cable systems, as well as KSLA-TV Shreveport, La.

The cable systems, said Biondi, are in markets where Viacom is largely surrounded and growth would be difficult. Among those most likely to buy would be adjacent players of Warner in Milwaukee and Continental in Dayton. Biondi said Viacom would take the money from a sale and reinvest it in growth opportunities around Viacom's Nashville system. Biondi said the company's pricing range for those systems would be the mid-range of what cable properties were selling for last year, which were above \$2,000 per subscriber.

Viacom and Time Warner have been talking lately on several subjects, and the Milwaukee system could be added. Another possible bidder could be Cablevision Systems for Milwaukee. Cablevision and Viacom did system business in Cleveland and Long Island and Cablevision's SportsChannel operations dominate in nearby markets of Chicago, Cincinnati and Cleveland. Milwaukee remains a tough market for would-be regional sports providers, but if Cablevision owned the systems there, making a deal with the Brewers baseball and Bucks basketball teams could be easier.

On the comedy network front, Biondi said negotiations between Viacom's HA! and HBO's Comedy Channel have had "more chapters than a soap opera," adding that "whether it's just Time Warner or the cable industry or both remains to be seen."

For the quarter, Viacom Cable's operating cash flow rose from \$34 million to \$36



C-SPAN milestone-to-be. Expecting to sign C-SPAN's 50-millionth subscriber in June, three C-SPAN directors celebrate the achievement with CEO Brian Lamb at NCTA. Pictured: Robert Rosencrans, president, Columbia International; Lamb; John Rigas, CEO, Adelphia Cable, and Amos Hostetter, CEO, Continental Cablevision.

million, buoyed by strong pay growth. The number of basic subscribers increased by only 5,000, which Biondi attributed to normal falloff after a Jan. 1 rate increase and a changed compensation structure for pay that boosted that category.

At the networks, MTV revenue jumped from \$36.8 million to \$44.4 million, while operating cash flow declined from \$11.9 million to \$10.9 million, largely stemming from the \$3.5 million expense carried for HA!

Nickelodeon, for the quarter, saw revenue increase from \$24.4 million to \$30.6 million, while the channel's operating cash flow jumped from \$11.2 million to \$15.9 million.

Showtime has recovered from subscriber losses in the first two months of the year

and had positive yearly subscriber growth by April. For the year, he estimated, Showtime's growth would be 50% to 60% of last year's growth. For the quarter, Showtime revenue increased 9%, from \$110 million to \$119.5 million, and operating cash flow loss was reduced from \$7 million to \$300,000.

Margin growth in the pay business remains largely in how it is marketed, Biondi said. But he said: "I don't see the pay business ever getting back to 10%-20% growth."

Biondi said Viacom's marketing of the All News Channel is getting off the ground, and said it will be substantially cheaper to the cable operator than CNN's Headline News, to which he was asked to make a comparison. —MS

Comcast margins up in first quarter

Comcast Vice Chairman and Chief Financial Officer Julian Brodsky said Comcast increased its operating cash flow margins from 38% to 41% in the first quarter of 1990, compared to the first quarter of 1989.

Overall, the company's operating cash flow rose from \$49.9 million to \$63.9 million in the quarter, on revenue that climbed from \$128.7 million to \$155.3 million.

Just as the cable industry is relying on the facts to come out in its arguments in Washington, the same could be said for the HLT situation, according to Brodsky. "Sooner or later it must get back to business as usual," he said. "As we go along we'll be able to show them we'll be good loan candidates," he said, referring to commercial banks that have tightened lending, making deals "a little more expensive and a little shorter."

With the junk bond market all but dead, Brodsky said the greatest source for money for nonsenior debt is seller paper.

Comcast, like Viacom, saw slow basic growth in the first quarter, with 4% including the newer build in Philadelphia. The

first two months were fair, said Brodsky, with March and April much better.

Brodsky said Comcast has invested under \$20 million in the UK for the various minority and majority stakes it holds in several franchises that combined serve 900,000 homes. And the company is prepared to spend \$50 million to \$100 million over a period of time "to stake out as much territory as possible." He said Comcast franchises allow them to walk away from the deal if they prove to be not feasible.

The British operations "could be a big deal," but it was too early to tell, he said. Construction costs have been slightly higher than in the U.S., but in line with expectations, he said. The pleasant surprise, he said, has been the effect of telephone service on the bottom line. The cable franchise automatically includes a telephone franchise and "the net effect has been to lower the cable break-even point from 35% to 40%, to 25%," he said.

Tom Baxter, senior vice president and president of Comcast Cable, said the company has a lifeline tier in place in a large

number of systems, and plans to have lifeline in all systems by July 1.

Baxter said the company has not lost

many subscribers because of lifeline.

As for the NFL deals, Baxter said there won't be a penetration gain benefit, but will

be an ad sales benefit. Although no deal has been announced on TNT, Baxter said it will be "very hard not to carry the product."—MS

Cable Programing '90: The recent and new comedy networks work on programing, affiliates

HA! picks up 10 affiliation agreements; Comedy Channel concentrating on programing as merger talks grind on

With the merger of the two warring comedy services proceeding slowly, both HA! and The Comedy Channel were busy at NCTA showing the cable world they are still in business.

Both Dick Beahrs, president, The Comedy Channel, and Thomas Freston, president, MTV Networks, said there was no advancement in the talks. Beahrs said there are "some real problems, not the least of which is Viacom's lawsuit" against TCC's parent, Time Warner. When merger talks first began, it was thought the lawsuit would remain outside the discussions.

The Comedy Channel is "trying to develop momentum on programing," said Beahrs, and is not making a concerted effort to sign up affiliates because it is "unrealistic," given the current situation. HA!, though, announced NCTA sales efforts had produced agreements with an additional 10 operators, including five MSO's covering 600,000 subscribers. The new MSO affiliations include

Triax, with more than 300,000 subscribers; U.S. Cable, with over 90,000 households in Texas, Florida, New Jersey, Indiana and Georgia; Mission Cable, covering 75,000 homes in the South and Southwest; Michigan-based Horizon Cablevision, and Summit Communications, with systems in Washington, Oregon and Idaho. Beahrs said the number of subscribers HA! signed up is "not an overly significant amount." He said TCC currently has 7.3 million subscribers, with commitments for over 15 million by year's end. HA! said it will have more than six million subscribers by July 1 and over eight million by year's end.

TCC's biggest programing problems have been "lack of integration," giving TCC a "chock-a-block" feel, said Beahrs. When launched, the service had a 72-hour tape delay and some of the comedy "lost topicality," he said. Now a lot of original programing is done same day, live-to-tape. Beahrs also said TCC is moving more to long form and "taking pressure off" the "tremendous emphasis on two- to three-minute clips" TCC will also place more emphasis on stand-up comedy than it has since its launch six months ago. Instead of "trying to be all

things to all people," said Beahrs, TCC will now focus on the 18-35 age group.

The network has signed Robert Klein to host "Dead Comics Society," which will air pre-1940 comic films and shorts of Charlie Chaplin and W.C. Fields. TCC has also signed Alan King to host a talk show. King made disparaging remarks about both HA! and TCC at a Women in Film party several weeks ago, and Beahrs said the deal was already done prior to King's outburst.

TCC has acquired *Monty Python's Flying Circus* episodes, formerly seen on MTV from October 1987 to May 1989, and the BBC's *Black Adder*, which had a run on A&E from January 1987 to January 1990. The network will also present a compilation of acts from the nine-week first annual *Barcardi Mixers U.S. Comedy Festival*. TCC has also appropriated *Kids in the Hall* and *Stand Up* from HBO.

TCC commissioned a study sampling 388 cable subscribers in five markets carrying both it and HA!. According to the research, 12% of the subscribers had watched TCC over the one-month survey period, 4% had watched HA!, and 37% preferred TCC's format to HA!'s. □

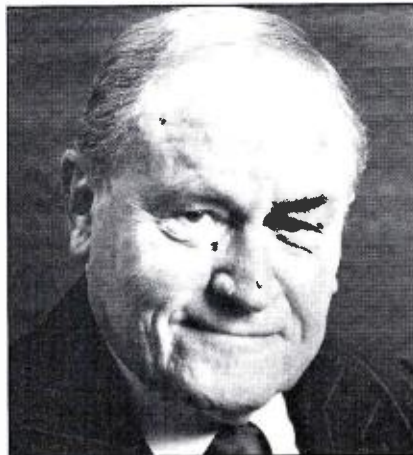
In Court, American Trial Network make their case

At NCTA, cable programers pitch operators on proposed services

Rainbow's In Court and Time Warner's American Lawyer Media tried to convince operators at the NCTA to sign up for their respective cable court channels, the first formally exhibiting in a booth, the other informally seeking out the MSO's.

Rainbow's In Court, scheduled to launch in September, is coming out before American Lawyer's channel, American Trial Network, which it expects to debut in the first quarter of next year. According to Sharon Patrick, president of Rainbow, although American Lawyer Media has approached In Court regarding merging the two networks and is "still obviously pursuing" the deal, there are no discussions taking place. A source said American Lawyer currently has proposals on the table and both parties are examining them. A combination of Rainbow's resources and American Lawyer's legal expertise is an attractive prospect to some, and it is unlikely operators will choose to support two legal networks.

American Lawyer is moving slowly and focusing on programing because it can't afford to jeopardize its legal reputation and



Marshall



its franchise, said a source. American Lawyer, with a staff of 250, publishes a number of national and regional legal journals. American Lawyer head Steven Brill used his position to help persuade a panel of federal judges named by Chief Justice William Rehnquist last week to reopen deliberations on allowing cameras in federal courts (see story, page 66). Forty-four states currently allow trials to be televised.

One of the main programing differences between the two legal networks will be in their presentations of live trials. In Court plans to show one trial at a time, even during slow periods. "Some of the meat" of the trial is there, said Patrick. If In Court were to cut away too frequently, "we'd be nothing more than CNN," she said. American Trial Network plans to show about a half dozen trials per day, and part of the reason for its current pace of development, a source said, is learning "how to do the juggling" between trials. Key MTV architect Robert Pittman, one of the principals in the channel along with Brill and former *Channels* magazine editor Merrill Brown, is being charged with making the transitions look good and the network look professional.

In Court plans to launch initially as a daytime channel, with programming from 6 a.m. to 6 p.m., so operators crunched by channel shortages can air another network at night. The channel's "natural audience is in the afternoon," said Patrick. Based on high ratings from Cablevision's News 12 Long Island's airing of the Golub murder trial, which inspired In Court, Patrick believes the live trials do "real well during the day, especially compared to broadcast." On the first day of the survey, the trial received a 3.0 rating/16 share, tying for first place with ABC's New York affiliate, WABC-TV. The second day it got a 3.4

rating/13.6 share and was slightly behind WABC-TV. The trial had intense regional appeal, and both In Court and American Trial Network will face a challenge trying to muster similar interest nationwide.

In six months, said Patrick, Rainbow will consider expanding In Court to 24 hours. Its evening schedule will include movies with judicial themes. American Lawyer Media is said to be planning to launch its channel as a 24-hour network with no entertainment programming.

In Court will share space on fellow Rainbow network Bravo's transponder. While In Court will not be sold bundled with

Bravo, Patrick said discounts will be offered in volume buys of Rainbow product. In addition to host Eric Naiburg—a defense attorney who became News 12 Long Island's on-air legal expert during the Golub trial—Patrick said the network is looking for similarly experienced legal professionals, and also actors (E.G. Marshall, who played an attorney in the critically acclaimed CBS series *The Defenders*, has also been hired), since both rated well in focus groups relative to broadcasters and academics. American Lawyer has hired longtime journalist Fred Graham as its principal expert and on-air host. —SDM

Tribune to launch Chicago basic cable service

'Chicagoland' will focus on Windy City, offering original shows, Cubs games and information provided by Tribune's radio and TV stations and newspaper

Taking a page from Cablevision Systems' Long Island News 12, the *Orange County Register's* cable TV plans for Orange county, Calif. (BROADCASTING, Jan. 15), and from its own research of more than two years, the Tribune Co. announced last week that on Jan. 1, 1991, it will launch Chicagoland—a regional basic cable service "dedicated to Chicago-area news, sports and information."

Robert Gremillion, manager of Tribune's WGNO(TV) New Orleans, is slated to become vice president and general manager of Chicagoland. Although the service will use existing Tribune resources in Chicago—superstation WGN-TV, WGN(AM), the *Chicago Tribune* newspaper and the Chicago Cubs Major League Baseball team—to fill many of its 18 hours each day, Gremillion said original programming will be necessary to succeed in current negotiations for carriage by major cable operators in the region.

A "prototype" being developed by newly created Tribune Regional Programming Inc., he said, the service will provide a "news wheel format," alternately covering Chicago and its suburbs. Revenue will come from "some mix of basic fees and local avails," he said, adding: "Local news is among the best programming operators can sell."

The news schedule will include original programs produced in association with *Chicago Tribune* staff (including suburban news bureaus), simulcasts of WGN-TV news, and the televising of some WGN(AM) radio programs. The blend of city and suburban news will make the service different from the services in Long Island and Orange county, he said. "We will not compete with local broadcast news."

Tribune Co.'s 100% ownership of the Cubs would, had the service been launched this year, have allowed up to 18 live Cubs telecasts. About that number should be available in 1991, in addition to 140-150 re-telecasts in the late day-parts of WGN-TV Cubs games (many of which, Gremillion noted, are played during weekday afternoons at Wrigley field there).

Asked if the commitment to Chicagoland evidences Tribune Broadcasting's percep-

tion that an investment in cable TV is necessary for long term survival, Gremillion said the creation of the service is, rather, "a vote of confidence in localism. This is really not a broadcasting project. This is Tribune creating a new business."

Gremillion said he preferred not to "overplay" the company's announcement

that it is exploring "the feasibility of similar program services in other markets." Such projects could eventually be initiated in Tribune's other TV markets—New York, Los Angeles, New Orleans, Atlanta and Denver—he said, but could also prove more feasible in Tribune's newspaper markets or in other regions all together. —PDL

Cowboy Channel lassos 2.2 million subs

The most obvious activity at The Cowboy Channel's NCTA booth may have been the line of conventioners waiting for Willie Nelson's autograph, but the network was also busy drumming up business. The Cowboy Channel signed its first affiliate agreement, with the National Cable Television Cooperative, making the network available to 2.2 million subscribers.

The Cowboy Channel plans to launch in January 1991, with between 5 million and 10 million subscribers. The systems comprising the first 10 million subscribers will receive the channel in 1991 at no charge. The network is offering 25 cents per subscriber to the systems for launch support, and is offering five-year contracts. Ratings estimates for the channel are a 1.0 over 24 hours and a 1.8 in prime time. Original programming will account for about 4-5 hours a day initially.

As chairman of the network, Willie Nelson said he will "have control over everything that happens," particularly original programming. Nelson announced later that he

will travel to Washington to plead the case of the cable industry against reregulation. He'll also be one of the network's hosts, joined by Johnny Cash, Kris Kristofferson, Roger Miller and Waylon Jennings.

Those performers will also work on a movie entitled *Honky Tonk Heroes* that might be headed for theatrical release, said Nelson. The movie is one of five or six that The Movie Channel and The Cowboy Channel may coproduce. Mack Long, president of The Cowboy Channel, said that the two networks "shook hands on the basic arrangements" for producing both movies and several series. In essence, The Cowboy Channel will handle the scripts, The Family Channel will handle the money. Long confirmed that equity negotiations with The Family Channel were ongoing and that talks included deciding how much stake the network would take in The Cowboy Channel, and how much influence it would have on The Cowboy Channel's business operations, aside from just coproduced programming. "There will be some sort of relationship," Long said. "It may be that the relationship is passive."

One unresolved point is the issue of beer and wine advertising. The Family Channel would "prefer that we don't have that advertising," said Long, and added that The Cowboy Channel might accede to those wishes, if necessary. Despite reports linking the two networks because of their similarity in programming (The Family Channel airs several off-network Western series), "this is a strictly monetary relationship," said Long. He also said that equity talks with four or five of the top 10 MSO's were "making huge strides." Long is meeting this week with Bill Daniels, who is expected to structure the package The Cowboy Channel will present to the MSO's. —SDM



Foreign language programming

The International Channel, a basic cable service carrying foreign language programming to ethnic groups, plans a July 3 launch, on the eve of Independence Day.

The channel will be an outgrowth of KSCI(TV) Los Angeles, which is owned by Intercontinental Television Group, also the parent company of the International Channel. ITG also operates KHAI(TV) Honolulu.

Much of the programming is Asian, including Japanese, Chinese, Korean, Filipino, Vietnamese and Cambodian, but will also include Hindi, French, Portuguese, Farsi, Armenian, Arabic and Hebrew. The service buys the programming from a number of foreign distributors and will carry a mixture of

with the advertising split seven minutes national and two minutes local.

George Leitner, senior vice president and general manager, said the channel is a very viable local ad outlet, because many foreign residents in the U.S. bring money from their native countries, start their own businesses and want to reach their own ethnic groups. Some members of various ethnic groups have come forward, said Leitner, to rep the channel for local operators.

The channel has national ad sales commitments from Chevrolet and United Airlines, he said.

Although much of the programming will be shared, the programming of the broadcast stations and the cable service will be largely different. All programming will be shown as is, without subtitles, Leitner said, because it is geared toward the foreign language

residents.

The schedule of the evening lineup is Korean programming from 6 p.m. to 8 p.m.; Chinese from 8 p.m. to 10 p.m.; Filipino from 10 p.m. to 11 p.m., and Japanese from 11 p.m. to midnight.

The financing for the venture was obtained by ITG through Chase Manhattan Bank.

Newhart on Showtime

In his first venture outside of network TV, Bob Newhart will host Showtime's *Just for Laughs: Montreal International Comedy Festival*, a 90-minute live show held at the conclusion of the two-week festival. Newhart will host the show from the St. Denis theatre.



Leitner

news, sports and entertainment.

There will be several news blocks during the day, with specific newscasts from a number of countries, including Russia (Vremya). The service will also carry the Japanese baseball game of the week and the Japanese World Series.

International will concentrate its affiliate efforts in the major markets where there are significant foreign populations. That would include most of the major cities on the East and West Coasts, as well as Chicago, St. Louis, Houston, Dallas, Atlanta and Salt Lake City.

That total home count is less than 10 million homes, but because the channel can share programming with the broadcast stations, the network could break even at a much lower sub count, than other networks, possibly in the two million to four million range.

The rate card is five cents per month,

Introducing The Monitor Channel

Christian Science Monitor's newest addition to cable will launch next May; free to operators first year

The Monitor Channel, the Christian Science Monitor's latest foray into cable, presented itself at the NCTA convention to the cable operators it will spend the next 11 months trying to convince to carry the channel.

John H. Hoagland Jr., chairman, Monitor Television Inc., said the network, scheduled to launch in May 1991, hasn't yet talked with MSO's, but "several smaller operators have expressed interest in the service." The Monitor Channel will send out a mailing to operators next month, before approaching systems directly.

A "conservative" five-year business plan has been approved for the Monitor Channel, said Hoagland. While the network doesn't expect to make a profit for the next several years, the five-year plan does anticipate that the network will be in the black before that time is up.

Hoagland said the network won't offer operator equity. And despite reports that the Christian Science empire is in financial trouble (most notably Morton Dean's report on ABC last month, *BROADCASTING*, April 23), Hoagland said that every Monitor venture is paid for with assets. "We have no debt to service," said Netty Douglas, president, Monitor Television.

The Monitor Channel will be offered free to operators for the first year, said Hoagland, and then the rate will build slowly for the next several years. The network will offer a five-year guaranteed rate to operators, so they won't have any price surprises to fear, he said.

Ad sales on the channel will be packaged with other Christian Science media enterprises, including its newspaper, radio and other television operations. The combined rate card will offer cross-frequency discounts.

The organization will continue its nightly half-hour *World Monitor* newscast on The Discovery Channel, and Hoagland acknowledged some competition might occur

between Discovery's ad sales for *World Monitor* and the Monitor Channel's ad sales efforts. "We hope it's a friendly competition," he said. The contract for *World Monitor* expires in 1994, but Hoagland said as long as Discovery wants to air the program, "they get it."

The Monitor's international marketing operations are focused now on *World Monitor*. It will be "two years from now before we start marketing [programming from the Monitor Channel] internationally," said Hoagland. The Monitor Channel will focus mostly on events in the international arena, and unlike CNN, will focus on "underlying trends, issues that may not have become headlines," he said.

The same 300-person newsgathering crew that serves the Monitor's other media entities will work on the cable channel. All programming on the cable channel will be original and has appeared on the Monitor's WQTV(TV) Boston, or has at least been tested on it. WQTV will continue, said Hoagland, and will have some overlap with the Monitor Channel, but will focus frequently on local Boston topics.

Much of the programming on the network, especially prime time, is drawn from the *Christian Science Monitor* newspaper. *One Norway Street*, shown weekdays 8 p.m. to 9 p.m., is a magazine show drawing on the resources of the paper's reporters and columnists. *Today's Monitor*, 9-10 p.m. weeknights, looks at the major stories in the day's *Christian Science Monitor*, and again features Monitor editorial staffers, direct from the newsroom.

While Hoagland said "demographics don't work for us," the network will skew moderate as well as high income and education levels. Research also indicates the Monitor Channel will attract light television viewers.

The network plans to launch as a full 24-hour channel, and "we're going to stay firm on that," said Hoagland, despite channel capacity problems. That's one reason why "we're prepared for a slow, steady climb," he said.

-SDM

Cable programming: do-it-yourself

Industry is looking for ways to bankroll more made-for fare

As operators continue to buck higher license fees, basic cable networks are feeling pressure to improve programming without raising rates. Many are looking for additional revenue streams, outside affiliate and ad sales, to pay for original programming.

Nickelodeon, said President Geraldine Laybourne at an NCTA panel discussion on the topic, is going outside affiliate revenue, and is entering licensing and syndication agreements. Nickelodeon's deal with Universal Studios for its own "rent free" studio in Orlando in exchange for on-network promotions, said Laybourne, will let Nickelodeon produce more programming.

After-markets could prove to be a boon to cable networks, although it is "too soon to tell just how important they will be," said Gerald Hogan, president, Turner Entertainment Networks. Hogan said TNT can recapture one-third of its production costs on two-hour movies in the after-market, and has had "good luck with home video."

USA Network defrays production costs by seeking out co-production and distribution partners, said Kay Koplovitz, president and CEO, USA Network. Foreign and videocassette distribution of its World Premiere movies helps support costs, and USA looks for one-third to one-half of its production costs to be covered in after-market sales and distribution, said Koplovitz.

If the money is going to be spent on original programming, it is key that shows have "high star value and good promotability," said Koplovitz. USA original movies almost always include well-known actors, and its new series involve either recognizable characters ("Swamp Thing," "Nancy Drew and Daughter,") or actors (Christopher Plummer in "Counterstrike"). Even so, said Koplovitz, USA must spend "several hundred thousand dollars against a title to break through the clutter" of all the other television programming.

ESPN is one network that has had to increase its rates considerably to afford its programming. Roger Werner, president and CEO, said, "Unfortunately, we've created the most expensive basic network." ESPN is going to keep its programming costs under control in the future by not going after any more expensive sports rights," he said. "Major League Baseball and the NFL are about all we can afford," Werner said. "We have a self-imposed discipline to prevent us from going after everything else," from the NBA to NHL.

Affiliate revenue streams can become more economically effective with longer term affiliate contracts, according to Thomas Burchill, president, Lifetime. "It allows us to figure out the budgets (for programming) further out," he said. Advertising revenue streams could come from increased CPM's, as cable penetration increases, said Koplovitz. Currently, CPM's for cable are



Joint agreement. The Sci-Fi Channel and *Omni* magazine have agreed to collaborate on a range of programming. The first venture, *Omni Magazine's Space Watch*, covers NASA and international space programs. The agreement will also include joint promotional and advertising activities. Sci-Fi added its fifth affiliate last week, the U.S. Cable Corp., the 51st largest MSO in the country. Sci-Fi, scheduled to be launched next December, expects to be seen in five million to seven million homes during its first year of service.

less than for broadcasters because cable "doesn't have the broad household reach" broadcast does. Networks that pass more than 50 million homes are considered to be in league with the broadcasters, said Koplovitz, but even then will get only 80% of the CPM's broadcasters get. —SDM

TNT looks south

Turner to distribute subtitled entertainment channel to Caribbean and Central and South America

Ted Turner used the NCTA's closing session, which dealt with the international arena, to announce his latest foreign venture, the launch next January of a TNT-type service to Central and South America and the Caribbean.

The service will be scrambled, will carry no advertising initially and will be primarily movie product from the Turner film library.

Turner Entertainment Networks President Gerry Hogan said after the session that there are about 85 million television homes in the region. TNT will be transmitted in English and subtitled in Spanish, with Portuguese subtitling to be added later. The service will be called TNT, and will be sold to whatever delivery mechanism is appropriate—cable, broadcast or satellite distribution (for hotels and TVRO owners). The rate card will be different for each country, Hogan said.

He added that the move is the beginning of an international rollout of Turner services, an effort that will be headed by Bob Ross, who is returning to Turner headquarters in Atlanta from a stint in London. It appears TNT could be rolled out to other parts of the world as well.

Hogan said the network has the foreign license to 1,000 of the 3,000 films in the Turner movie library, and as other product becomes available, such as made-for-TNT product, it will be carried on the service.

There will be no sports programming on the Latin American TNT.

Hogan said the investment in the network will be less than the \$30 million for the U.S. TNT launch. Advertising will be sold, he said, when the advertisers are ready to buy more globally.

The service will be unlinked from Atlanta and will have a staff separate from TNT's. The signal will be carried by Pan-AmSat I, which also carries CNN. When the scrambled TNT launches, Turner will switch from an unscrambled to a scrambled signal for CNN across Latin and South America.

The feed will be in three eight-hour programming blocks, with each block containing basically the same programming, but reformatted to suit the daypart. —MS

Carrying torch for PPV

NBC, Cablevision talk bottom line of cable Olympics coverage

As many as 2.5 million cable homes will pay as much as \$150 to subscribe to the two-week, three-channel package of 1992 Summer Olympics coverage that NBC and Cablevision are planning to offer, according to Marc Lustgarten, vice president, Cablevision, and Tom Rogers, president, NBC Cable and Business Development.

If the projected "buy rate" is on the mark, they said at an NCTA press conference last week, the event will generate \$375 million, which will be split with the cable operators that distribute the package.

The two executives declined to say what the operators' share would be, but they said it would be less than the 40% or 50% operators now receive for most pay-per-view events. Rogers explained after the press conference that the joint venture's costs will run well in excess of \$200 million.

(At the convention, NBC and Cablevision also announced that they had hired Marty Lafferty as vice president, Pay-Per-View Olympics. According to Rogers, Lafferty will be responsible for sales and marketing. Lafferty had been vice president of cable services for GE Americom.)

According to Rogers, the projections are based on extensive consumer research involving interviews with some 10,000 people, which found that at least 10% of cable homes would "definitely or very probably" pay up to \$150 to receive the commercial-free coverage.

The projections assumed that the universe of cable homes that will be able to receive channels of pay per view will swell to 25 million by the time the games begin in July 1992.

Lustgarten and Rogers suggested that the 10% buy rate may be conservative. The rate reflects consumer acceptance in the "total absence of a marketing campaign," Lustgarten said.

To promote the event, Lustgarten said, the joint venture will mount the most extensive marketing campaign in the history of cable, spending in excess of \$25 million.

Finding lift for flat pay industry

Panelists debate ways to keep subscribers, from multi-pay network packaging to individual network marketing strategies

The nagging question at the NCTA session on pay cable was not how to get new subscribers, but how to keep them. While HBO's John Billock, senior vice president, marketing, praised brand marketing as the key to pay's success, fellow panelists and pay network executives seemed more willing to unite under the umbrella of multi-pay network packaging for the common good of the pay category.

Matt Blank, executive vice president, marketing, Showtime Networks, and Mark Handler, senior vice president, sales and affiliate marketing, The Disney Channel, agreed that packaging the pay networks together at discounted prices was a vital way to help the flat pay industry (BROADCASTING, May 14).

But HBO, the largest pay service with more than 18 million subscribers, doesn't want to be part of the crowd, and is spending the money to keep itself out ahead. HBO will spend 10%-12% of its gross revenue, more than \$100 million, on marketing in 1990, according to Billock, who noted that most cable networks spend about 5% of revenue on promotion. HBO conducted research on its \$38 million image campaign, which launched last October, and the survey, done in 25% of U.S. markets, showed that the campaign improved HBO's install rate 24%, said Billock, and reduced disconnect rates by 7%.

Marketing is not what Showtime's Blank sees as the road to success. "We must look for structural solutions," he said, and the pay category must find a better way of accessing the consumers. Customers must pay \$30-\$50 to access a premium service, he said. With retiering pushing premium services even further beyond the consumer's easy reach, pay networks must "urge operators to help us find new ways to get to the consumer," he said.

Blank said that small marketing ideas can work and that "not everything has to be new and different to accomplish goals." Free previews, for example, work but unfortunately operators have diminished their acceptance of the idea, said Blank.

The lone operator on the panel, Mark Greenberg, vice president, marketing, of Prime Cable in Austin, Tex., said he also advocates multi-pay packages. And whether sold in a package or as stand-alone services, he said, pricing must come down from \$8.95 or \$9.95 to around \$6. As basic cable shows more movies, the value of the networks has come down, said Greenberg. Lower prices will help minimize churn rates, he said. Billock, however, said he doesn't believe "charging \$10 for HBO is out of kilter" with the cable environment.

Greenberg was willing to put the blame for some of pay's problems on the operators. "Lazy marketing attitudes by cable operators" has been one of the pay category's



Billock, Blank, Handler, moderator Larry Gerbrandt, Paul Kagan Associates

ry's problems, he said. But he also said that, as an operator, he'd like more control of marketing, packaging and pricing. Greenberg would like to integrate the pay networks' campaigns and make them more seamless. Going directly from HBO's winter campaign to a Showtime campaign doesn't do anybody any good, he said.—SDM

Cable told to take bite out of local ad dollars

Local advertising is a growing revenue source for cable systems. A Tuesday panel session, "There's Advertising Gold in Them Thar Hills—Here's How to Stake Your Claim," offered suggestions on how to tap that source.

The session was moderated by Robert Alter, president of the Cabletelevision Advertising Bureau, and featured Len Allsup, vice president, ad sales, Cablecom, Houston; Kenneth Weichert, director of ad sales, Colony Communications, Providence, R.I., and Susan Basil, director of advertising, NewChannels & Vision Cable, Syracuse, N.Y.

Alter started the session with some figures: Cable ad revenue for this year is estimated at \$2.36 billion and the CAB is hoping it will top \$4 billion in the next five years. Cable penetration is 58% and growing at the same levels as in the 1980's, said Alter, who added that in April "more households tuned to cable than to ABC, CBS or NBC." This is all ammunition for local cable selling, he said.

Weichert offered a checklist for a system that has decided to sell local insertions in cable networks.

- Evaluate the market. Among the factors that should be studied: size, number of subscribers, percent of basic penetration, whether tiering will be used, retail base and the economics of the community, demographics, market ad spending and the competition.

- Project the revenue. Factors include tiered versus basic, programming (networks and local origination), channel positioning,

the performance of other systems in the market, number of avails, competitors' ad rates and ancillary opportunities, including program guides and inserts.

Weichert stressed that "ad sales is a different business, not just another department." Also needed, he said, are corporate support (both financial and engineering) and a carefully thought out list of capital needs, including insertion and production equipment.

A system's goal for selling insertions, said Basil, should be to offset the rising programming costs. The most important thing is knowing the market, she said, knowing what services and types of programming are valued by the subscribers.

Then there's the question of insertion equipment. Basil listed some of the choices: automatic versus manual, microwave and fiber versus bicycling and sharing on networks with opposite breaks. Generally, she said, "premium channels should get the premium hardware, secondary channels the manual or standard hardware." But both should be tied together with a software package.

The same holds true for pricing, Basil said. "The premium programming gets a premium rate." And once again, market research needs to be done to verify the value of various services so they can be priced correctly.

Some of her other recommendations: package channels by group (sports, news, entertainment) rather than selling individual networks; the goal of insertions is to offset the channel's programming cost—an 18-month payback figure is recommended; keep control of the inventory, "there is no longer an endless supply of spots," Basil said, since about 25% go to cross promotion, some go to network and contractual agreements and more to PSA's.

Allsup stressed the untapped market for cable interconnects, especially in the larger markets. An interconnect, said Allsup, is an "attempt to create a TV station" in terms of a marketing vehicle. The reason TV stations command high ad rates and big dollars when they're sold is because of the audience shares they attract, he said. He then cited Nielsen data for January prime time, listing audience share for 24 hours, total households: basic cable, 6.4; NBC, 6.1; CBS, 6.0; independent TV, 6.0; ABC, 5.8. "Until we can create these TV stations,"

Allsup said, "we won't get the national spot dollars available to over-the-air TV."

None of the panelists seemed too worried about the prospect of tiering. While they

thought it inevitable, most agreed with Basil who said she views it mostly as a technical problem, but that it will make their jobs harder and they will have to pay close atten-

tion to how the tiers are priced. Alter added that systems "will have to do a much better job of tune-in promotion to let the subscribers know where the services are" once they're moved and tiered. —MKM

The world on a wire

International panelists agree there is money to be made in international changes abroad

There's a world of opportunity for cable companies, literally. That was the consensus of a Wednesday panel, "The Economics of International Cable: Can We Make Money?"

Moderated by Lee Clayton of Denver-based Bortz & Co., the panel comprised cable system experts from three countries—Tim Halfhead of Britain's Windsor Television Ltd., M. Jacques Bailet of France's Communication Development and Stephan Goetz of West Germany's Stock. Strohm. Reinelt, Rahn—plus two American executives involved in foreign cable investments, Mark Schneider of United International Holdings and Jeb Seder of ATC International.

While the outlooks for American involvement in the three countries are varied—and the point was stressed that they must be approached differently because of the various cultural and regulatory anomalies—there are chances for eventual profitable involvement resulting from the variety of changes taking place in the countries' telecommunications environments.

Clayton listed some basic differences that U.S. companies need to be aware of when they start investigating European involvement: 1) Even though there is a trend toward government deregulation and privatization, there is still a higher level of government involvement than in the U.S. 2) Many countries have advertising restrictions. 3) Many have foreign programming restrictions. 4) Many have limits on foreign ownership percentages. 5) Daily household viewing is very often much lower than in the U.S. (two to four hours versus seven to eight)—although that may change as European viewers are offered a greater choice of viewing options, Clayton added. 6) In many Western European countries, people already pay between \$75 and \$100 a year to the government just to own a TV set, so there may be some resistance to paying additionally for cable.

Halfhead's experience in Britain is different from that of his colleagues on the panel. His company, Windsor Television, in addition to being a cable franchisee, is also competing with the phone company, British Telecom in providing telephony service, first to businesses and now residential as well. He sees that combination as being the key to future prosperity. British cable's main problem, especially in 1985-88, he said, was a general lack of programming—good programming in particular. With the introduction of Sky Channel's four channels and BSB, there is now more quantity, Halfhead said, but there's still a need for quality, which he hopes might come through co-ventures with Disney and oth-

ers.

He gave an overview of cable in Britain: 18 systems are built or under construction with 95,000 subscribers and passing 625,000 homes. An average system has 25-30 channels with simple basic-pay tiering and charges about \$17 for basic and far more for a pay channel. The pay to basic ratio is 135%. Installation runs about \$40-\$50 and churn rates run 18%-60%. Average revenue per subscriber per month is \$25.50. Advertising contributes about \$1 per month per sub and ancillary services such as home shopping or PPV are still just experimental.

"Revenue per subscriber looks quite healthy," Halfhead said, at between 15% and 22% after five years "and predicted to be 38%-40% by the end of the decade."

But for Halfhead, the biggest reason for optimism is his company's progress as a competitor to the government phone company. The fiber optic network delivers both services, and when both are done at the same time (rather than overlaying the phone service on top of the cable), the construction cost drops from \$75 to \$51 per hookup. Another advantage of having the dual revenue stream is that the telco service is generally an easier sell than cable, said Halfhead. Because, rather than asking for money for a new service, they are offering the consumers a chance to lower their phone bills. There's also a perception value, he said, in that a company providing both telephony and cable services is more prestigious than being solely a cable company. He added that the revenue from Windsor's 11,000 telephone homes just about tops that of its 13,000 cable homes.

In France, most of the systems are owned

CNBC affiliate incentive

CNBC disclosed a new affiliate incentive program last week, in which it will provide cable operators who commit 75% of their subscriber base by July 1, 1991, a \$3 rebate for every subscriber committed.

But the rebate will only kick in if CNBC gets 10 million in commitments by Aug. 15. For charter affiliates who are between the 50% and 75% commitment level, CNBC will rebate \$1.50 for the entire subscriber base. For those who are under 50% committed, the rebate is the full \$3.

If CNBC reaches its goal, it will rebate to cable operators more than \$30 million.

The promotion is geared for the non-CNBC affiliates, largely being ATC and Viacom, although its charter affiliates are eligible for the rebate. The network announced a Nielsen reach count of 15.6 million homes.

by one of three companies, said Bailet. Local communities award franchises, and systems generally have 18-20 basic channels and sell for \$17-\$25. Pay is something on the horizon. For mature systems, penetration is around 35% after five years and grows to about 50% after 10. "Development of new programming for cable is crucial for development," he said, echoing Halfhead's complaint of not enough programming. "There is resistance to non-French programming," said Bailet, so his company has tripled its programming budget this year and is concentrating on five areas: children's, news, sports, music videos and classics/nostalgia.

West Germany, said Goetz, has a population of 64 million, with 26 million households and 15 million homes passed. All the plant in West Germany must be laid underground, at an excavation cost, said Goetz, of approximately \$60,000 per mile, making total construction investment per home for a system between \$850 and \$1,100. Helping to offset that high cost, he added, is a \$400-\$600 installation cost per subscriber. Subscribers pay about \$16 per month and there is no advertising yet. Systems offer 16-20 basic channels; they have the capability to handle more but the programming is not available. There is generally only one pay service available for about \$25 per month. There are no home shopping services, but, said Goetz, the reason "people subscribe is to get clear reception of the commercial channels."

Cable has had a very warm reception in West Germany, he continued, with an average of 50% of homes passed signing up during a system's construction. That penetration figure rises to 80% after two years. He estimated that systems can figure on a rate of return of 20%-25% over 20 years, not taking into account any channel increases, which are almost certain.

Some of the advantages to operating a system in Germany: ease of collection, since it's done by automatic bank transfer; churn is almost nonexistent; there are no fees paid to program suppliers, and the government imposes no foreign ownership restrictions. But on that last point, Goetz had a word of caution. "Getting involved is probably not advisable without a German partner" to help in negotiations with the government PTT and with local mayors during the franchising process. To sum up, he said, he sees "a very good cable market in the near future," which should be helped by the fact that with German unification under way, the PTT is going to have an enormously expensive and complicated job in modernizing the East German phone system. This will be so costly and complicated, he said, that it will almost certainly get out of the cable business.

When asked if he is worried about competition from DBS, Goetz said he was not because of the strong interest in over-the-air channels coupled with the fact that many

communities have ordinances forbidding dishes on roofs.

Seder agreed with the point raised earlier about the need for American companies to have local partners. While this may go against the way some firms are used to doing business, he said, "reliance on partnerships is critical and we may have to be more open to new approaches." —MKM

Look for Cable regulation bill say Hill aides

Most panelists expect some form of bill from present Congress

A majority of key Hill staffers predicted that a cable bill will be on the President's desk before Congress adjourns in early October. There was no consensus, however, about what the legislation would look like.

One staffer less sanguine about the chances of a cable bill was James Wholey, with Senate Minority Leader Robert Dole (R-Kan.). Wholey said a lot will depend on what the measure looks like. Time is running out, he said, and the Senate leadership has not focused on the issue. Furthermore, Wholey warned that there could be problems with extraneous amendments.

The Senate Commerce Committee is slated to mark up a bill June 7 and staffer Toni Cooke told the NCTA audience that talks between the industry, staff and senators will continue. Senator Ernest Hollings (D-S.C.) and Daniel Inouye (D-Hawaii), chairman of the Commerce Committee and the Communications Subcommittee, respectively, want to work with the industry, she said. Their primary concern, she explained, is to find a way to "deal with operators who take advantage of consumers...to take care of the bad actors."

She also said there are a lot of members who want cable to face competition. Cooke thought there was a "good chance" some kind of provision allowing the telcos to compete as a delivery service but not as a programmer would be part of the committee's

bill. Both Hollings and Inouye support a provision in the staff draft that would permit telcos to provide video capacity to a third party.

Gerald Salemm, with the House Telecommunications Subcommittee, believes House members are less interested in telco entry. The "momentum" to loosen the restrictions is not there, said Salemm.

Subcommittee Chairman Ed Markey (D-Mass.) told cable operators at an earlier convention session that he is determined to mark up legislation before the July recess. His staffers, Salemm, Larry Irving and the subcommittee's chief counsel, Herb Brown, also underscored the chairman's determination to move legislation. Irving pointed out that Markey feels that rate regulation is a "core" issue that needs to be dealt with. However, he said, the chairman is not necessarily targeting the entire industry. He wants instead to find a way to "reign in the renegades."

Asked whether it would be good or bad for the industry if a bill does not make it to the President's desk, Cooke seemed to think it was to cable's advantage to settle the issue this year. Otherwise, she said, the debate will continue next year and the certainty and stability cable hopes to achieve through legislation won't be achieved.

The telcos are not going away, said Irving. "It's a close call, some cable operators say they want the certainty but the grass roots operators are not so sure they want to take a chance with legislation," he said.

Asked what advice he might have for the industry, Terry Haines, counsel to the Republican members of the Telecommunications Subcommittee, told the group not to ignore the importance of grassroots lobbying. "You need to make sure you're telling your story at the grass roots level," he said.

Haines and the others also indicated the subcommittee was moving forward regardless of when the FCC completes its effective competition proceeding July 26. There is a role for Congress in shaping new cable policy, the staffers said. As David Leach, an aide to House Energy and Commerce Committee Chairman John Dingell, pointed out, there is strong sentiment on the Hill that the FCC can't do this alone.

One convention attendee asked if cable operators should have the right to become broadcast affiliates, to which Haines responded that he does not see why they should be precluded from that option. Leach agreed. —KM

Mooney foresees surgical rather than sweeping cable regulation

He sees such regulation as restoring political stability and making cable better competitor

"Are there likely...to be some changes in cable regulatory policy this year? The answer is yes, either by Congress or the FCC," National Cable Television Association President Jim Mooney told the association's membership at its annual convention in Atlanta last week. "But are those changes likely to be drastic?" he asked. "The answer is no."

"We cannot yet say we're out of the woods, but the light is beginning to shine through the trees, and I think we can say today it looks highly more likely than it did even two months ago that Congress will support a moderate cable policy," he said. "Should Congress act this year, its action is likely to be not destructive, but surgical, aimed at carefully defined goals and devoid of punitive excess."

"And when it's over—and it will be over—not only will political stability have been restored to our business, but we'll be more careful in our pricing, customer service and public relations practices. In short, we'll be a better competitor."

The membership was looking for some reassuring words. The threat of onerous new federal regulation has contributed to a sharp decline in cable stock prices and to a tightening of money operators need for capital improvements and acquisitions.

Most operators are prepared to accept some measure of additional regulation as long as it is not, to use Mooney's word, "drastic."

Mooney said cable should deal with the current political troubles as they have dealt with them in the past—"by knowing how to distinguish between the essential and the merely desirable, by keeping our cool and keeping in mind the value of flexibility and careful compromise."

Mooney said the industry's troubles were due in part to "problems in our own industry." But he also blamed broadcasters and the telephone industry for trying to "turn the clock back" on cable regulation.

"The broadcasters, shaken by slowly but steadily declining viewing shares, are supporting proposals in Congress that would reregulate cable in ways that in some respects go beyond even the discarded policies of the 1970's," he said.

"Meanwhile, the telephone companies, who hope to bury both cable and broadcasting, see an opportunity not only to break



Cooke, Haines, Irving, Leach and Brown

out of their traditional role of common carrier 'and do telco TV,' but also to justify a huge increase in the invested capital base that governs their telephone rates."

Cable's critics received all the attention

in the "first stage" of the current controversy over cable regulation, Mooney said.

"But there is always a second stage when the public policy makers get near to actually deciding what to do and things tend

to move back toward the middle," he said. "That's where we are this week, and increasingly there are signs in both the House and Senate that the moderates are asserting themselves." —HAJ

Cablecastings

New at Discovery

The Discovery Channel made a variety of announcements at NCTA. On the programming side, its fall schedule will have twice the amount of original programming as the season before so that half of its prime time schedule will be material produced solely for Discovery or in a co-production venture. The season begins Oct. 1. The next day is the debut of *Invention*, a 13-episode original series produced with the Smithsonian Institution. Other new offerings include *Treasures of a Lost Voyage*, a special on the recovery of up to \$1 billion in gold lost in 1857 when a ship sunk 200 miles off the North Carolina coast and *The Best of the BBC*, an anthology of documentaries hosted by actress Margot Kidder.

Also, Cox Cable re-enrolled nearly 2,000 schools in the educational support program for the second year of *Assignment Discovery*, the channel's daily educator hour. The schools receive a monthly educator's kit with lesson plans for all 260 documentaries shown through the year. The show is designed for teachers to tape and use in the classroom. Discovery added that a study by Bruskin Associates showed that *Assignment Discovery* is used by more than 438,000 teachers, potentially reaching about 8 million students.

Another project is Discovery's participation in Countdown 2000, a 10-year series of national campaigns to improve the environment. The first part is the channel's joining as television partner with the American Forestry Association's tree planting campaign. In the fall, Discovery will begin test marketing an affiliate "Global ReLeaf" campaign that will encourage systems to sponsor tree planting events (Discovery held one in Atlanta last week) and will supply systems with a how-to manual, on-air taggable spots, print ad slicks, collateral materials such as bill stuffers, posters, action and teacher curriculum guides and other elements that allow the systems to customize the Global ReLeaf campaign for their community.

TNT signs with TCI

Turner Broadcasting System announced that it has signed a four-year TNT affiliation deal with Tele-Communications Inc. which includes a new TNT rate structure. The new rate will be 37 cents next year.



Discovery President Ruth Otte, Atlanta Mayor Maynard Jackson and Prime Cable Vice President Bill Proud

CTAM thinking second

The Cable Television Administration and Marketing Society last week announced the names of a number of programmers donating spots to its second set hookup campaign in September, as well as a new service management master course for the industry.

ESPN, HBO, MTV Networks, Turner Broadcasting, Lifetime, USA, Discovery, Nashville, A&E and the Family Channel will provide targeted spots for the additional outlet campaign, referred to internally as the "Add Cable to Every TV" campaign.

Terry Rich, vice president, sales and marketing for Heritage Communications, said operators need to train employees to ask about multiple sets in the home, as well as including the push in all print, radio, billstuffer and advertising materials. Operators are encouraged to use unsold ad avails to market second set hookups to subscribers. The cost structure for the hookups are left up to the operator.

CTAM is developing a service management master course that it will conduct in six cities over the next year. The pilot course is scheduled for August.

The organization's July 15-18 convention in San Diego, said convention chairman Lowell Hussey, will have an agenda that will tackle tough issues facing the industry. There will be four base tracks—base business, new business, human resources and service management.

Among those appearing at session on the base track are HBO Chairman Michael Fuchs and Showtime Networks Chairman Tony Cox, as well as John Sculley of Apple Computer and Tina Brown, publisher of *Vanity Fair*.

MTV benefit

No, it's not Live Aid II, but MTV is sponsoring a live four-hour concert to be cablecast July 14th from the Knebworth estate outside London, featuring performances by Tears for Fears, George Michael, Paul McCartney, Phil Collins, Pink Floyd, Mark Knopfler, Elton John and Eric Clapton. It is to benefit the Nordoff-Robbins Music Therapy Centre, which treats autistic and disabled children. MTV will sponsor a national "Lord of the Mansion" contest, giving the winner a trip to the concert and \$10,000. Volkswagen is the event's major sponsor. Radio stations will also be allowed to carry the event, but their transmissions will be independent of MTV's transmission.

The Learning curve

In major systems agreements, The Learning Channel said it signed new deals totaling 2 million subscribers over the next two years, which will give the network 25 million subscribers by next spring.

Sports News Network has signed an affiliation agreement with United Artists, but no specific subscriber counts were

Comsat brings baseball's Burns to video enterprises team

He leaves job at MLB to join Comsat Video as VP, sports and international

Bryan Burns, architect of Major League Baseball's current exclusive television and radio rights contracts with CBS-TV, ESPN and CBS Radio, and of the league's expanding international distribution, said last week he will leave his post as MLB senior vice president to become vice president, sports and international, for Comsat Video Enterprises (CVE), the TV distribution division of Communications Satellite Corp.

Burns will be charged with negotiating sports TV distribution rights and sports

franchise acquisitions, as well as heading CVE's international programing development and distribution.

Recuperating from back surgery undergone May 14, Burns told BROADCASTING that his position will allow him to seek to "create niches where niches don't yet exist" in all kinds of programing. However, he said, "in the near future, there is an awful lot of work in sports to be done," including handling CVE's general partnership interest in the Denver Nuggets National Basketball Association team, acquired earlier this year (BROADCASTING, Oct. 23, 1989).

"There are a lot of sports rights out there that people have not found a way to exploit," he said, mentioning the general theory that college alumni spread across the nation may prove a viable market. "I like to think that I can provide simple solutions to complicated problems." The solutions, he said, will have much to do with a variety of CVE technological advances, including digital video compression and direct broadcast satellite reception. "Combining innovative programing with Comsat's technical capabilities will be magical," he said.

Claiming status as the largest distributor of satellite delivered TV programing to the

Satellite Footprints

Ku-band to top Opryland bill. Ku-band satellite services and digital video compression technology will top the agenda July 9-11, when the home dish industry meets at the Opryland hotel in Nashville July 9-11, said Nashville '90 host, the Satellite Broadcasting and Communications Association.

Attendees of two of the first July 9 panels are scheduled to meet executives from several Ku-band direct broadcast satellite (DBS) proponents. Seated on the "Impact of K Band DBS Services on the Satellite Dealer" panel will be Jim Ramo, vice president of Hughes Communications, partner with NBC, Cablevision Systems and News Corp. in Sky Cable, which announced plans last winter to launch a 200 watt direct-to-home TV and radio service in 1993-94 (BROADCASTING, Feb. 26); David Beddow, vice president and general manager of K Prime Partners, a 10-channel, 45 watt DBS service to be launched early next year by a consortium of cable operators, including Telecommunications Inc. and Time Warner (BROADCASTING, June 19, 1989); Stanley S. Hubbard, president of Hubbard Broadcasting, the only other high-power DBS permittee to have gained an equity investor (in Nationwide Insurance and subsidiary Nationwide Communications), and Charles Ergen, DBS permittee and president of satellite equipment manufacturer Echospere.

Among the scheduled panelists for another workshop devoted to digital video compression—a technology that Sky Cable has said will allow it to deliver two, six or more video signals per transponder by the 1994 time frame—are Joe Flaherty, vice president, engineering and development, for CBS, and Jerrold Heller, executive vice president of General Instrument's Videocipher division. H. Taylor Howard, director of research for Chapparral Communications, will moderate. Also scheduled as keynote speaker for the show is Robert Wussler, president of Comsat Video Enterprises, proponent, along with Videocipher, of a video compression system. GI's DigiCipher compression system is to be demonstrated throughout the three-day show.

Encryption standard wait watch. Staff for Senator Al Gore (D-Tenn.) (one of the home satellite industry's staunchest advocates on Capitol Hill) declined to pronounce judgment on news that K Prime Partners had chosen to break with General Instrument's de facto industry standard Videocipher II Plus and instead choose Scientific-Atlanta's B-MAC satellite transmission and encryption equipment for delivery of its medium-power direct broadcast satellite (DBS) service, beginning early next year (BROADCASTING, May 21).

Asked if the senator, who last year prompted a second FCC

inquiry into the need for an encryption standard, was now concerned that the introduction of a second descrambler on the market might confuse consumers or hurt industry growth, the Gore aide said: "The proof will be in the application. It is premature to criticize, and criticism implies that you want to lock in GI in perpetuity. The whole DBS picture," he said, "is likely to go through many developments and increased competition." The Satellite Broadcasting and Communications Association took a similar position, noting that VC-II owners will not be required to purchase any more hardware to receive the K Prime service.

Sky churches. GE American Communications said last week that it had signed yet another programmer, VISN Group Inc., to one of two of its next-generation C-band cable distribution satellites, Satcom C-3. VISN, a basic cable service offering religious, information, education and entertainment programing associated with the Roman Catholic, Protestant, Greek Orthodox, Jewish and other "mainline religious groups," said GE, is currently a GE customer carried on Satcom III-R. C-3 is scheduled to be launched in 1992.

Hotel HDTV from enterprising Comsat. Comsat Video Enterprises, on the heels of hiring Major League Baseball Senior Vice President Bryan Burns, announced last week that on June 30 it will coordinate live distribution of *Dionne Warwick's AIDS Benefit Concert* to approximately 20 U.S. hotels—most of which will be equipped with high-definition television receiving and projection equipment. Other partners in the project include NHK Enterprises USA, which is producing the Los Angeles Amphitheater event in HDTV, Scientific-Atlanta, which will provide HDB-MAC high-definition satellite transmission and encryption equipment, and Telesis, which is staging the concert. "This event is the introduction of a new form of electronic entertainment for American audiences and provides major opportunities in the areas of commercial, scientific and educational video distribution," said Al Norcott, vice president of technology for CVE. "We're excited about the boost this is going to give HDTV."

Another indication of CVE's increasingly high profile came with its announcement that, beginning June 1, it will promote "Star Watch Sweepstakes" via 30- and 60-second spots in its ESPN and CNN Headline News and 90-second spots in its own between-movies free time. The grand prize winner of the sweepstakes, which will run through August, will receive first class airfare to Hollywood, four nights of hotel accommodations, limousine and other services for up to four people.

—PDL

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U.S. lodging industry (serving more than 310,000 hotel rooms in 1,700 hotels), CVE last August came under the wings of a new president, Robert Wussler, who, said Burns, is "putting together an impressive team," including Arthur Sando, former vice president with Turner Broadcasting System, and Char Beales, former National Cable Television Association vice presi-

dent.

"Sports and international development play an important role in CVE's future plans," said Wussler. With experience at both the league and team levels—before joining MLB in 1985, Burns had served as marketing and broadcasting director for the Kansas City Royals baseball team—Wussler said, Burns "will be invaluable to

establishing the necessary liaisons and efficiency in handling our recent acquisition of a general partnership interest in the Denver Nuggets." Wussler undoubtedly valued Burns's international contacts. Since Jan. 1, Burns said he has traveled to Tokyo (three times), Seoul, Sidney, London, Paris, Barcelona, Madrid and Cannes to negotiate international rights for baseball. —PDL

Biondi describes shape of media to come

In keynote address to AWRT, Viacom executive says consumer choice, globalization and technology will influence media power in 1990's

Keynote speaker Frank Biondi Jr., president and chief executive officer of Viacom International, said three issues will dominate "Media Power in the 90's"—consumer choice, the globalization of the media and technological developments. "Those trends will tell us a lot about the shape of media power" in the decade ahead, he said.

Biondi said the dynamic of consumer choice "is still not very well understood," as consumers will push toward video on demand. No one would have predicted 10 years ago that consumers would pay for two pay TV networks showing the same product, he said, but they did because they wanted choice and convenience. "The most powerful technological device in the 1980's," he said, "is the remote control."

"There will be an explosion of media options in Western Europe" in the next decade, he said. "The 90's will be great if you're making programing." The Pacific Rim also holds great promise, he said, but may not open up until the late 1990's.

The move to digital technology and associated video compression could presage dramatic changes, Biondi said. Video compression could not only work for Sky Cable, but also cable operators and broadcasters as well he said. Video compression would not only lower the cost per channel, but opens up all sorts of options, he said, and every presumption that consumers only wanted three, or 12, or 36 channels has been proven wrong.

As to changes in the media, Biondi said there has been an enormous increase in the cost of action pictures in Hollywood, driven partly by television producers being able to produce dramatic movies for \$5 million to \$7 million. "The real question is whether ancillary markets can grow as fast," such as pay TV, to pay for the increases, he said. "The prices may not be doable."

Cable remains "a pretty strong business," and how far it will go beyond 70% penetration will depend on the quality of the programing and the aging of the younger generation, which is used to paying for television, he said.

The broadcast networks "have a very difficult task," he said, because they have the aggregate audience everyone is chipping away at. Biondi said he expects there will be a lot of vertical integration in the 1990's, with studios owning networks or vice versa, once finsyn is resolved. "I think that will happen and that will probably be



Frank Biondi

healthy," he said.

The pay TV business "has to change," he said, and he sees \$5 and \$6 retail rates "as very viable options." He also sees pay distribution via DBS, although not necessarily HBO or Showtime.

Although growth isn't necessarily double-digit for radio and TV stations, Biondi said "we like them because they are local.... They still have great margins." The key will be in the management, which holds true for all the media, he added.

Most media companies have savvy management, he said. What makes some stand out from others is the execution. There is "an enormous premium on execution," he said, which will only get more challenging as times get more complex in the next decade.

AWRT panel addresses indecency issue

"Parents have the right to know when objectionable material is on the air," said Jeff Pollack, Pollack Media Group. It was about the only view agreed on by all the participants at The American Women in Radio and Television (AWRT) panel "First Amendment Power: The Indecency Issue" agreed on. The panel was held in conjunction with the organization's 39th annual convention at the Capital Hilton in Washington May 18.

Moderator Ed Hummers of Fletcher, Heald & Hildreth quoted the FCC indecency definition as "language that describes in terms patently offensive as measured by community standards." He said many broadcasters find "this definition is too vague for reasonable enforcement."

The vagueness of the definition, said

Timothy Dyk, Jones, Day, Reavis and Pogue, forces responsible broadcasters "to guess at their own peril."

"Everybody is against indecency, whatever that is," said Pollack. But, he said, "parents do not have the right to restrict broadcasting of this material." Parents, he said "have to set up parameters on what's right and what's wrong."

The Supreme Court in *Pacifica*, said Joseph J. Riley, was designed to protect people from "unintentionally and unwillingly having patently offensive material come into the privacy of their homes" (BROADCASTING, July 10, 1978).

Robin Breeden, WPGC(FM) said choice belongs to viewers and listeners. "If you don't like it, change the channel." Breeden was sitting in for Joan Rivers.

Said Riley: "To ask people merely to turn the dial is not sufficient, because it is like a physical attack on the street."

Pollack cited a report put out by the Roper Organization in October 1989 that showed, he said, "Americans believe that viewers, not the government, not pressure groups, not advertisers, not even the networks, should decide what people see and hear on television."

Riley said that the "protection of public morality is an issue that the government has a role in." He later predicted that the Justice Department, within the next 12 months, will prosecute cable services that violate federal indecency laws.

FCC Commissioner James Quello supported that contention and said that of "the 95 indecency complaints filed last year at the commission, 87 were dismissed. Those that the commission acted on, he said, contained "language so obviously gross that no reasonable person would say that it should be on the air at anytime."

Congressman Constance Morella (R-Md.) said "Congress has acted with regard to indecency and has decided that there is no safe harbor."

Added the commissioner: "Public opinion is overwhelmingly with us."

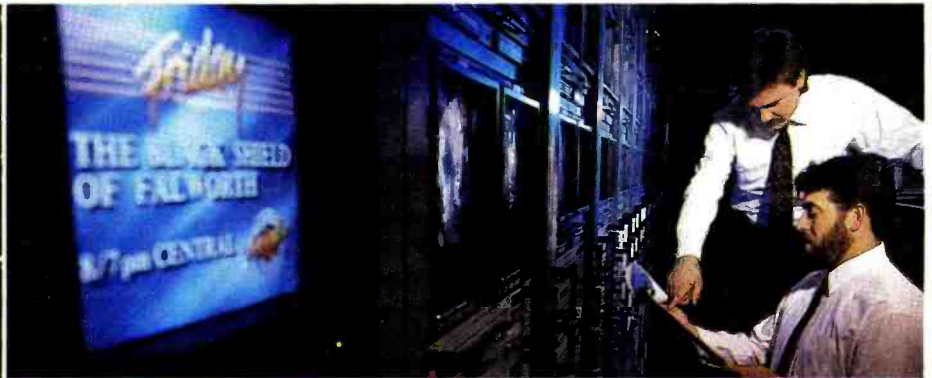
Dyk said that public opinion should not matter because "the purpose of the First Amendment is to protect the minority."

"That's true of political speech, I doubt if most people would agree that that's true of indecent or obscene speech," said Quello. The discussion was often confrontational, leading Quello to quip: "I'm the only one on the panel with [an FCC] vote." Then he challenge Pollack: "If you have any objections, takes us to court and see how we come out."

Said Pollack: "I'm not sure a radio station can afford to do that." —PJS

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ABC and NBC unveil their prime mo

ABC keeps 'Twin Peaks' in schedule noted for some risky business; Tartikoff says NBC's 1990-91 schedule has most comedies in 25 years

ABC got high marks last week from some affiliates and advertisers for taking some risks in its announced 1990-91 prime time schedule. The network was praised for its effort to build on the momentum it achieved this season in narrowing the gap with first place NBC in both households and key selling demographics.

Calling it a schedule that he feels confident will keep NBC in the number one

position next year, Brandon Tartikoff, president, NBC Entertainment, announced NBC's fall lineup to advertisers last Wednesday in New York. With nine new series overall, it boasts the most comedies (16) on an NBC schedule since the 1965-66 television season.

ABC

Some affiliates said ABC should have canceled more shows than it did, and suggested the Saturday reshuffling (*Young Riders*, *China Beach* and *Twin Peaks*) represented too much risk for too little gain. Others also questioned whether the addition

of a second too much of

The network but one night, *MacGyver* at 8, *day Night Football*.

ABC has ordered six the fall season, including hours and two new hours. include three new sitcoms an. *Funniest...Part II*, which is be. with the hit midseason video show, *ca's Funniest Home Videos*. *Videos* w. highest rated new program of the 1985 season, often finishing in the number on.

**Prime time:
head to head,
night by night**

Sunday

	ABC	NBC
7	Life Goes On	Hull Street High*
8	America's Funniest Home Videos	Signs of Life*
9	America's Funniest Part II*	
10	Sunday Night Movie	Sunday Night Movie
11		

* indicates new program.
† indicates new time.
†† indicates new day and time.

Monday

	ABC	NBC
8	MacGyver	Fresh Prince of Bel Air*
9		Ferris Bueller*
10	Monday Night Football	Monday Night Movie
11		

Thursday

	ABC	NBC
8	Father Dowling	The Cosby Show
9		A Different World
10	Gabriel's Fire*	Cheers
11	Prime-Time Live	L.A. Law

Tuesday

	ABC	NBC
8	Who's the Boss?	Matlock
9	Baby Talk*	
10	Roseanne	Heat of the Night
11	Coach	
12	thirty-something	Law and Order*

Friday

	ABC	NBC
8	Full House	Quantum Leap††
9	Family Matters	
10	Perfect Strangers	Night Court†
11	Going Places*	Wings†
12	20/20	Midnight Caller†

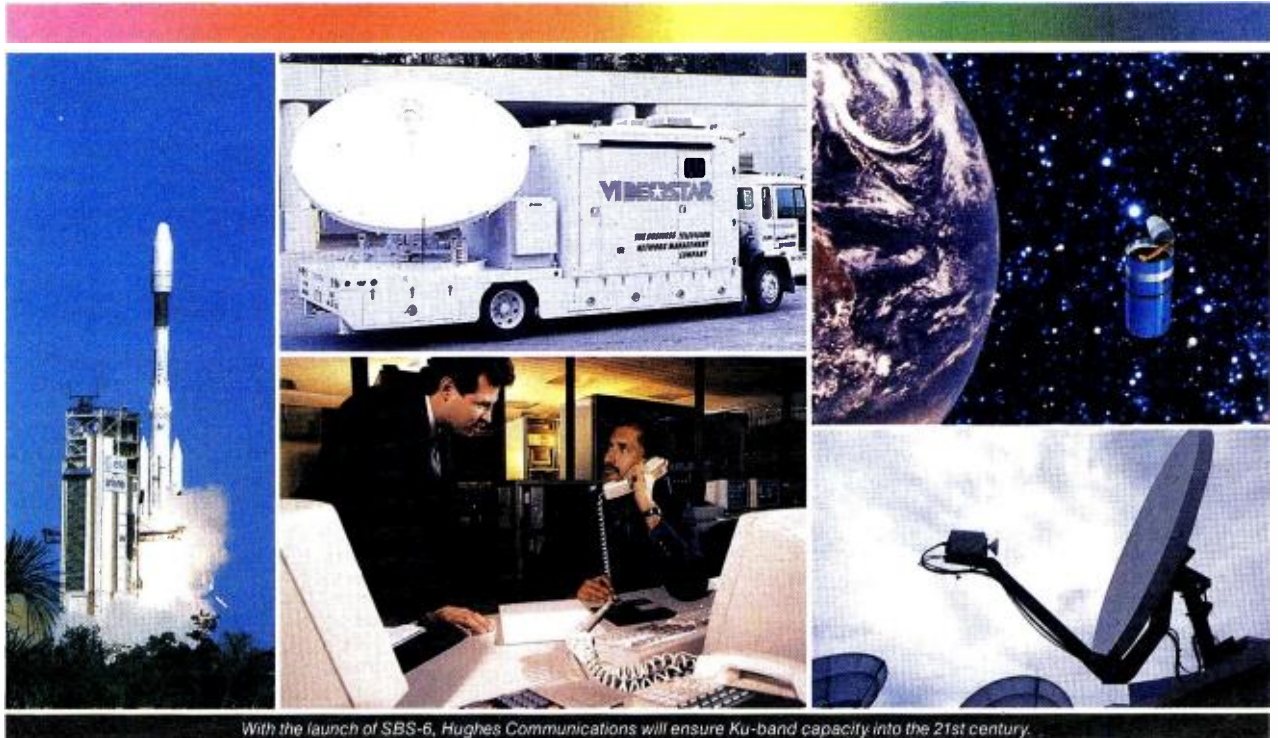
Wednesday

	ABC	NBC
8	Wonder Years††	Unsolved Mysteries
9	Growing Pains†	Fanelli Boys*
10	Doogie Howser	Dear John†
11	Married People*	
12	Cop Rock*	Hunter†

Saturday

	ABC	NBC
8	Young Riders††	Parent-hood*
9		Working it out*
10	China Beach††	Golden Girls
11		Empty Nest
12	Twin Peaks††	Carol & Co.
1		American Dreamer*

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ABC's new entries 'Cop Rock,' 'Going Places' and 'America's Funniest...Part II'

spot.

The one-hour programs include Steven Bochco's *Cop Rock*, described by ABC as an experimental program form blending rock and opera music genres with police drama. It is the second program picked up by ABC under the long-term development deal it made with Bochco two years ago. The first program, *Doogie Howser, M.D.*, has been renewed for a second season.

The other drama is a crime show called *Gabriel's Fire*, with James Earl Jones playing the lead as an ex-convict working as an investigator for a socialite defense attorney. Remaining in production for backup use next season are two shows, *Head of the Class*, which debuted in September 1986, and this midseason's *Equal Justice*.

Canceled shows include *Brewster Place*, *Capital News*, *Anything But Love*, *Elvis*, *Mission Impossible*, *Just the Ten of Us*, and *Saturday Mystery Movies*, with the exception of the *Columbo* segment, which will return as a series of movies.

The network's "risk" strategy, observers pointed out, applies as much to the shows it is bringing back as to those it is picking up. Four shows that have been praised for their quality, but that have lagged in the ratings have been renewed by the network—*Twin Peaks*, *China Beach*, *Young Riders* and *Life Goes On*.

The first three of those programs are moving to Saturday night with *Young Riders* leading off, followed by *China Beach* and *Twin Peaks*.

Paul Isacsson, executive vice president, broadcast programming and purchasing, Young & Rubicam, credited ABC with taking some risks, but questioned the network's Saturday scheduling strategy. "It's better than cancellation, but it's close," he said of the fate of the three shows placed there for next season. "They've made it very hard for us to buy them there. Saturday night is not for young people."

Isacsson also said that serial shows "can't get arrested" when scheduled on Saturday nights. ABC is taking some steps to address that. ABC Entertainment President Robert Iger said last week that *Twin Peaks* would be "less serialized" next season, adopting more of a *Hill Street Blues*-type format with several overlapping story lines.

Saturday night may play host to an anachronistic matchup—two westerns going against each other—if CBS keeps *Paradise* at 8 p.m., opposite *Young Riders*. Vietnam may also be fought on two networks that night. With *China Beach* set for 9 p.m. on ABC, it remains to be seen what

CBS does with *Tour of Duty*, now in the same time period. The latter show, however, is said to be on CBS's endangered species list. (The network is scheduled to announce its lineup this week.)

"Overall I view ABC's new lineup as more positive than negative," said Isacsson. "They deserve credit for taking some shots, such as with *Cop Rock*. There is certain risk involved. But they seem to have plenty of development and backup, and I suppose this is the way one programs in this era. Everybody is looking for the new *Simpsons*, something new and different."

Reaction from stations on the new schedule was generally upbeat. However, some stations, particularly those carrying six nights a week of the syndicated version of *Jeopardy!*, were not overjoyed with the network's decision to try a game show block in prime time this summer, including another version of the game (with the same host, Alex Trebek), coupled with *Monopoly* (BROADCASTING, May 21).

But generally, affiliates seemed pleased with the ABC programming moves in store for next season. "I think the new lineup reflects the strength of the network," said Dick Warsinske, programming director, KOMO-TV Seattle. "There aren't massive changes. Three years ago, every key time period had a new show in it," he said.

Warsinske also said the network is in good shape to build on its momentum. "No new show will have to stand alone," he said. The network's three new comedies next season will air after proved performers. *Who's the Boss?* will lead into the new *Baby Talk*, starring Connie Sellecca, based on the film, "Look Who's Talking." *Doogie Howser* will launch *Married People*, about three couples sharing a New York brownstone. On Friday, *Perfect Strangers* will lead into *Going Places*, starring Heather Locklear, about four would-be comedy writers sharing a beachhouse and working on a new video show in California.

Some questioned the strength of the network's new comedy development this year. "Heather Locklear is not exactly a household name in the comedy business," observed one source. The same can be said about Sellecca, who's most well known series role was the female lead in ABC's serial *Hotel*.

"She has matured as a television star," Isacsson said of Sellecca. "But I think the time period for this show, sandwiched in between *Boss* and *Roseanne* is an awful big help to this concept. I personally find it gratifying."

The network also said seven new projects

remain in development. In the hour drama category, ABC said it was working on *Tag Team*, about wrestlers-turned-cops (Indieprod Disney); *The Company*, about the CIA (Warner Bros); and *True Believer*, based on the movie (Columbia). Sitcoms in development include *The Ray Sharkey Show*, revolving around a family grocery store (Ed. Weinberger and Columbia); *The Principal*, set in an elementary school (Carsey-Werner), and *The Boys*, a comedy musical created by Debbie Allen. ABC Productions is developing *My Life and Times*, about the recollections of an 85-year old man in 2035.

—SM

NBC

Series not making the grade include *227*, *ALF*, *The Hogans* (which NBC decided not to renew and CBS picked up for the fall), *Baywatch*, *Hardball*, *Mancuso*, *FBI*, *True Blue*, *Nasty Boys*, *My Two Dads* and *Shannon's Deal*. *Amen* has been given backup status and *The Walt Disney Hour* may be back as *The Disney Comedy Adventure Hour*, made up of half-hour mini-movies. "I didn't think it would be right to deprive America of getting to see Michael Eisner every week," Tartikoff quipped.

Speaking to members of the press after the presentation to advertisers, Tartikoff said the schedule set a tone of returning NBC to being the young, contemporary adult network. "All told, the dramas and comedies on the schedule are very reminiscent for me of the 1982-83 season which was a banner year of development, producing such shows as *Cheers* and *St. Elsewhere*. Many of the shows introduced that year went on to multi-year success," he said.

Looking back to the just-concluded season, Tartikoff said he was disappointed with several fall shows—he specifically cited *Hardball*, *Mancuso*, *FBI* and *Sister Kate*—that had strong concepts but failed because they were unable to maintain their level of writing in the jump from pilot to series. Of *Mancuso*, *FBI*, Tartikoff said discussions have been taking place with series star Robert Loggia for him to play the character in a slate of made-for television movies, similar to the Perry Mason movies.

On Monday night, Tartikoff said the network had gone back to the strategy that had made NBC successful. Replacing *ALF* from 8-8:30 p.m. is *Fresh Prince of Bel Air*, a show about a tough kid from Philadelphia who is sent to live with his relatives in Bel Air. Starring Grammy award-winning

Join the club

DIC Enterprises has signed Eric Schotz and Kevin O'Donnell to produce "Club Mario," a new live-action five-minute segment intended to "freshen" *Super Mario Bros. Super Show* for its second season of syndication in 1990-91 (BROADCASTING, May 14), according to a spokeswoman for distributor Viacom Enterprises. The Viacom spokeswoman said the ratings have continued to meet the supplier's expectations and that alterations in the live-action segment of the program are intended as a normal "sweetening" of *Mario Bros.*, which is entering its second year of two-year contracts with client stations (147 stations, 90% coverage).

DIC Enterprises, which is set to produce 65 "Club Mario" segments for each episode, will move co-hosts Captain Lou Albano and Danny Wells out of the current live-action segment but will continue to use their voices in animated segments. The new "Club Mario" segment will be hosted by two yet-to-be cast standup comedians, according to John Michaeli, vice president, advertising and publicity, DIC Enterprises.

Mario has held steady in the ratings, ranking sixth in last February's Cassandra (NSI) sweeps with a 2.7 rating/8 share, identical to the score it tallied in its first November (1989) sweeps. The early fringe children's program ahead of *Mario* last February included Buena Vista Television's *Chip 'n' Dale's Rescue Rangers* (4.5/11) and *Duck Tales* (4.1/11), Group W's *Teenage Mutant Ninja Turtles* (4/11), Claster Television's *Muppet Babies* (2.9/10) and Warner Bros. Domestic Television's *Alvin and the Chipmunks* (2.8/9).

rap musician The Fresh Prince, Tartikoff predicted this would be the "first hit-the-ground-running" comedy since *Golden Girls*. He also said the show has tested higher among teens than any series ever, including *The Cosby Show*, and that it "is a possible 30-plus share show." Produced by Stuffed Dog Co. and Quincy Jones Productions in association with NBC Productions, Quincy Jones, Andy Borowitz, Susan Borowitz and former Fox television executive Kevin Wendle serve as executive producers.

The other new series on Monday night is *Ferris Bueller*, starring Charlie Schlatter, based on the John Hughes theatrical "Ferris Bueller's Day Off." The show is produced by Mayish Productions in association with Paramount Network Television.

From 9-11 p.m., *NBC Night at the Movies* returns. Executives had been contemplating dropping either the Sunday or Monday movie night, but Tartikoff said in the case of Monday night, the movie had been performing well enough against ABC's *Monday Night Football* to warrant its return.

On Tuesday night, the schedule from 8-10 p.m. remains the same with *Matlock* and *In the Heat of the Night* returning, but *Law and Order* takes over the 10-11 p.m. slot vacated by *Midnight Caller*. Tartikoff said the idea was to take advantage of the strength of *In the Heat of the Night* to launch the new show. The new show, starring Michael Moriarty and George Dzundza, switches from focusing on two

detectives in the New York city police department to two assistant district attorneys. Produced by Wolf Films in association with Universal Television, Dick Wolf is executive producer.

Wednesday night, said Tartikoff, is designed to take advantage of the strength of *Unsolved Mysteries* (8-9 p.m.) by launching *The Fanelli Boys*, a new comedy, in the 9-9:30 p.m. slot. He said the show was an older skewing comedy which would serve as a good lead-in to *Dear John*. The new series focuses on a widowed mother of four adult sons, who orders her children to move back home so that they can straighten out their lives. From the former writers and producers of *Golden Girls*, the show is produced by KTMB Productions in association with Touchstone Television.

Dear John returns to its 9:30-10 p.m. time slot, and *Hunter*, a staple on Saturday night, moves to the 10-11 p.m. time period replacing *Quantum Leap*, which moves to Friday night.

Thursday was the only night of the week that goes into the fall untouched. On the return of *Grand* (9:30-10 p.m.), Tartikoff admitted that its renewal was part of the agreement reached during negotiations that were held between the network and Carsey-Werner for the renewal of *The Cosby Show*. Despite the contractual agreement, Tartikoff said he had decided to renew the show, based partly on its potential, and partly on his belief that Carsey-Werner would make the necessary adjustments in the second



Returning vet 'Cosby'



and renewed 'Grand'

CLOSED!

WOYE-FM, Mayaguez, Puerto Rico, to Prime Time Radio Corporation, Rafael Oller and J.P. McCloskey, Principals from Pepino Broadcasters, Inc., Felix A. Bonnet Alvarez and Family, Principals, for \$2,660,000.

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year, just as they did in the second year of *A Different World*.

As it did last year, NBC enters fall with a completely reworked lineup on Friday night. Saying this was the first time that he had a Friday lineup of returning shows, Tartikoff said the idea was "to take four time period winners, all demographic bullseyes, and move them en masse to Friday night." Replacing *Baywatch* from 8-9 p.m. is *Quantum Leap*, which Tartikoff said was designed as an 8 p.m. show from the start. *Night Court* (9-9:30 p.m.), moved from Wednesday night, serves as the lead-in for *Wings* (9:30-10 p.m.), which outperformed *Grand* in the Thursday 9:30-10 p.m. time slot. *Midnight Caller*, moving from Tuesday night at 10 p.m., takes over the 10-11 p.m. slot.

Saturday night, said Tartikoff, "will be the new golden age of comedy," with a lineup of solid family entertainment. *Parthenood*, based on the recent theatrical and starring Ed Begley Jr., opens the night from 8-8:30. The network had been considering giving the show a double airing each week, on different nights, but Tartikoff said he is now just concerned with getting the show up and running on one night first. Executive producers of the theatrical, Ron Howard, Brian Grazer, Lowell Ganz and Babaloo Mandel, serve in the same capacity on the series, and *St. Elsewhere* veteran Allan Arkush is producer and director. The show is produced by Imagine Television.

Also new to the Saturday lineup is urban comedy *Working It Out*, starring Jane Cur-

tin and Stephen Collins, about the relationship of two divorced people. Bill Persky serves as executive producer, writer and director of the 20th Television production.

Returning series on Saturday night include *Golden Girls* from 9-9:30, *Empty Nest* from 9:30-10, and *Carol & Company* from 10-10:30. Closing out the night is another new comedy, *American Dreamer*, starring Robert Urich and Carol Kane. Urich, who up to this point has starred in only one-hour action dramas, plays a widower who drops his job as a television foreign correspondent to raise his two chil-

dren and write a newspaper column. Gary David Goldberg, creator of *Lou Grant* and *Family Ties*, is the executive producer of the series from UBU Productions in association with Paramount Network Television.

Calling Sunday night a "five network shredder" (he included ESPN's presentation of professional football), Tartikoff said NBC finds itself in "the toughest competitive time periods we or any other network has had to dig itself out of." Because of their predicament and the success of ABC's *America's Funniest Home Videos* and Fox's *The Simpsons*, "we tried to go innovative



This week's tabulation of station and system sales (\$250,000 and above)

KSJX(AM)-KSJO(FM) San Jose, Calif. □ Sold by Narragansett Capital Inc. to Greater Pacific Radio Exchange for \$6.5 million. **Seller** is headed by Greg Barber and Jonathon Nelson and has interest in WYNK-AM-FM Baton Rouge; KEZO-AM-FM Omaha; KAYI(FM) Muskogee, Okla.; WPRI-TV Providence, R.I., and WTKR-TV Norfolk, Va. **Buyer** is headed by Harold Frank, and has interest in KTRO(AM) Port Hueneme and KCAQ(FM) Oxnard, both serving Ventura, California. Burr, Egan

and Deleage of San Francisco secured financing. KSKX(AM) is on 1500 khz with 10 kw day and 5 kw night. KSJO(FM) is on 90.7 mhz with 1 kw and antenna 186 feet below average terrain. **Broker: The Mahlman Co.**

KCKC(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California □ Sold by Riverdino Broadcasting Corp. to Pennino Broadcasting Corp. for \$4 million. Stations were part of earlier sale that fell through. **Seller** is headed by Jerome Maltz and interest in KDEJ(FM) Anchorage. Maltz recently sold KUNA(AM) Indio, Calif., to Pennino Music Co. for \$560,000 ("Changing Hands," Dec. 18, 1989). **Buyer** is headed by Jeannette Banoczi, John R. Banoczi and Evelyn B. Boulay, and is licensee of KUNA(AM) Indio and KBZT-FM La Quinta, both California. KCKC(AM) is on 1350 khz with 5 kw day and 500 watts night. KBON(FM) is on 103.9 mhz with 38 watts and antenna 2,533 feet above average terrain.

KFMF(FM) Chico, Calif. □ Sold by Fuller-Jeffrey Broadcasting Co. to Nova Broadcasting for \$2.1 million. **Seller** is headed by Robert Fuller and J.J. Jeffrey and has interest in WBLM(FM) Portland, Me.; WOKQ(FM) Portsmouth, N.H.; KJLY(AM) Des Moines and KJLY-FM Ankeny, both Iowa, and KRXC(AM)-KRXQ(FM) Sacramento, KHOP(FM) Modesto, KSRO(AM) Santa Rosa and KHTT(FM) Healdsburg, all California. It recently sold KLRB(FM) Santa Cruz, Calif., to Viacom Inc. for \$5.75 million ("Changing Hands," May 14). **Buyer** is headed by Gregg Peterson and recently purchased KTME(AM) Lampoc and KRQK(FM) Santa Maria, both California, for \$1.427 million ("Changing Hands," Feb. 2). KFMF(FM) is on 93.9 mhz with 2 kw and antenna 1,128 feet above average terrain. **Broker: Media Venture Partners.**

WKQZ-FM Midland, Mich. □ Sold by Josi Broadcasting Corp. to Windward Communications Inc. for \$2.011 million. **Seller** is headed by Thomas J. Beauvais and Gregory Theokas and has no other broadcast interests. **Buyer** is headed by R. Charles McLravy, George H. Arbaugh Jr. and G. Woodward Stover II. McLravy is 70% owner of Benko Broadcasting Co., permittee of WLAJ-TV Lansing, Mich. WKQZ-FM is on 93.3 mhz with 39.2 kw and antenna 554 feet.

WTCE(TV) Fort Pierce and wetr-TV Key West, both Florida □ Sold by Palmetto Broadcasters Associated to Jacksonville Educators Broadcasting Inc. for \$1,172,589 (\$630,089 for WTCE(TV) and \$542,500 for wetr-TV). **Seller** is headed by Claude H. Rhea Jr., James Watson.

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Leading off the night from 7-8, replacing Disney, is *Hull St. High*, a musical comedy. Gil Grant is the executive producer of the show, produced by Gil Grant Productions in association with Walt Disney Television. *Signs of Life*, following from 8-9 p.m., is described as a "real-to-life mosaic showing how illness affects a patient both medically and personally, told from the patient's point of view." The series is produced by Ohlmeyer Communications Co. in association with Orion TV Entertain-

ment, with Jeffrey Lewis and Don Ohlmeyer as executive producers.

From 9-11 p.m., the network returns its *NBC Sunday Night at the Movies*, which had also been under consideration for removal but was returned due to the amount of restructuring that was needed from 7-9 p.m.

Tartikoff also announced that the network will hold discussions with Alien Productions, producers of *ALF*, about a one-hour finale episode to close out the show's four-year run. In several summer moves, Tartikoff said he has decided to

air *Quantum Leap* five nights in a row Monday-Friday, in the 10 p.m. time slot, from June 25-29. Also, he said Jane Pauley would host six summer specials and Maria Shriver would host one or two. He said the specials would probably be scheduled for 10 p.m.

□

NBC also announced its lineup of made-for-television movies, mini-series and broadcast presentations of theatrical movies. The slate includes 31 made-fors, featuring such stars as Mary Tyler Moore, Jessica

Gordon Gray and Brian E. Brightly, and has interest in noncommercial WKEB-TV Islamorada and WLCB-TV Leesburg, both Florida. **Buyer** is headed by Maurice Cadwalder, Paul F. Crouch, Jane Duff, Norman G. Juggert, Willi Ellison, Keith Deal, Julia Blanchard Jackson and Gregory L. Dampier, and is permittee of noncommercial WJEB(TV) Jacksonville, Fla. Cadwalder has interest in Community Educational Television Inc., licensee of KITU-TV Beaumont, KLUW-TV Harlingen and KETH-TV HOUSTON, all Texas, and permittee of noncommercial KRCM(FM) Barstow, Calif. Crouch has interest in Trinity Broadcasting Network, licensee of KTBN(TV) Santa Ana, Calif.; WLXI(TV) Greensboro, N.C.; WDLI(TV) Canton, Ohio, and KGHQ-AM-FM Hoquiam, Wash. WTCE(TV) is noncommercial on ch. 21 with 2,285.6 kw vis., 457.12 kw aur., and antenna 973 feet above average terrain. WETV-TV is noncommercial on ch. 13 with 23 kw visual, 2 kw aural, and antenna 529 feet above average terrain.

WHBG(AM) Harrisonburg and WRD(FM) Bridgewater, both Virginia □ Sold by Dean Communications Inc. to Clark Broadcasting Co. for \$1.25 million. **Seller** is headed by Robert Dean and has no other broadcast interests. **Buyer** is headed by Robert Flanagan and owns WCEI-AM-FM Easton, Md., and WKDW(AM)-WSGM(FM) Staunton, Va. WHBG is daytimer on 1360 khz with 5,000 watts. WRD is on 105.1 mhz with 3,000 watts and antenna 328 feet above average terrain. *Broker: Cecil L. Richards Inc.*

WDCQ(AM) Pine Island Center (Cape Coral), Fla. □ Sold by WDCQ Inc. to Network Properties of America Inc. for \$875,000. **Seller** is headed by Jerry J. Collins, who owns KPUP(AM) Carmel Valley and KPUP(FM) Gonzalez, both California. **Buyer** is headed by Jerry Fishman and has no other broadcast interests. WDCQ(AM) is on 1200 khz with 10 kw day and 1 kw night. *Broker: Donald K. Clark Inc.*

KNCY-AM-FM Nebraska City, Neb. □ Sold by Great Lakes Broadcasting Co. to Sunrise Broadcasting Corp. for \$675,000. **Seller** is headed by Carl Adams and has interest in WHAP Inc., licensee of KHAP(AM) Hopewell, Va.; WXVQ Inc., licensee of WXVQ(AM) DeLand, Fla.; Pecos Valley Broadcasting Co., licensee of KSPV(AM)-KTZA(FM) Artesia, Miss., and Amendment One Inc., licensee of WZTN(AM) Montgomery, AL. **Buyer** is headed by Joerg G. Klebe and is licensee of KBWH-FM Blair, Neb. CVC Capital Corp., parent of Sunrise Broadcasting Corp., holds 20% stock interest in Advance Broadcasting Corp., licensee of WGNV-AM-FM Newburgh, N.Y., and has interest in Wckx Enterprises, licensee of WCKX-FM London, Ohio. KNCY(AM) is on 1600 khz with 500 watts day and 31 watts night. KNCY-FM is on 97.7 mhz with 26 kw and antenna 300 feet above average terrain.

KAOI-FM Wailuku, Hawaii □ Sold by KAOI Communications Inc. for \$650,000. **Seller** is headed by Roger Whitehurst and has no other broadcast properties. **Buyer** is headed by John Detz, and recently purchased KHEI(AM) Kihei and KVIN(FM) Makewao, both Hawaii, for \$350,000 ("Changing Hands," April 9). KAOI-FM is on 95.1 mhz with 100 kw and antenna 1,250 feet. *Broker: William A. Exline Inc.*

Wwss(FM) Meredith, N.H. □ Sold by Latchkey Broadcasting Inc. to Michael R. and John H. Spector for \$525,000. **Seller** is headed by Gary A. Howard and William H. Forbes and has no other broadcast interests. **Buyers** are each 23.5% shareholders of The Radio-Active Group Inc., licensee of WSHQ(FM) Cobleskill and WSHZ(FM) Rotterdam, both New York. WSSS(FM) is on 101.5 mhz with 3 kw and antenna 302 feet above average terrain.

WSTX-AM-FM Christiansted, St. Croix, V.I. □ Sold by Suburban Caribbean Communications Inc. to Family Broadcasting Inc. for \$525,000. **Seller** is headed by Robert R. Hilker and William R. Rollins. Hilker has interest in WJJJ(AM) Christiansburg and WVV(FM) Blacksburg, both Virginia; WSVN(AM) Valdeso, WFXI(TV) Morehead City, WEGO(AM) Concord and WABZ(AM) Albemarle, all North Carolina, and WJOT-AM-FM Lake City, S.C. **Buyer** is headed by Luz A. James, Asta K. James, Leonie A. Sealey, Barbara James-Petersen, Gerald L. James II, Emmeth C. James and Kelsey Gerard James, and has no other broadcast interests. WSTX(AM) is on 970 khz with 5 kw day and 1 kw night. WSTX-FM is on 100.3 mhz with 38 kw and antenna 235 feet above average terrain.

KRXA(AM) Seward, KLAM(AM) Cordova and KENY(AM) Kenai, all Alaska □ Sold by Denali Broadcasting Company to TCT Communications Inc. for \$450,000. **Seller** is headed by John Lindauer and has interest in KAJD(AM) Juneau and

KVAK(AM) Valdez, both Alaska. **Buyer** is headed by Thomas C. and Patricia Tierney, husband and wife, and has no other broadcast interests. KRXA(AM) is fulltimer on 950 khz with 1 kw. KLAM(AM) is fulltimer on 1450 khz with 250 watts. KENY(AM) is fulltimer on 980 khz with 1 kw.

WBTB(AM) Beaufort and WZCY(FM) Newport, both North Carolina □ Sold by BD Communications Inc. to Brown Distributing Co. for \$425,000. **Seller** is subsidiary of Brown Distributing Co., and is headed by Jacob Brown and Philip Goldman. Goldman has interest in Edens Broadcasting Inc., licensee of KOY-AM-FM Phoenix; WRBQ(AM) St. Petersburg and WRBQ(FM) Tampa, both Florida; WRVA(AM)-WRVQ(FM) Richmond and WUDE(FM) Hampton, both Virginia, and KKLO-AM-FM San Diego. **Buyer** is headed by Larry E. and Betty Brown, husband and wife; Larry Brown is son of Jacob Brown. Don Shaver, Robert Brooks, Thomas D. Wright, Dominic D'Angelo V and Larry Vaughn are officers in BD Communications Inc., licensee of WZCY-FM Newport, N.C. WBTB(AM) is fulltimer on 1400 khz with 1 kw. WZCY(FM) is on 103.3 mhz with 100 kw and antenna 140 feet above average terrain.

WIMO(AM) Winder, Ga. □ Sold by Winder-Monroe Broadcasting Co. to Sherrie J. Miller for \$400,000. **Seller** is headed by Sidney K. Griffin and has no other broadcast interests. **Buyer** has no other broadcast interests. WIMO(AM) is on 1300 khz with 1 kw day and 59 watts night.

KBNP(AM) Portland, Ore. □ Sold by KBNP Radio Inc. to 2nd Amendment Foundation for \$320,000. **Seller** is headed by Richard A. Hodge and has no other broadcast interests. **Buyer** is headed by Alan M. Gottlieb and David L. Meholovich, and has no other broadcast interests. KBNP(AM) is on 1410 khz with 5 kw day and 250 watts night.

For other proposed and approved sales see "For the Record," page 71.

TV STATION SALES

\$91,000,000*

1st Quarter-1990

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Of the nine mini-series, two are adaptations of Jackie Collins's novels "Chances" and "Lucky," and two are adaptations of Danielle Steele's "Kaleidoscope" and "Fine Things." The Collins books will combined make a six-hour mini-series, and the Steele adaptations will be telecast back-to-back. Those four will be used to counter-program baseball playoffs and the World Series, which takes place in October. Other mini-series include *The Great Los Angeles Earthquake* (four hours), *FBI: The Outlaw Years* (four years), *The Godfather Wars* (four hours), *Grass Roots* (four hours), *Oldest Living Confederate Widow Tells All* (four hours), *The Ninja Murders* (four hours) and *A Woman Named Jackie* (six hours).

The theatrical releases scheduled for the 1990-91 season include "Three Men and a Baby," "Good Morning, Vietnam," "Shoot to Kill" and "Satisfaction." -sc

Petry blasts Paramount's 'Peeples' terms

Rep firm calls 'onerous' provisions including retention of four barter minutes and penalty for airing program outside promised time period

Paramount Domestic Television is generating some heat with its terms for *The Party Machine* with *Nia Peeples*, which the company hopes to launch as a companion piece to *Arsenio Hall* in January 1991 ("Closed Circuit," BROADCASTING, May 21).

Paramount's contract, dubbed "onerous" and "blatantly excessive" by rep group Petry Inc., calls for such measures as payment of "liquidated damages" if stations fail to broadcast *Peeples* in promised time periods and retention of four barter minutes per night.

In Washington, Paramount is taking *Arsenio* away from its owned station, WDCA-TV, effective January 1991, when the station's contract for the show is up.

Henry Yaggi, president and general man-

ager, WUSA(TV) Washington, the CBS affiliate there, confirmed that his station was acquiring *Arsenio Hall*, as well as *Peeples*, starting in January 1991. *Hall*, currently airing from 11 a.m. to midnight on WDCA-TV, will air at 11:30 p.m. on WUSA, with *Peeples* following at 12:30 a.m., Monday to Thursday. On Fridays, *Peeples* will air at 1:30 a.m. following the locally produced *Music Video Connection*.

The move is not just a blow for WDCA-TV. CBS also loses its affiliate in the ninth largest market for late night programming because the network does not accept delayed broadcasts of more than a half hour. "With that position, there really was no choice left," said Yaggi.

Yaggi declined to discuss the terms on which he agreed to pick up the two shows. "But this was not designed to eliminate [CBS late night programming]," Yaggi said. "This is a move toward a phenomenon in late night." *Hall* has been getting around a 4 rating on WDCA-TV, and should do better on more widely viewed WUSA, which was getting only 2 and 3 ratings with the now defunct *Pat Sajak Show*.

Some industry sources had read the Paramount WDCA-TV move as a possible signal that Paramount would take *Arsenio* away from stations who balked at *Peeples* terms, but Dick Williams, WDCA-TV general manager, said: "I can tell you unequivocally it had nothing to do with *Nia Peeples*." Paramount "decided they needed to take [*Arsenio*] to the next level," Williams told BROADCASTING. "We were a great opening act," he said, and Washington is "probably not the last market to have this happen." WDCA-TV did not get to the point of discussing *Peeples* with Paramount, but "I would be surprised if anybody would balk at the *Arsenio/Nia* combination," Williams said.

"We are concerned about the onerous nature of [the *Peeples*] contract as it stands," said Dick Kurlander, vice president, director of programming, Petry, in what he termed an "official Petry Inc. position." If the contract is "for real," Kurlander told BROADCASTING before news of the WDCA-TV deal switch, "there will be a lot of yelling and screaming. I think you will see *Arsenio* change stations in a lot of significant situations, because I think Paramount sees this as a chance to move to stronger

stations."

The four minute/three minute barter split during the week, plus the weekend hour of repeats, gives Paramount 54, 30-second spots per week, said Kurlander, who deemed the arrangement "blatantly excessive."

Kurlander, who termed "absurd" the contract's formula for cash compensation to Paramount, also called the hourly promotional demands "totally unreasonable. *Arsenio* incumbents will find themselves put in the position of being 'very interested' in the launch of the *Peeples* show," he said. "We suggest this might be an opportune time to just say no to this land grab, even if it means the potential loss of *Arsenio Hall*."

A survey of several stations around the country indicated that within the next month Paramount was likely to begin serious *Peeples* negotiations in a number of markets, and that those negotiations would meet with varied responses.

According to John Dorkin, vice president and general manager, WDRB-TV Louisville, "We run *Arsenio* at 11 p.m. and *Hawaii Five-O* at midnight, which is extremely successful. We pay a modest license fee [for *Hawaii*], and no barter, and to replace it, we would have to have something extraordinary. Paramount may try to put some pressure on by saying we'll take *Arsenio* elsewhere," Dorkin said.

"I would not want to hurt *Arsenio* in the process of trying to package [it with *Peeples*]," said Dorkin. "*Arsenio* is certainly a strong show now, and people who have him don't want to lose him." As for a prediction of Paramount's success rate with *Peeples*, Dorkin said, "Every market is different. Even in terms of those [contract] clauses, if I said I wouldn't agree with certain ones, I might get away with it. Generally, they make the kind of deal they have to make." -RG

Fate of 'House Party' undecided

With poor placement, declining ratings and possible replacement by 'Joan Rivers Show' in various markets, future of NBC-Group W production in doubt

NBC TV Stations President Al Jerome has indicated that his O&O station group will announce sometime this week if its joint production of hour strip *House Party* with syndicator Group W Productions will be canceled by the end of this summer. Faced with declining ratings on its seven owned-and-operated stations, a time slot downgrade on NBC's WMAQ-TV Chicago to 1:30 a.m. and its possible replacement by *The Joan Rivers Show* on WNBC-TV New York next fall, *House Party*'s future certainly seems in doubt.

Group W Productions executives declined comment for this story. However, it has been suggested from a station rep source that *House Party* (which debuted last January) is riding the bubble also on

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Syndication Marketplace

Warner Bros. Domestic Television Distribution's off-net half-hour sitcom, *The Hogan Family*, has added No. 6 ADI market WSBK-TV Boston to its 1990-91 clearance list, bringing its sales total to 76 stations and nearly 70% overall coverage nationally. *Hogan Family* has now cleared in eight of the top 10 markets, including WPIX-TV New York, KCAL-TV Los Angeles, WPWR-TV Chicago, WTXF-TV Philadelphia, KTVU-TV San Francisco, WXON-TV Detroit and KTXA-TV Dallas. Entering its sixth season on network television, *Hogan Family* stars Sandy Duncan and Jason Bateman will be leading show in its switch this fall to CBS's prime time schedule after five previous seasons on NBC.

Orion Television is prepping new talk show vehicle for 1991-92 season, *The Chuck Woolery Show*, featuring game show veteran who has hosted Lorimar-Telepictures' *Love Connection* for past eight seasons. Warner Bros. syndication officials say Woolery is committed to *Love Connection* "as long as it continues to stay on the air," but indicated there is some leeway in contract for him to pursue the Orion project. Orion sees Woolery show as early

fringe news lead-in for stations, but will apparently give show lighter entertainment slant so it can fill early daytime slots as well.

ITC and Interscope have signed an agreement whereby a long-form production unit, **Marble Arch Productions**, will change hands from ITC to Interscope. The latter will acquire Marble Arch's slate of network script commitments and ITC will cofinance the projects and have all the U.S. and foreign distribution rights to initial titles. ITC will also handle foreign distribution for all later Interscope network-generated projects. An ITC spokesman said no money will actually change hands in the swap for Marble Arch Productions. The network script projects Interscope acquires with Marble Arch include *Aftermath*, a two-hour telefilm for CBS; *Soldiers of Misfortune*, a CBS mini-series; *The Gulf Breeze Sighting*, an ABC mini-series; *The Last Go*, a two-hour ABC telefilm, and *San Antonio Cops*, a two-hour NBC made-for-TV movie. In the cable arena, the production unit is developing *Lucky and Lansky*, a two-hour movie for HBO, which will be produced by Lois Luger.

Westinghouse's five O&O stations. NBC's and Group W's owned stations account for just over 30% of the national coverage, while the rep source indicated that *House Party* "never quite achieved over 50% coverage in syndication."

Jerome confirmed that WNBC-TV is "committed" to picking up Tribune Entertainment's *Joan Rivers* for fall 1990 from competing WCBS-TV, which decided not to renew *Rivers* for another season two months ago. Although Jerome would not pinpoint where *Rivers* would be inserted in the weekday time slots, he said *House Party*'s 9 a.m. to 10 a.m. time slot is one of "several" morning slots under consideration. With the May sweeps near completion (two days remaining at press time), *House Party* is the lowest-ranked 9 a.m. show with a 1.3 rating/7 share in the nation's top market.

In Chicago, where *House Party* formerly occupied the 3-4 p.m. slot, WMAQ-TV has banished the Steve Doocy-hosted talk show to 1:30 a.m. because, as a station group source said, "it didn't shake out as a humorous program and just didn't have a chance to recapture the audience as an informational program." The source indicated that WMAQ-TV has signed a fall 1990 licensing agreement with Multimedia Entertainment for *Donahue* in the 3 p.m. slot, after being bounced out of successive Chicago slots on WFLD-TV, WGN-TV and WBBM-TV over the last several years. Since inserting "interim" half-hours *The Judge* and *Family Feud* April 23 in the 3-4 p.m. block, each scored 3.8/11 and 2.8/7, respectively, during the May sweeps, while *House Party* scored a February sweeps 1.7/5 in the same time period and measured a 1.2/4 in the current 1:30 a.m. slot during the May sweeps.

Jerome said KNBC-TV Los Angeles will continue airing the show in the 10-11 a.m. slot until further word. *House Party* scored a bottom-ranked 1.1/6 in the nearly completed May sweeps, finishing behind other hour talk shows *Live with Regis & Kathie Lee*'s 1.5/7 (on KCAL-TV) and *The Home Show*'s 2.5/12 (on KABC-TV). Allan Horlick, vice president and general manager,

WRC-TV, NBC's owned-station in Washington, stated that *House Party* will remain in its 9-10 a.m. slot until NBC makes a decision to cancel it, but he added that the morning slot was "open for experimentation" and largely has "all sorts of available multi-tiered programming sitting on the shelf" that has yet to catch on in that time period. Last May, the Washington station ran *Superior Court* and *Family Medical Center* in the hour slot with a combined 3/15 sweeps average, and a year later *House Party* seems to have lost close to 300% of those ratings with a 1.1/7 average. In Miami, WTVJ-TV runs *House Party* at 9 a.m. where its 1/6 score is severely trounced by competing station WPLG(TV)'s 7/32 top score with *Donahue*.

Officials from two other NBC O&O stations were unavailable, WKYC-TV Cleveland and KCNC-TV Denver, but NBC's Jerome acknowledged that "numbers have been somewhat disappointing across the board. However, I feel that this has been a huge step for NBC and Group W to undertake in the development of new and original programming." He added: "No one hits home runs each of his times at bat—more than 80% of the syndicated programs entering the market fail in their first season. In order to control the spiraling costs of programming, we [NBC and Group W] got together to produce an alternative for our affiliated stations.

One of several treatments are being considered for the 1991-92 news magazine, said Jerome. NBC News Productions has also stepped into the syndication business with LBS Communications to distribute the 1990-91 weekly half-hour *Memories*. Jerome said NBC's New York, Los Angeles and Chicago stations have committed to access carriage on Saturdays or Sundays, while the four other NBC O&O's are still deciding between early fringe and access airings of the nostalgia-based program. It is Jerome's hope the show will catch on enough to expand it for stripping in the 1991-92 season.

Jerome acknowledged that "one last attempt" was made recently by Tribune Entertainment officials to possibly sign a

group deal with NBC for its *Kelly & Gail* talk show, but "nothing came out of the discussions," and according to rep sources, the potential 1990-91 first-run strip is not going forward into syndication. As reported earlier, MCA TV's first-run talk strip *Studio 33, Hollywood* was also being touted to NBC station group executives, but also is apparently a jettisoned syndication project for fall 1990, according to sources. Tribune and MCA TV officials were unavailable for comment.

-MF

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Who gets how much in the Fifth Estate

Time Warner Co-Chairman Steven Ross made \$34.2 million in 1989, putting him at the top of BROADCASTING's sampling of Fifth Estate salaries, followed by Disney's Michael Eisner at \$9,589,360.

On the network side, CBS President and Chief Executive Officer Larry Tisch made \$1,325,866, while Capital Cities/ABC Chairman Thomas Murphy made \$1,081,132.



Time Warner's Ross



Viacom's Blonczy

Among the highest compensated in the group owner category are Ward L. Huey, vice chairman and president, A.H. Belo Broadcasting (five TV's), at \$526,574; Ken J. Elkins, senior VP, broadcasting, Pulitzer Publishing (one AM, one FM and seven TV's), at \$446,037, and Michael A. Wiener, chairman, Infinity Broadcasting (six AM's and 11 FM's), at \$411,500.

Cash compensation for executives includes salary and various types of bonuses given out to executives who meet performance goals, but does not include the exercise of stock options, which typically allow an executive to purchase stock at any time during a period of years at a set price.

Multimedia saw at least two multi-million-dollar stock options in 1989. President and Chief Operating Officer Jim Lynagh and cable division president, Donald Sbarra, exercised stock options worth (the difference between market value and exercise price) \$7.1 million and \$7.6 million respectively—during 1989 Lynagh was president of Multimedia Broadcasting.

<i>Company</i>	<i>1989 Title</i>	<i>Cash Compensation</i>
Ackerley Communications		
Barry Ackerley	Chairman/CEO	\$308,000
A.H. Belo		
Ward L. Huey	Vice Chairman/President, broadcasting	\$526,574
All American Television		
George Back	President	\$241,000
Joseph Kovacs	Executive VP	\$156,000
Burnham Broadcasting		
Peter Desnoes	Managing General Partner	\$202,645
William Fyle	President/GM, WLUK-TV Green Bay	\$142,849
Philip Nye	President/GM, WVUE-TV New Orleans	\$126,680
Michael Rosenberg	President/GM, KHON-TV Honolulu	\$123,582
CBS		
Laurence Tisch	President/CEO	\$1,325,866
Howard Stringer	President, CBS/Broadcast Group	\$875,769
Thomas F. Leahy	President, CBS Marketing Division	\$777,248
Neal H. Pilson	President, CBS Sports	\$624,441
Capital Cities/ABC		
Thomas S. Murphy	Chairman/CEO	\$1,089,132
Daniel B. Burke	President/COO	\$1,042,507
John B. Sias	Executive VP/President, ABC-TV Network	\$883,132
Michael Mallardi	Senior VP/President, Broadcast Group	\$753,314
Century Communications Corp.		
Leonard Tow	President/CEO/COO/CFO	\$1,690,000
Chris-Craft Industries		
Evan C. Thompson	Vice President/President, TV	\$750,000
Clear Channel Communications		
L. Lowry Mays	President/CEO	\$498,375
James Smith	Regional VP/GM, KTOK(AM)-KJYO(FM) Oklahoma City	\$147,678
William Hill	VP/GM, WOA(AM)-KAJA(FM) San Antonio, Tex.	\$112,504
Robert Scherer	VP/GM, WHAS(AM)-WAMZ(FM) Louisville, Ky.	\$107,914
Cosat		
Robert Wussler	President/CEO, video enterprises	\$264,427
Cosmos Broadcasting		
James R. Seferit	President	\$300,736
Disney		
Michael Eisner	Chairman/CEO	\$9,589,360
Frank Wells	President/Chief Operating Officer	\$4,819,680
Gary Wilson	Executive VP/Chief Financial Officer	\$2,000,000
Financial News Network		
Michael Wheeler	Executive VP	\$212,000
Great American Communications Corp.		
Charles Mechem Jr.	President	\$445,855
George Castrucci	Executive VP	\$435,286
Heritage Media Corp.		
James M. Hoak	Chairman	\$110,653
David N. Walthall	President/CEO	\$246,759
Paul W. Fiddick	President, Radio Group	\$186,185
James J. Robinette	President, TV Group	\$169,180
Home Shopping Network		
Roy Speer	Chairman/CEO	\$400,000
Lowell Paxson	Director/President	\$280,000
Infinity Broadcasting		
Michael A. Wiener	Chairman	\$411,500
Mel Karmazin	President/CEO	\$411,500
Jacor		
Terry Jacobs	Chairman/CEO	\$389,378
Jefferson-Pilot Communications Co.		
James Babb Jr.	President	\$290,130
King World		
Roger King	Chairman	\$1,665,000
Michael King	President/CEO	\$1,665,000
Stephen Palley	Executive VP/Chief Operating Officer	\$643,000

Company	1989 Title	Cash Compensation
Paul Hughes	Senior VP/President, Broadcast Division	\$350,000
Steven Hirsch	President, Camelot Sales Entertainment	\$325,000
MCA		
Lew Wasserman	Chairman/Director/CEO	\$900,000
Sidney Jay Sheinberg	President/Chief Operating Officer/Director	\$900,000
Multimedia		
Walter Bartlett	President/CEO	\$541,597
Peter A. Lund	Senior VP/President, Entertainment	\$427,810
Donald D. Sbarra	Senior VP/President, Cablevision	\$400,627
James T. Lynagh	Senior VP/President, Broadcasting	\$372,566
Omnicon Group Inc.		
Keith Reinhard	Chairman/CEO, DDB Needham Worldwide	\$865,459
Allen Rosenshine	Chairman/CEO, BBDO Worldwide	\$957,500
Orion Pictures Corp.		
Arthur Krim	Chairman	\$717,000
Eric Pleskow	President/CEO	\$717,000
Outlet Communications		
David Henderson	Chairman/President/CEO	\$845,679
Paramount Communications Inc.		
Martin S. Davis	Chairman/CEO	\$4,950,000
Price Communications		
Robert Price	President/CEO	\$382,524
Bill Bengtson	Senior VP, Television	\$130,562
James H. Meltzer	Senior VP, Radio	\$128,866
Pulitzer Publishing		
Ken J. Elkins	Senior VP, Broadcasting	\$446,037
Sage Broadcasting Corp.		
Leonard Fassler	Chairman	\$150,000
Gerald Poch	President	\$143,750
Scientific-Atlanta		
Sidney Topol	Chairman	\$681,935
Scripps Howard Broadcasting		
Richard Janssen	President	\$350,000
James P. Fox	VP, WBSB(FM) Baltimore	\$240,000
Frank Gardner	VP, WCPO-TV Cincinnati	\$217,000
Thomas Griesdorn	VP, WXYZ-TV Detroit	\$210,000
William J. Brooks	VP, WPTV(TV) West Palm Beach, Fla.	\$180,000
James H. Knight	VP, WEWS(TV) Cleveland	\$180,000
TVX Broadcast Group		
Aubrey Loving Jr.	Chairman	\$504,950
John A. Trinder	President/CEO	\$506,366
F. Gray Kiger Jr.	VP/Treasurer/Chief Financial Officer	\$405,999
Tele-Communications Inc.		
Bob Magness	Chairman	\$400,000
John Malone	President	\$400,000
J.C. Sparkman	Executive VP	\$275,000
John Sie	Senior VP	\$173,798
Telemundo		
Donald G. Raider	Executive VP/Chief Operating Officer	\$423,775
Carlos R. Barba	Senior VP, Programing and Promotion	\$376,374
Peter Housman II	Senior VP/Treasurer/Chief Financial Officer	\$280,987
W. Gary McBride	Senior VP, Marketing and Sales	\$257,421
Times Mirror		
Donald F. Wright	Senior VP	\$390,936
Time Warner		
Steven Ross	Co-Chairman/CEO	\$34,200,000
J. Richard Munro	Co-Chairman/CEO	\$2,450,001
N.J. Nicholas Jr.	President/Chief Operating Officer	\$1,973,559
Tribune		
Jim C. Dowdle	President/CEO, Broadcasting	\$550,035
Turner Broadcasting Systems		
R.E. Turner	Chairman/President	\$729,952
Gerald F. Hogan	VP, Entertainment Networks	\$499,518
Terence F. McGuirk	President, Sports and Cable Network Sales	\$392,221
Viacom		
Frank Biondi Jr.	President/CEO	\$1,387,923
John Goddard	Senior VP/President/CEO, Cable TV Division	\$1,056,598
Henry Schieff	Senior VP/Chairman/CEO, Broadcasting and Entertainment	\$950,000
Washington Post		
Joel Chaseman	Chairman, Broadcasting	\$397,301
Westinghouse		
Burt Starbar	Chairman, Broadcasting	\$713,326
Westwood One		
Norman Pattiz	Chairman, CEO	\$530,000

At Media General, Gerald W. Estes, a senior vice president, exercised options that had a net value of \$1.8 million.

At Disney, president and chief operating officer Frank Wells exercised options during fiscal 1989 worth \$46,126,000; Gary Wilson, executive vice president and chief financial officer, exercised options worth \$47,488,410; Richard Nunnis, president of Walt Disney Attractions, Disneyland and Walt Disney World Co., exercised options worth \$8,213,914, and Joe Shapiro, senior vice president and general counsel, exercised options worth \$1,591,472.

King World's executive vice president and chief operating officer, Steven Palley, exercised options that had a net value of \$502,932.



CBS's Tisch



KW's Roger King

Options exercised may have been granted to the executive as compensation over several years.

Bonuses can also be a significant source of compensation. For example, Disney head Michael Eisner has a base salary of \$750,000. However, he made \$8,839,360 in bonuses for, according to the proxy, "services rendered to the company during fiscal 1989." In Eisner's case, his contract provides an annual bonus equal to 2% of the amount by which the company's net income for the fiscal year exceeds the amount representing a return on stockholders' equity of 9% for the 1989 and 1990 fiscal years and 11% after 1990.

Time Warner's Steven Ross received \$29.4 million from "long-term bonus compensation trust accounts."

Cash compensation is not necessarily a measure of worth. Some executives own substantial pieces of a company and do not have high salaries. Jim Hoak, chairman of Heritage Media Corp., makes \$110,653 but also owns 80% of Heritage Class B common stock and 1.1% of Class A common stock. Media investor Warren Buffett also earns only \$100,000. —JF, GF

Westwood One cuts staff, trims shows

Simon, Soule out at NBC; Source operations expected to move to L.A. as six shows are canceled

Westwood One Radio Networks last week canceled six programs and eliminated an estimated 15 positions from its production and management staff in both its New York and Los Angeles offices. Included in the sudden cutbacks were Craig Simon, vice president and general manager of the NBC Radio Network, and Stephen Soule, vice president, general manager of The Source. Both cuts are effective immediately.

A source close to the network said that the cuts were strictly a cost-cutting measure. As such, Westwood One reportedly expects to move its management operations for The Source to Los Angeles, with executive vice president and general manager Thom Ferro assuming the duties previously handled by Soule. Craig Whetstone, recently promoted to vice president, affiliate relations, will take over those responsibilities for the network. Newscasts will still originate from Westwood One's Arlington, Va., facilities, primarily using Mutual Broad-

casting's personnel.

Westwood One reportedly intends to keep sales and research operations for the NBC Radio Network in New York. The news and affiliate relations departments already have been relocated to Arlington.

NBC introduced The Source in 1979 as a youth-oriented programming network. In RADAR 40, released in February, it ranked number one among 12-34 listeners. Monday-Saturday. The NBC Radio Network was ranked 10th among adults 12-plus, and 13th in its 25-54 target (BROADCASTING, Feb. 19).

Westwood One Chairman and CEO Norm

Pattiz told BROADCASTING that Soule was dismissed because of network consolidation, and would have been retained had he agreed to move to Los Angeles. Pattiz said that Simon's position was eliminated primarily for financial reasons, stemming from NBC's relocation to Arlington.

Westwood One spokeswoman Katie Garber said the company would not reveal which network programs, mostly short-form features, were included in the cuts "until we have notified our affiliates." She said that, while no company likes to release its employees, "15 out of a total 600 on staff really isn't that major." □

Radio networks look for competitive edge

In nine months, four radio networks realign sales efforts to help them compete with other broadcast media

The announcement that Capital Cities/ABC was consolidating its seven adult and young adult networks into five (BROADCASTING, May 21) caps a nine-month, industry-wide restructuring process. Since last August, when Unistar rearranged its network structure into three sales groupings, virtually every other major radio network also has initiated some form of internal realignment. This flurry of repositioning is viewed by some observers as a reaction to the posturing of other broadcast media and by others as an aggressive push by key players to jostle for tightening network radio ad dollars. In either case, the network radio industry wants to reestablish itself as a serious contender in the national advertising marketplace, not to mention heighten the competition between the individual networks themselves.

While network radio has taken a decisive step toward updating its sales and marketing strategies, not all radio networks have approached the change in the same manner.

Unistar took advantage of its merger with Transtar's 24-hour networks and repackaged its United Stations 1, United Stations 2, and entertainment and format programming into three new sales networks (BROADCASTING, Aug. 28, 1989). CBS, noting an older-skewing RadioRadio audience, formed CBS Spectrum to accommodate a growing 25-54 target (BROADCASTING, Feb. 12). Westwood One repackaged non-RADAR-rated programming, previously sliced from other network fare, into the Westwood One News and Entertainment Network (BROADCASTING, April 16).

Positive but cautious

Widespread, but not unanimous, industry opinion holds that realigned sales strategies will prove overwhelmingly beneficial in network battles to pull ad dollars away from broadcast and cable TV. Unistar Radio Networks President Nick Verbitsky, while claiming that his competitors' move toward network consolidation is "a knee-jerk reaction to what [Unistar] did" last August, insists the ultimate result will help network radio com-

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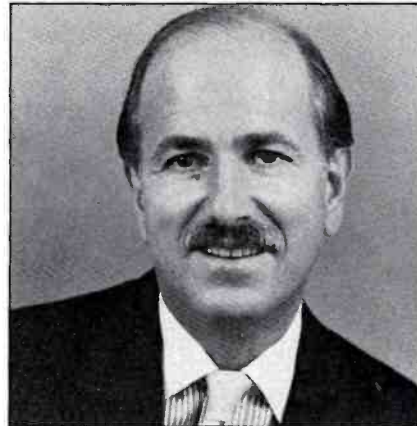
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Nick Verbitsky



Robert Kipperman



Lou Severine

pete as "a better reach medium than cable TV and a lot of other TV product." Said Verbitsky: "[TV] networks are losing audience, and newspapers and magazines are losing circulation. Cable is growing slowly, but its reach has yet to exceed 56% of total coverage of the U.S. But an advertiser can go into network radio and get better than 90% coverage"—almost 100%, if ABC can achieve its expectations.

Verbitsky commended ABC and CBS for taking an aggressive position, despite the threat of heightened competition. "These are all positive steps in terms of selling network radio," he said. "The agencies should applaud the networks for removing underperforming inventory from the marketplace and consolidating the rest to make it a better buy for the advertiser." From this repositioning, he said, comes a stronger medium—which gives network radio a competitive edge.

Robert Kipperman, vice president, general manager, CBS Radio Networks, said the network radio industry is plagued with so much competition that networks have to look at other media for ad dollars. "We can't get any more competitive than it already is. And this consolidation, frankly, might help us find new advertisers or attract those that left us." To make the slice of the pie larger, networks have to go outside the medium, he said. "That's where you make the big hits."

Conceivably, consolidation will boost network ratings, traditionally lackluster when compared to some other national media. Theoretically, a network that formerly operated two target networks with similar demographics could combine them to pull down a larger share. The resulting share might then be comparable to those of certain cable programs and some national syndicated television product—at a much lower cost per point. The thought is these elements will attract advertisers and agencies accustomed to seeing larger audience shares for television and cable.

While many researchers and programers still insist that qualitative audience profiles and micro-targeting are vital to radio programming and marketing efforts, buyers still look at the numbers first. Said Lou Severine, ABC senior vice president, director of sales: "Unfortunately, advertisers really just look for bodies. You still see some

Network two-step

Nine months of restructuring has created a new, streamlined image of the radio network industry. Here's what the networks did, and how they now stand:

- **Capital Cities/ABC:** Pared adult and young adult networks from seven to five. Adult networks (25-54 prime target) now include Prime, Platinum, and Galaxy; young adult networks (18-34 target) include Genesis and Excel.
- **CBS:** Consolidated older-skewing RadioRadio network with second commercial minute of CBS Radio Networks to form CBS Spectrum (25-54 prime target).
- **Unistar:** Rearranged networks into three new configurations, facilitated by merging United Stations Radio Networks with newly acquired Transtar networks. New networks include Power (18-34 target), Ultra (25-54 target) and Super (also 25-54 target).
- **Westwood One:** Developed Westwood One News and Entertainment Network, which packages programming—at one point known as Mutual P.M.—but previously not rated by RADAR.

graphics went out about three years ago. We can go in and tell the agencies that we have the top listeners at the top stations in the top markets, but that doesn't really mean anything anymore. All they really want are numbers."

As a result, Severine explains, networks had to determine how best to package existing numbers so advertisers could understand how to buy into the medium. "At ABC we realized we had to reconfigure the networks so we could appease the advertiser and then position ourselves against competing media," he said.

History lesson

Peter Moore, president of the Radio Net-

work Association, said network realignment is predicated on history—stemming from a complacent industry attitude that allowed advertisers to spend their money in other media. "Radio is suffering a greenhouse effect with advertisers. We did not protect our environment nationally by selling the advertiser, and it evaporated. We lost business to TV and cable, and advertisers almost forgot about radio. They don't know that [local] radio can reach 96% of the people each week and that network radio can reach 82% each week. They've figured we died somewhere between the mid-'50s and mid-'60s because network TV was doing so well."

Compounding the problem was a rapid growth in the number of networks. In the



Boys Town Has More Than A Movie . . .

The world-famous home for abused and neglected children now has "Family Spotlight," a weekly two-minute radio series that gives parents practical advice on raising pre-teens and teenagers.

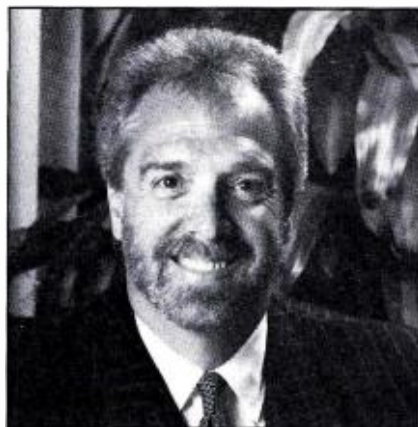
In the tradition of Father Flanagan, Boys Town Executive Director Father Val Peter offers common-sense tips for the '90s—based on the family skills and learning techniques that have helped over 20,000 kids since 1917.

Developed as part of Boys Town's national outreach effort, "Family Spotlight" is available on reel-to-reel or cassette with custom station promos—**FREE OF CHARGE.**

To receive your demo, call Michael Klepper Associates at: **(212) 644-1100.**



Peter Moore



Norm Pattiz

mid-'70s ABC operated four targeted networks, while CBS, NBC and Mutual each had one. By the early 1980's, when buyers began focusing on specific demographic cells and satellites improved delivery capabilities, the number of major networks more than doubled. ABC kicked on two more networks; CBS developed RadioRadio; NBC started The Source, and RKO started a network to help offset its station problems. Suddenly the marketplace was flooded with networks that served stations' needs, but which became increasingly difficult to sell.

"The networks were providing things that the station needed, and the listening levels reached an all-time high," said Moore. "But advertisers didn't know radio. They were aware that network radio was alive, sort of like they knew *Colliers* magazine was still around. But that wasn't enough." The move to restructure, he said, has helped to kick-start the agencies "and provide them with the type of ratings they're used to. Now, because of dissatisfaction with reworked network television buying strategies, radio is faced with a major opportunity."

The tightening radio marketplace and advertiser focus on older demo groups also has helped tighten the arena. "The whole industry is in a tight period and there's simply not enough demand for 20 radio networks," Moore said. "So you either have to collapse or condense or eliminate some of them, and that's what's happened. Now we're back to what I consider a comfortable configuration—but who's to say how the picture will look by 1995."

Smoke and mirrors?

Not all network executives are so effusive about network realignments. Norm Pattiz, chairman and chief executive officer of Westwood One Radio Networks, doubts that recent restructuring will greatly affect agency attitudes or improve network radio's overall advertising share.

"No single player competes with another medium," he said. "Mediums compete with mediums. The reconfiguration of ABC, CBS or Unistar will hardly make network radio more competitive with other media." Pattiz suggests that ABC wouldn't have been interested in reconfiguring if Unistar's lead hadn't posed a threat to ABC's dominance in RADAR. "All this posturing," he said, "is designed to move those

networks up in rank. The fact is, rank is relatively meaningless in network radio."

Agencies aren't looking at how many networks you have, or the rank of those networks in RADAR, Pattiz said. "It's really a question of critical mass. The ultimate question is, 'how many gross rating points do you have?' ABC, CBS and Unistar added no gross rating points," he said.

Still, Pattiz is bullish on network radio, and is anything but complacent about the medium's growth. "Network radio will get a larger share of the pie because of all the things that network radio inherently has brought to the party," he said. "Anything that draws attention to the medium will point out our strengths against cable and network TV."

Apples and oranges

The network industry is quick to point out that realigned sales efforts will not put the networks in competition with national rep firms or unwired networks. In fact, RNA's Moore said any impact will be felt by the rep firms, not the networks. "Like it or not, network radio is the lead horse for national radio," he said. "If an account is going to use radio to fill in five markets...spot radio consistently will get that money." To develop major growth, he said, advertisers have to look at network radio versus network TV.

Comparing networks with national reps is an apples and oranges situation, said Unistar's Verbitsky. "Based on a price consideration and how we operate, we don't compete with the reps. We just don't, period. They try to compete with us on a cost basis, but when you compare it to what network radio can do on a cost-per-thousand basis, it can't compete."

In an industry rife with cyclical elements, how long until the networks make more noise? A few years, at least, predicts CBS's Kipperman. "Things will stay on a steady course for the next few years, but we may see more consolidation or one network being purchased by another.

Verbitsky agrees. "We may see some fluctuations in demographics around the corner, and the networks might make some minor adjustments to account for that," he said. "But right now we're content with what we've done, because we've made ourselves a stronger medium, which gives us a distinct advantage against competing media." —REB

Radio strategies for station survival

AWRT panelists discuss challenge of aggressively selling to traditionally nonradio advertisers

One way to meet the challenge of declining advertising dollars available to radio broadcasters is to aggressively market to traditional nonradio advertisers. That's from the American Women in Radio and Television (AWRT) convention panel "Radio Power: Strategies for the 90's" held May 18 in Washington

The panel featured Anna Mae Sokusky of CBS-owned AM Stations; Michael Faherty of Cox Broadcasting; Dick Ferguson of NewCity Communications, and Jim Thompson of Group W Radio.

The problem facing radio is a decline in revenue attributable to the fact that "the advertising business is in a recession," said Faherty. Advertising is down because both the automotive and retail industries "have fallen on hard times," he said. For most stations, that's particularly troubling because automobile advertising usually generates the most revenue, Faherty said, and added that retail business hasn't fared much better, "having gone right on its butt."

Ferguson said today's radio business is "pretty difficult. We're having a hard time" meeting budgets. And those, he said, did not project much growth in the first place.

Thompson said that his rock 'n' roll stations "are doing well." But he said that was more a reflection on the improvements within the stations themselves that led to better performance in the marketplace.

One way stations can improve their positions is by increasing public service, although Sokusky said that increasing news coverage was not necessarily the only way to do that. "People still care about radio news," she said, but doubted that "every station with a license needs a full service news department."

Stations should increase their coverage of local events and participate in community activities, she said, and suggested that public service fullfilms "should be left to local management" and not be narrowly defined by the FCC, because "most broadcasters in communities, in fact, have very deep ties."

The panelists took a considerable amount of time discussing the current station trading market, the FCC character policy, station move-ins, and opportunities overseas, although the assembled crowd clearly wanted to hear strategies for station survival in the competitive commercial marketplace.

Linda Burns, Clear Channel Communications in Oklahoma City, asked the panelists: "Can we get to the topic that's in this program? I want to know what's going to help me."

Ferguson said that "the strategies that all of us need to focus" on is selling. He said that the majority of "advertising is bought, not sold."

"When business gets tough, people instinctively and necessarily have to pull in

their horns a little bit. One of the things that radio business really needs is innovation," said Faherty. Radio people need to ask themselves, he said: "In the shoes of the listener, is our medium gettin boring?"

The panelists discussed the threat and opportunities that local cable poses for radio advertising dollars because rate cards are similar. The danger for radio in joint ventures, said Faherty, is that it might become the "secondary" medium.

Faherty suggested that radio needs anti-trust "relief in terms of building radio combinations to compete against the other mediums" so that stations that are not commonly owned can be more competitive in the overall market.

Said Sokusky: "People, product and packaging" have been the key in the 1980's and will be in the 1990's but "we're just going to have to get tougher and smarter in each of these areas." **-PJS**

Disney-MGM expands radio operations

Disney-MGM Studios in Orlando, Fla., is stepping up the use of new state-of-the-art radio facilities located in the center of the theme park. The studios, which have been used for dozens of local remote radio broadcasts and numerous other national network programs since the park opened a year ago, now are being readied for daily "network" broadcasts.

Next week (June 4), television money expert Steve Crowley launches *Steve Crowley's American Scene*, a live, two-hour ra-



Steve Crowley with Micky Mouse and Roger Rabbit.

dio program produced daily from the Disney-MGM studios. The program will focus on money management, travel, careers, children and health and fitness, and will feature listener calls via a toll-free number.

Crowley is money editor for ABC-TV's *Good Morning, America* and host of the syndicated TV program *Money Pro News*. The radio show will be produced by Orlando-based Crowley Broadcasting, and spot advertising is being handled by Media America in New York. The show is under a

37 People With a Purpose

This is the faculty and schedule for

Broadcasting/Cable Interface IV,

the fourth in an annual series of telecommunications policy seminars presented by the Federal Communications Bar Association and Broadcasting Magazine

Monday □ June 11 □ Westin Hotel □ Washington

9:05 a.m. ■ *Welcome:* FCBA President **Dick Zaragoza**

9:05-9:10 a.m. ■ *Introduction and Overview:* **Don West** (Broadcasting) and **Dick Wiley** (FCBA), conference co-chairmen

9:10-9:45 a.m. ■ *Congressional Keynotes:* Representatives **Tom Tauke** and **Billy Tauzin**, House Telecommunications and Finance Committee

9:45-10:15 a.m. ■ *FCC Keynote:* **Chairman Alfred Sikes**

10:15-10:45 a.m. ■ *Industry Keynotes:* **Eddie Fritts**, president of the National Association of Broadcasters, and **Jim Mooney**, president of the National Cable Television Association

10:45-11 a.m. ■ *Break*

11 a.m.-12 p.m. ■ *Broadcast/Cable CEO Panel:* **Joseph Collins**, American Television & Communications □ **Charles Dolan**, Cablevision Systems □ **Ken Elkins**, Pulitzer Broadcasting □ **Ward Huey**, Belo Broadcasting □ **Milton Maltz**, Malrite Communications □ **Robert Miron**, Newhouse Broadcasting

12:12-30 p.m. ■ *Indecency Debate:* **Tim Dyk** (Jones, Day, Reavis & Pogue) vs. **Diane Killory** (Morrison & Foerster)

12:30-2 p.m. ■ *Luncheon. Speaker:* **Ted Turner**, chairman, Turner Broadcasting

2-3 p.m. ■ *Financial Interest/Network Syndication Panel:* **Rick Cotton**, NBC □ **James Hedlund**, Association of Independent Television Stations □ **Jay Kriegel**, CBS □ **Preston Padden**, Fox Broadcasting □ **Jack Valenti**, Motion Picture Association of America

3-4 p.m. ■ *Key Staff Panel:* **Antoinette Cook**, Senate Commerce Committee □ **David Leach**, House Commerce Committee □ **Larry Irving**, House Telecommunications Subcommittee □ **Bob Pettit**, FCC general counsel □ **Charles Schott**, chief of staff to FCC Chairman Sikes □ **Roy Stewart**, chief, Mass Media Bureau

4-4:15 p.m. ■ *Break*

4:15-5:15 p.m. ■ *Financial/Economic Forecast Panel:* **Jerry Agema**, Tribune Broadcasting □ **Howard Anderson**, Yankee Group □ **Paul Bortz**, Bortz & Co. □ **Phil Hogue**, Daniels & Associates □ **Rick Michaels**, Communications Equity Associates □ **John Reidy**, Smith Barney Harris Upham & Co.

5:15-6 p.m. ■ *The Final Word:* FCC Commissioners **Ervin Duggan**, **Sherrie Marshall** and **James Quello**

6-7 p.m. ■ *Reception*

Registration \$450. (\$100 discount for FCBA members; second and succeeding registrants from same company or firm, \$300.)

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DRESSING



W'UP.



Starting with our June 11th issue, *Broadcasting* will feature a new design—a truly reader-friendly format, with more white space, more pictures, more color.

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Our readers will still spend more time with each issue than with any other trade publication. (Our advertisers love that!)

But we'll still be *Broadcasting*.

We may be changing the way we look but never who and what we are.



Magazine shown is sample issue.

Broadcasting 

For 59 years, the newsmagazine of the Fifth Estate.

two-year contract to broadcast live from the Disney-MGM Theme Park.

Other networks scheduled to use the radio studios include the Florida Radio Network and Unistar. Beginning June 9, the Florida radio network will launch three hours of live weekend talk programming, featuring gardening and antiques shows. And July 27, Unistar's *SuperGold*, hosted by Mike Harvey, will originate one weekend a month from the Disney-MGM studios.

In all, more than 150 stations and eight radio networks have broadcast live from the new facilities, said Dave Herbst, a Disney spokesman. □

RepReport

KMCK(FM) Siloam Springs, Ark., to Durpetti & Assocs. from Katz Radio

□

KCLB(AM) Coachella, Calif., to Katz Hispanic from Lotus Hispanic.

□

KKYY(FM) San Diego to Republic Radio from Torbet Radio

□

KATY(AM) San Luis Obispo to Republic Radio, without previous representation

□

KLMR(AM)-KSEC(FM) La Mar to Katz Radio from McGavren Guild

□

WLRO-AM-FM Cocoa, Fla. (Melbourne), to Eastman Radio from Roslin Radio

□

WQBA-AM-FM Miami to Katz Hispanic from Caballero and Eastman Radio

□

WTKX-AM-FM Pensacola, Fla., to Durpetti & Assocs. from Banner Radio

□

KXIC(AM)-KKRQ(FM) Iowa City, Iowa, to Banner Radio from Katz & Powell

□

WXYT(AM)-WMXD-FM Detroit to Durpetti & Assocs. from Roslin Radio

□

WMJW(FM) Magee, Miss. (Jackson), to Eastman Radio from Republic Radio

□

KFOR(AM)-KFRX(FM) Lincoln, Neb., to Katz Radio from McGavren Guild Radio

□

WNBR(AM)-WNND(FM) Fuquay Varina, N.C., to Banner Radio, previously without representation

□

WWMG-FM Shelby, N.C., to Hillier, Newmark, Wechsler & Howard from Eastman Radio

□

WOBM(AM) Lakewood, and WOBM-FM Toms River, both New Jersey, to Katz Radio, previously without representation.

Law & Regulation

Congress looks into 'infomercials'

FTC is taking action against program-length ads; there is call for ad and TV industries to develop 'industry-wide standards'

Program-length commercials came to the fore in Washington again this month, as Barry Cutler, director of the Federal Trade Commission's Consumer Protection Bureau told Congress that FTC actions taken against program-length commercial producers are already forcing most questionable ads for diet, baldness, impotency and other products and services out of the "infomercial" ad market. Specifically, he said, FTC sanctions in April against one "major producer" of the ads and new charges against another announced May 15 constitute precedents that will affect similar advertising by all infomercial producers in the U.S.

The question of whether "infomercial" formats—ads usually presented as a talk or investigative news half-hour—are inherently deceptive was put to eight government, industry and academic witnesses in a joint hearing of the House Small Business Subcommittees on Export, Tax Policy and Special problems and on Regulation, Business Opportunities and Energy. Although none of the witnesses recommended banning program-length commercials, most agreed with Congressman Ron Wyden (R-Ore.) that "it is not regulation run amok to require on-screen labeling" of infomercials—said to have brought \$160 million to cable and broadcast TV in 1989—as paid ads.

Neither Wyden nor Congressman Norman Sisisky (D-Va.) proposed legislation, but both called for the advertising and television industries to, in Wyden's words, "develop industry-wide standards which will protect consumers," as well as tougher enforcement of current anti-deceptive advertising laws by the FTC, the Justice Department and the Postal Service.

"Our efforts are going to make it uneconomical to run these ads on TV," said the FTC's Cutler, who noted that a Securities and Exchange Commission filing by Twin Star Productions (submitted after that company consented to \$1.5 million in FTC sanctions against it in April) showed that the ads found deceptive accounted for 70% of Twin Star's revenue.

If adopted after a 60-day comment period, the order against Twin Star, "a major producer of infomercials," according to Cutler, would ban three specific ads (found to misrepresent the effectiveness of a weight loss device, a baldness cure and an impotence remedy) and require \$1.5 million in funds returned to "defrauded consumers."

But according to Cutler, the order would also provide a remedy to the potentially misleading formats—talk show, investigative news report—by requiring that Twin

Star, "in any future infomercials, prominently disclose that 'the program you are watching is a paid advertisement for [the product or service],'" during the first 30 seconds of the ad and immediately before each segment offering ordering instructions.

On May 15, the FTC also announced that TV Inc. and its president, William Thompson, had consented to settle FTC charges that the Largo, Fla.-based company had misrepresented a paid advertisement called "TV Insiders" as "an independent and objective television program." The consent order against TV Inc. would require substantiation of claims that "bee pollen will help prevent aging and aid in the treatment or prevention of a variety of ailments ranging from memory loss to obesity."

Hal Shoup, executive vice president of the American Association of Advertising Agencies, told the congressmen that additional standards are unnecessary and that the FTC and FCC "have the authority to deal with false and misleading infomercials on a case-by-case basis and appear to be doing exactly that."

Cutler said the FTC is actively investigating "a number" of other infomercials and infomercial production and distribution companies. —PDL

Chief Justice gives encouraging word on cameras in federal courts

Although it is not first time he has indicated his tacit support, most recent sign, in letter to Kastenmeier, is heartening to senator and RTNDA

Chief Justice William Rehnquist has given encouragement to those favoring removal of the barrier to broadcast coverage of the federal courts. He is, he said in a letter to Representative Robert W. Kastenmeier (D-Wis.), "by no means averse to the idea" of an experiment with radio and television coverage of those courts.

Kastenmeier, chairman of the House Judiciary Subcommittee on Courts, Intellectual Property and the Administration of Justice, has become a player in behalf of those seeking to open the federal courts to cameras and microphones. He had written to U.S. District Judge Robert F. Peckham, chairman of the U.S. Judicial Conference's Ad Hoc Committee on Cameras in the Courtroom, to express the opinion

that "the time has come for the federal courts to allow cameras in the courtroom," and had sent a copy to the chief justice.

Along with the copy, Kastenmeier sent a letter supporting an experiment on cameras in the courtroom and seeking to enlist the chief justice's support in the endeavor. In response, Rehnquist said: "I am by no means averse to the idea of the sort of experiment...which you describe, but before committing myself, I would like to see what Bob Peckham's committee has to say on the subject." Kastenmeier, in his letter to Peckham, noted that the committee, which was established by Rehnquist two years ago, is directly involved in the reassessment of the cameras-in-the-courtroom question by the Judicial Conference, which makes the rules for the federal courts.

The committee last August, in what it called its "tentative conclusions" (BROADCASTING, Oct. 9, 1989), recommended maintaining the ban. But on May 9, the committee—which is to submit its final recommendation to the Judicial Conference in September, shortly before the Conference's next meeting—was approached with a request that it reopen its deliberations and conduct an experiment in federal appeals and civil trial courts. The request was made by Timothy Dyk, chief counsel for a group of 17 news media organizations seeking to remove the ban on broadcast coverage of federal courts, and Steven Brill, of American Trial Network, a new cable television network owned by Time Warner Inc., at a meeting in Baltimore. Barbara McDowell, Dyk's colleague at Jones Day Reavis & Pogue, also participated in the meeting. The meeting followed by several days Kastenmeier's letters to Peckham and the chief justice and Rehnquist's response to the congressman.

Broadcast coverage of the federal courts had been blocked by the implacable opposition of Warren Burger, as chief justice and head of the Judicial Conference. He had once said that broadcast coverage of Supreme Court proceedings would be allowed only "over my dead body." When he stepped down from the court and was succeeded by Rehnquist, in 1986, it was widely assumed doors to the federal courts would soon be opened to the electronic media. However, some 40 judges who responded to a question on the subject submitted by Dyk in December split about evenly on the subject of cameras in the courtroom. And while several justices have gone on record as favoring such coverage, at least in selected cases, the ban has remained in effect.

Although Rehnquist's statement that he was not flatly opposed to an experiment was not regarded as a breakthrough—he is known to have expressed such a view in the past—Kastenmeier took the chief justice's brief message as a hopeful sign. "I sent my letter for informational purposes," Kastenmeier said last week. "He was not obliged to respond. I read into that a clue to the [Peckham committee] that if it wants to think differently about the matter, it won't have any problem with the chief justice."

The Rehnquist response was also welcomed by Radio-Television News Directors Association President David Bartlett. He

said the association was "heartened" by the Chief Justice's letter, and added, "Such an experiment is a step in the right direction." He also said that broadcast coverage of state court proceedings—and it is allowed in varying degrees in courts in 45 states—"has proven many times over that radio and television coverage in the judicial branch can be conducted in an unobtrusive manner, a manner which is in the best interests of the judiciary and the public which it serves."

Kastenmeier has long supported openness in government. Twenty years ago, he chaired a congressional subcommittee that recommended opening legislative markup sessions to the press and public. And earlier this year he served as a member of the Federal Courts Study Committee that conducted field hearings to solicit suggestions for improving the federal court system. He chaired the hearing in Madison, Wis., where, he said, in his letter to Peckham, he was "particularly impressed by the testimony...about the need to permit radio and television coverage of the federal courts at work." As Kastenmeier noted, the study committee deferred on the cameras-in-the-courtroom issue to Peckham's panel.

Kastenmeier's letters to Peckham and the chief justice reflect not only Kastenmeier's interest in the issue but the interest of some

of his constituents. Wisconsin broadcasters have long chafed under the ban that denied them entry to the federal district court in Wisconsin, where significant Indians' rights cases were being litigated. The Wisconsin Bar Association has also backed the broadcasters in the issue. It is expected to petition the American Bar Association this summer to reverse its position and support cameras in the courtroom. And the RTNDA has been active in lobbying Kastenmeier on the issue. "We felt it was time for members of Congress to get involved," said Bartlett.

That involvement raises the possibility of legislative action. Kastenmeier did not rule out legislation requiring the federal courts to open their proceedings to cameras and microphones, at least in the long run. He said it was not a prospect "in the short run" and he would prefer to have the federal courts fashion their own rules regarding broadcast coverage. Still, he noted that several years ago, Congress enacted legislation requiring the Judicial Conference's rules committee to open its proceedings to the public. But the cameras-in-the-courtroom issue, he acknowledged, "is more sensitive—it's a matter of how judges manage their courtrooms. So," he said, "I'm taking the course of encouraging the committee to reconsider its position [on the issue]." —LZ

Producers charge CPB with renegeing on agreements

National Coalition of Independent Public Broadcasting Producers tell Hill that CPB has failed to support Independent Television Service

Two years after winning congressional legislation to create their own federally supported fund, independent producers for noncommercial broadcasting went back on the Capitol Hill warpath last week, charging that the Corporation for Public Broadcasting is backsliding on the responsibilities spelled out for it in the Public Telecommunications Act of 1988.

CPB denied charges that it has renegeed on agreements reached last fall. And, to a charge that it has sought to supply less than the congressionally mandated funds to the producers, CPB counter-charged that the producers have attempted to circumvent "generally accepted industry practice."

The National Coalition of Independent Public Broadcasting Producers (NCIPBP) began last Monday (May 21) to encourage its members to write House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), whose legislation created the Independent Television Service Inc. (ITVS), to be initially funded in fiscal year 1990 with \$6 million out of CPB's larger Public TV Program Fund. In September 1989, CPB and the NCIPBP incorporated the ITVS, created bylaws and jointly selected 11 charter members of the ITVS board.

The message to Markey, said Coalition board member Mark Mori, should be that CPB has failed to support ITVS on several

counts, including proposing to use nearly one-sixth of the ITVS fund to support overhead costs the Coalition says CPB was ordered to cover with resources other than the \$6 million earmarked for program production.

Additionally, a resolution adopted May 19 by the NCIPBP board also claims that CPB has called for the ITVS to "rescind the recognition of the National Coalition" as the appropriate body to nominate ITVS board members. That charge is based on an April 24 letter from Wendy Hoover, CPB director of business affairs, to ITVS board member David Rice and obtained by BROADCASTING last week. CPB, the letter said, "proposes the following changes in the bylaws, amended as of March 26," including the deletion of "Article I. 3(b): At present that representative association is the National Coalition of Independent Public Broadcasting Producers."

According to CPB, the charges related to overhead-versus-production funding and to recognition of the NCIPBP and the provision of startup funds are ill founded.

CPB said it will keep its agreements to devote the entire \$6 million to production and to provide administrative and promotion costs from other pockets. However, a spokeswoman said, the 1990 ITVS budget proposed by ITVS asks CPB to cover "approximately \$800,000 for production costs including editing, packaging, graphics, animation, openings and closes and executive producer charges. ITVS contends that these production costs should not be charged

against the \$6 million." CPB believes, however, that "generally accepted industry practice" would relegate such line items to "direct cost of TV program production. As such," she said, "they should be budgeted for and paid from the \$6 million."

Conceding that "in some broad sense" those items could be categorized as production costs, NCIPBP's Mori said that all the \$6 million "is supposed to go to the independent producers," not to ITVS staff.

Once the producer finishes a program and turns it over to ITVS, he said, expenses required to get it into PBS distribution "are overhead," just as is all funding for ITVS operations.

As for recognition of NCIPBP as the "representative association" for independent producers, CPB said that it and the Coalition had agreed not to include specific reference to the NCIPBP in the articles of incorporation, "consistent with the timeless

nature of that legal document. The same reasoning," it said, "applies to the by-laws."

To the contrary, said Mori, the bylaws, unlike the articles of incorporation, remain the province of the ITVS. Consequently, he said, CPB's proposal that reference to NCIPBP be removed from the bylaws is inappropriate. By press time, no complaints against CPB had yet been received by Markey's office.

—PDL

Journalism

Watchdog group gives poor marks to 'Nightline,' 'MacNeil/Lehrer'

Fairness and Accuracy in Reporting criticizes both shows mainly for their predominantly white, male conservative guest lists

FAIR—the liberally oriented media watchdog—has taken another look at ABC News's *Nightline*, one of the most prestigious news shows on the air, and has found it wanting, almost as wanting as it found it in a study released in February, 1989. FAIR (Fairness and Accuracy in Reporting) also included the Public Broadcasting Service's generally respected *MacNeil/Lehrer NewsHour* in its study, and found it even more wanting.

FAIR's criticism of both shows focuses principally on their guest lists. FAIR's study says the policy makers and experts invited to discuss issues on the shows generally are not only white and male but conservative members of the establishment. Such guests, according to the study—"All the Usual Suspects: *MacNeil/Lehrer* and *Nightline*"—are rarely balanced by members of public interest, minority or left-wing groups. The report says that is particularly true of *NewsHour*.

As FAIR's executive director reads the report: "*Nightline* has slightly broadened its panel of experts, while public TV's *NewsHour* is narrower, whiter, more male-dominated, more government-oriented and more conservative than *Nightline*. *MacNeil/Lehrer*'s virtual exclusion of public interest leaders is a sad commentary on public TV."

In a letter accompanying the report that he sent to Lester Crystal, executive producer of *NewsHour*, Cohen said: "*MacNeil/Lehrer*'s narrow, pro-establishment guest list mocks the original mandate of public television," adding: "The Carnegie Commission Report that gave birth to PBS urged that public television 'be a forum for debate and controversy' and 'provide a voice for groups in the community that may otherwise be unheard' and 'help us see America whole, in all its diversity.' On these points, public TV's *NewsHour* has utterly failed."

A spokesperson for *Nightline* declined

comment on the study, other than to say: "Our response now is the same as it was to the original study. We have nothing further to say." *Nightline* anchor Ted Koppel said, following release of the first report, that critics are not needed since he asks "tough questions" of the policy makers who are invited on the program. He was also quoted as saying that if a liberal administration were in power, "you'd suddenly see an enormous disparity [in the guest list] in the other direction."

Crystal, in a statement last week, expressed agreement with the view that "diversity is important," and said: "We clearly can and should do better in that regard and will continue to work at it." But, he said, FAIR failed to give *NewsHour* its due. He said the study did not credit the video taped segments "which are a significant part of the program and have included much of the diversity the organization refers to." He also rejected as untrue the assertion that the *NewsHour* presents one-sided discussions. "The problem," he added, "is that FAIR is concerned with having its own bias represented."

Cohen, in a memo to TV writers and editors, called that last comment "a cheap shot." He also called it "gratuitous and false."

The study examined and compared the guest lists of the two programs for a six-month period: Feb. 6 through Aug. 4, 1989. The report was written by two Boston College sociologists, William Hoynes and David Croteau, who had also written the first *Nightline* study. Their work imposes an implicit demand on readers—that they accept its definition of such terms as "conservative" or "right wing activist" or "pro-establishment" or "progressive" or "left-wing."

For instance, it says, "Both programs rely heavily on analysts who are currently government officials or 'decision makers'—primarily journalists and 'experts.' then says: "*MacNeil/Lehrer*'s four 'experts' include two pro-establishment figures—Norman Ornstein from the conservative American Enterprise Institute, and

William Hyland from the right-tilting journal *Foreign Affairs*—while Eleanor Holmes Norton is the one 'expert' with progressive views. Two of *Nightline*'s four 'experts' are right-wing activists [former Judge] Robert Bork and Patrick Buchanan [who served as director of communications in the Reagan White House], although not identified as partisans. There are no partisans as experts with left-wing perspectives."

AEI is not the only Washington think tank described as "conservative" that, the report says, produces many of the "experts" for the two shows. Another is the Center for Strategic and International Studies. "Experts" from progressive think tanks, such as the Institute for Policy Studies and the World Policy Institute, the study says, "never appeared."

The report also provides a breakdown of guests as to race and gender. It says 90% of *MacNeil/Lehrer*'s U.S. guests were white and 87% were male. Those numbers increased to 94% in each category on programs about international issues. On domestic politics, 21% of the guests were women. As for *Nightline*, 89% of its guests were white and 82% male. On programs dealing with international events, those numbers increased to 96% and 90%. When the subject was domestic politics, women accounted for 26% of the guests.

"Elites" was another category of guest considered in the study. It says that 46% of *MacNeil/Lehrer*'s guests were current or former government officials, while 38% were professionals and 5%, corporate representatives. "Compared to this 89% 'elite opinion,'" the study says, "only 6% of [the program's] guests represented public interest, labor or racial ethnic groups." "Elites" accounted for a lower percentage of *Nightline* guests—34% of its U.S. guests were current or former government officials, 38% were professionals and 5%, corporate. Compared to that 78% "elite opinion," the report says, 10% of the guests represented public interest, labor or racial/ethnic groups.

The study also placed the two programs in an unfavorable light in a series of case

studies. In the case of environmental issues, for instance, the study says that *MacNeill Lehrer* aired 16 environment-related stories during the study period. The pieces featured a total of 17 guests, all white American males—none of them environmentalists. While *Nightline* anchor Ted Koppel “did ask tougher questions about the bungled clean-up operations” following the Exxon Valdez spill, the report says, “the program relied heavily on government and corporate experts for commentary and analysis.”

The study was kinder to both programs in connection with their coverage of the student uprising in Beijing last year. It said the coverage of both was extensive, particularly *Nightline*'s. Indeed, it says, “*Nightline*'s coverage was significantly different than its coverage of other international issues, as only one-tenth of the guests were government officials, while 20% were public interest activists. “This is the only issue in our study in which activists outnumber government officials,” the report says, adding: “Were *Nightline* to seek out ‘unofficial’ sources on a variety of other topics, its coverage might improve a great deal.”

FAIR's criticisms of the *NewsHour* do not exhaust its concerns about what it considers the lack of balance in public affairs programs on public television. Cohen, at a news conference called to release the study, said public television is becoming largely an outlet for the right-wing views of America's corporations. He cited three programs featuring “the *National Review* crowd”—William F. Buckley in one and John McLaughlin in two—that are carried on PBS stations. Underwriters of Buckley's *Firing Line* include Mobil Oil, Paine Webber and the Olin Foundation. McLaughlin's *McLaughlin Group* is underwritten by General Electric, his *One-on-One* by Archer-Daniels-Midland and Metropolitan Life. He also mentioned *American Interest*, the program featuring Morton Kondracke, whom Cohen called “a foreign policy hawk,” that is underwritten by the Bradley and Olin foundations.

“Are these conservative corporations defining who gets on the public broadcasting system by whom it funds?” Cohen asked. Then he mentioned the business-oriented programs on noncommercial broadcasting—*Wall Street Week*, *Money World* and *Nightly Business Report*. “Not one program offers a public interest agenda.”

FAIR's aim, he said, is to get “the public back into public broadcasting.” —LZ

Educator excellence

The Association for Education in Journalism and Mass Communication is accepting nominations for the 1990 Distinguished Broadcast Journalism Educator. The award, established in 1983, recognizes excellence in teaching, service to broadcast journalism, and research and writing. Nominators should contact Ken Keller at the department of radio-television at Southern Illinois University by calling (618) 536-7555 or (618) 453-6993.

Study finds U.S. media missed the mark in Nicaragua predictions

For the American news media, the election in Nicaragua in March was not an event that made them look good, certainly not prescient. A study by the Center for Media and Public Affairs out last week indicates that American print and broadcast journalists generally not only forecast a Sandinista victory but seemed more favorably disposed toward the Ortega government than toward the opposition UNO party, which scored an impressive upset victory.

Researchers analysed 306 news items that appeared in major newspapers and news magazines and on ABC, CBS and NBC from Feb. 1 through March 31. And one of their major findings was that the Sandinistas got almost twice as much good press as did UNO, with 43% positive evaluations as against 24% positive for UNO. “The Sandinistas’ best press was on TV news,” according to the report—“70% positive, compared to 52%

positive in the *New York Times* and only 25% in the *Washington Post*.”

Certainly the odds favored the Sandinistas in the election. The report says that eight of every nine opinion polls cited favored the Sandinistas. It also says that, “overall, horse race news was 92% positive for the Sandinistas, but only 40% positive for UNO.” What's more, the Sandinistas were said to be the group most often quoted—337 times, followed by UNO, 315 times; the Bush administration, 244 times; the Contras, 101 times, and the U.S. Congress, 97 times.

The report makes it clear the media were telling a negative story—even if accurate—regarding support for U.S. policy toward Nicaragua. It says that two out of every three sources quoted were critical of that policy. “On TV alone,” the report says, “100% of the sources criticized U.S. involvement in Nicaragua.”

Overall, said Dr. S. Robert Lichter, co-director of the CMPA, “the United States media portrayed the Sandinistas as better and more viable candidates than their opposition. The election results suggest that this image was not shared by the Nicaraguan public.” □

International

Mosbacher urges U.S. to join revitalization of Eastern Europe

Commerce Secretary Robert Mosbacher appeared before a hearing of the House Telecommunications Subcommittee on communications technology business opportunities developing from the spread of democracy in Eastern Europe. The hearing preceded a meeting to be held early next month in Paris of countries participating in the COCOM agreement to restrict export of certain high technology to Eastern Europe and the Soviet Union. The U.S. is expected to join its allies in a plan to lift some of the restrictions.

“I think it's absolutely essential that we be a part of the revitalization of Eastern Europe from two standpoints,” Mosbacher said. “One, because it helps U.S. companies, helps our exports and helps our presence in Eastern Europe, and two, it helps these emerging democracies get up to market speed and join the Western family of nations with market-oriented societies.”

Most of the talk at the hearing concerned telephone communications. The need for modernization of Eastern Europe's telephone infrastructure was generally agreed to be the most critical problem facing the region. The systems currently there do not allow for many modern communications services common in the West, such as data transmission and money transfers.

Some congressmen and witnesses at the

hearing also noted the importance of maintaining good broadcast communications in Eastern Europe. Upgrades of television broadcast capabilities were described as important to the maintenance of democracy in those countries. In Poland and Hungary, the United States Telecommunication Training Institute (USTTI), an organization jointly sponsored by the broadcasting and telephone industries, has begun training people to manage those upgrades. “In addition to financial support from the private sector, we have secured some \$350,000 from other federal agencies to train Polish and other Eastern European personnel through the USTTI,” Mosbacher said in written testimony for the record.

Policy reforms will have to be developed in Eastern Europe as well, he said. “Specifically, spectrum must be allocated so that...new, private broadcasting channels can become democratic alternatives to the existing state-owned ones,” Mosbacher said. The Commerce Department's National Telecommunications and Information Administration (NTIA) and the FCC, in cooperation with private U.S. companies, are planning a joint mission to Eastern Europe to assist governments there in developing new spectrum management plans.

The U.S. is also proposing that Eastern European governments decontrol the use of

satellite ground stations for sending and receiving TV and radio broadcasts as well as telephone service and weather information. "This will facilitate worldwide information flows," Mosbacher said.

As for the business aspect, some thought U.S. industry may perhaps already be behind some West European countries, especially West Germany, in opening up markets for communications equipment. "I think that certainly the challenge is very real to Americans in the market," said Michael Oxley (R-Ohio). He cited the recently published comments of Ambassador Diana Lady Dougan, who said after leading a State Department task force to four Eastern European countries earlier this spring (BROADCASTING, April 30), that a frequent question there was: "Where are the Americans?"

There were those who favored taking a more cautious approach to dealing in Eastern Europe. Don Ritter (R-Pa.) worried that there might be some in the U.S. and among our allies who would like to eliminate COCOM and establish complete decontrol of high-tech trade with Eastern Europe. "There is substantial political instability along the length and breadth of the Soviet Union" and Soviet troops still occupy much of Eastern Europe, Ritter said. "We need to be certain that the liberalization and democratization are irreversible."

"It's premature to even think seriously about total decontrol. At this point in time,

I'd be absolutely against that," Mosbacher said. He said that the U.S. favors maintaining COCOM and that certain restrictions to Eastern Europe should not be lifted. He also said that the U.S. favors less trade restriction relaxation for the Soviet Union, which is the only country in the region that now could pose a significant military threat to the U.S.

"Obviously, it's a very difficult call," Oxley said in summation. "If we liberalize COCOM and the Soviet behavior takes a step backward, it's probably very difficult to put that toothpaste back in the tube. At the same time, if we're too strict, we'll lose out to other competitors." —RMS

British report sees fast start, slower stretch for European TV

London consulting firm projects short-term growth from increase in program hours; is skeptical of success of new media forms

Growth in West European TV broadcasting and programing will be concentrated in the near term, leaving prospects for the rest of the decade less than rosy, according to a

London-based media consulting firm.

Total industry income from license fees, advertising and sponsorship, program sales and other sources will rise from \$19.6 billion in 1989 to \$22.7 billion in 1991, projected a 320-page study of the consultancy, Communications and Information Technology Research (CIT). The total, however, will increase to just \$26 billion by 1999.

CIT said in its report, called "The Market for TV Programming in Western Europe," that the TV growth estimate is less than 10% of what it expects over the same period from Western Europe's lower-profile telecommunications industry.

The CIT study also said short-term increases should characterize growth in program hours, coming both from new satellite and terrestrial channels and additional transmission hours from established broadcasters. The estimated 1989 total of 484,000 hours broadcast to 126 million Western European TV homes should grow by 25% in 1991, but then is expected to rise by only a third overall through 1999.

The study expressed some skepticism regarding the success of new media forms. "Pay TV has made severe losses which could last for several years. Despite a seemingly respectable 20% share of satellite audiences, the average satellite channel enjoys a mere 0.05% of the total TV audience."

As a result, CIT said it maintains its view that over the next decade, the great majority

Distant Signals

Quality over quantity. In a victory for Britain's independent commercial broadcasters, regional TV franchises to be put up for auction under a pending government broadcast deregulation bill can go to a lower bidder offering higher quality programing services, according to the Home Office minister responsible for broadcasting, David Mellor.

According to Mellor, an "exceptional circumstances" provision in the broadcast bill has been amended to set forward specific circumstances where a lower bidder can be awarded the license "where the quality of service offered by that bidder is substantially higher than the quality of service proposed by the highest bidder and is exceptionally high having regard to the quality of service proposed by all the other applications."

Mellor spelled out that the lower bidder's quality of service must be both higher than the "general run-of-the-mill application," as well as substantially higher than that of competing bidders. Mellor also said discretion on the license awards would be left with the soon-to-be-set-up regulatory agency, the Independent Television Commission.

In another revision to the broadcast bill, Mellor said plans for three new national commercial radio channels have been changed. The revised version of the bill will now require the stations' formats to differ from each other, with one station substantially speech-based and another to include a substantial proportion of music other than pop music.

Kirch coup. In a bid to strengthen its position in highly successful German commercial satellite service Sat 1, Munich-based multimedia company Kirch Group has acquired 76% of AV Euro-media, owner of 15% of the channel. The Kirch Group already owned 40% of the channel through its sole ownership in another German company, PKS.

The move was meant, in large part, to regain control from rival shareholders Axel Springer and APF (each with 15%), whom AV Euro-media principal Diether Stolze had accused of blocking the Sat 1 board from running the channel.

Sweet deal. Turner Program Services has signed a long-term TV and home video distribution deal with producer Sugar Entertainment for France, Spain and Latin America. The initial distribution package includes 12 feature films from Sugar with stars including Rosanna Arquette, Harry Hamlin and Patrick Swayze.

Yugoslavia, ASAP. A U.S.-UK joint venture formed last year to develop barter television internationally has signed a deal in Yugoslavia. The partnership, Advertiser Supported Alliance for Programing, or ASAP, will bring more than 60 hours of drama, documentary and comedy programs to Yugoslav viewers through the country's Radio Tele Skopje service next fall. ASAP partners are ABC, DL Taffner and MGM/UA, and British broadcasters Central TV, Thames TV and Yorkshire TV.

Sky sports. ESPN programing began airing on New Zealand's satellite programing service Sky Network Television earlier this month. An initial agreement between ESPN and Sky calls for 15 hours daily of live and taped programing, transmitted to the region via an Intelsat satellite.

New trade shows. Three new international trade shows are in the works in France. An international market for European documentaries is scheduled in Marseille from June 21-24, 1990, with over 100 European producers and buyers from 19 countries. Partners behind the new gathering are French public broadcaster Antenne 2 and documentary satellite service La Sept. Later this fall, organizers are planning the first audiovisual market for family and youth programs, in Toyas, in the Champagne region southeast of Paris. More than 80 companies from 22 countries have confirmed their attendance at the Sept. 13-16 market and among them are U.S. firms Saban, Turner International and Discovery Channel. On Sept. 25-26 in Paris, a consortium of French government organizations, along with media consulting company Satel Conseil, are sponsoring a conference on "the role of satellites in image and sound transmission."

of programing revenue, more than 90%, is likely to be earned by established broadcasters.

"New entrants are battling it out with traditional public service broadcasters. Mostly they are losing," said CIT.

While the consulting firm said deregulation and the introduction of new commercial TV channels was meant to break public service broadcaster monopolies, as well as stimulate the independent production sector, CIT maintains public service broadcasters "still retain the upper hand in audience reach, funding, archive, technical resources and experience."

The new competition may initially mean a small loss of audience for public service broadcasters and, if partially funded by advertising, some revenue, said CIT.

But the consultancy added that the 45 or so satellite channels in the region had by early 1990 an "apparently respectable" 20% share of the 12.5% of the total satellite TV audience. Their share of total TV audience, however, was just 2.5%, up from 1.6% a year ago, but still only an average of 0.055% per channel.

Regarding the market for TV programing—what it costs to produce and buy programs—CIT said it totaled \$12.2 billion in 1989 and should rise to \$15 billion by 1993.

Anticipated changes in the source of program production include a fall in the total share of broadcasters' in-house produced programing from 33% to 27% over the decade. The share of acquired material and repeats, now at 60% of the total, would rise slightly in the next decade, CIT said.

Of acquired programing, CIT said it remains less optimistic about the category's prospects than some U.S. suppliers. The firm argued the public service broadcasters have "little scope" to offer more imports, and new commercial channels are transmitting up to their limit of acquired material in terms of what quota restrictions and their budgets allow.

One area of acquisitions likely to endure sustained inflation is that of sports rights, particularly for pay TV services, said CIT.

Currently, the estimated annual market for acquired programing is \$2.9 billion, with a projected rise to \$4 billion by 1999.

Regarding in-house production, CIT said, "Spiraling costs, political pressure on funding and commercial competitors have caused public service broadcasters to review in-house production, especially drama, light entertainment and documentaries."

CIT said the value of West European in-house production last year was \$7.5 billion and would rise to \$8.3 billion by 1993, before falling over the rest of the decade.

Independent productions, at \$1.8 billion in 1989, should gain ground, with revenues doubling to \$3.5 billion over 10 years, the study projected.

Another programing source, co-productions, should grow as a proportion of transmissions on European channels, from about 3% in 1989 to 4-5% in 1999, the study found.

—AAG

For the Record

As compiled by BROADCASTING from May 17 through May 23 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

Application

■ KHOZ-AM-FM Harrison, AR (AM: BAL900420EA; 900 khz; 1 kw-D; FM: BAPLH900420EB; 102.9 mhz; 100 kw; ant. 984 ft.)—Seeks assignment of license from Harrison Broadcasting Corp. to New Century Broadcasting Co. for \$2 million ("Changing Hands," May 21). Seller is headed by W.J. Wheeler, who has interests in New Century Broadcasting (through Omni Communications) and in KQLV(AM) Sheridan, AR. Buyer is headed by John Rodriguez in partnership with Sunbelt Media Inc. and Omni Communications Inc. Sunbelt Media is headed by Bill and Linda Cate, husband and wife. Bill Cate is president of Chapman Associates media brokers. Linda Cate has interest in WMOG(AM) Brunswick, Ga. Rodriguez is general manager of WGUS-AM-FM Augusta, GA.

■ KCKC(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California (AM: BAL900417EF; 1350 khz; 5 kw-D, 500 w-N; FM: BALH900417EG; 103.9 mhz; 38 watts; ant. 2,538 ft.)—Seeks assignment of license from Riverdino Broadcasting Corp. to Pennino Broadcasting Corp. for \$4 million. Stations were part of earlier sale that fell through. Seller is headed by Jerome Maltz and has interest in KDEJ(FM) Anchorage. Maltz recently sold KUNA(AM) Indio, CA, to Pennino Music Co. for \$560,000 ("Changing Hands," Dec. 18, 1989.) Buyer is headed by Jeannette Banoczi, John R. Banoczi and Evelyn B. Boulay, and is licensee of KUNA(AM) Indio and KBZT-FM La Quinta, both California. Filed April 17.

■ KDAY(AM) Santa Monica, CA (BAL900418EA; 1580 khz; 50 kw-U)—Seeks assignment of license from Heritage Media Inc. for \$7.2 million ("Changing Hands," April 16). Seller is headed by James M. Hoak Jr., David N. Walthall and Paul Fiddick, and is licensee of KRPM(AM) Seattle and KRPM-FM Tacoma, both Washington; KAUT-TV Oklahoma City. Heritage Media Corp. owns 100% of WEAR-TV Pensacola, FL; Heritage Broadcasting Group Inc., licensee of KDLT-TV Mitchell, SD; WCHS Ltd., licensee of WCHS-TV Charleston, WV; KEVN Inc., licensee of KEVN-TV Rapid City and KIVV-TV Lead, SD; WIL Music Inc., licensee of WIL-AM-FM St. Louis; WBBF Inc., licensee of WBBF(AM)-WBEE-FM Rochester, NY; Heritage Wisconsin Broadcasting Corp., licensee of WEMP(AM)-WMYX-FM Milwaukee, and KKSJ Inc., licensee of KKSJ-AM Vancouver, WA, and KKSJ-FM Portland. Buyer is headed by Fred C. Sands, who is 100% shareholder of Flagship Broadcasting, licensee of KNAC(FM) Long Beach, CA. Filed April 18.

■ WTCE(TV) Fort Pierce, FL (BALET900510KG; ch. 21; 2,285.6 kw-V; 457.12 kw-A; ant. 973 ft.)—Seeks assignment of license from Palmetto Broadcasters Associated to Jacksonville Educators Broadcasting Inc. for \$630,089 (see WETV-TV Key West, FL, below). Seller is headed by Claude H. Rhea Jr., James Watson, Gordon Gray and

Brian E. Brightly, and has interest in noncommercial WKEB-TV Islamorada and WLCB-TV Leesburg, both Florida. Buyer is headed by Maurice Cadwalder, Paul F. Crouch, Jane Duff, Norman G. Juggert, Willi Ellison, Keith Deal, Julia Blanchard Jackson and Gregory L. Dampier, and is licensee of noncommercial WJEB(TV) Jacksonville, FL. Cadwalder has interest in Community Educational Television Inc., licensee of KITU-TV Beaumont, KLUJ-TV Harlingen and KETH-TV Houston, all Texas; permittee of noncommercial KRCC(FM) Barstow, CA. Crouch has interest in Trinity Broadcasting Network, licensee of KTBN(TV) Santa Ana, CA; WLXI(TV) Greensboro, NC; WDLI(TV) Canton, OH, and KGH0-AM-FM Hoquiam, WA. Filed May 10.

■ WETV-TV Key West, FL (BALET900508KE; ch. 13; 23 kw-V; 2.3 kw-A; ant. 529 ft.)—Seeks assignment of license from Palmetto Broadcasters Associated to Jacksonville Educators Broadcasting Inc. for \$542,500 (see WTCE-TV Fort Pierce, FL, above.) Seller is headed by Claude H. Rhea Jr., James Watson, Gordon Gray and Brian E. Brightly. Buyer is headed by Maurice Cadwalder, et al., (see WTCE-TV Fort Pierce, FL). Filed May 8.

■ WSUZ(AM) Palatka, FL (BAL900427EB; 800 khz; 1 kw-D)—Seeks assignment of license from Valerie J. Hall, trustee, to Radio Palatka Inc. for \$180,000. Seller is headed by Gregg Merrick and has no other broadcast interests. Buyer is headed by Janice J. Register, Lowell L. Register and Debbie R. Hart. Janice J. Register has interest in Radio Perry Inc., licensee of WPGA-AM-FM Perry, GA. Filed April 27.

■ WSRZ-AM Sarasota, FL (BAL900424EA; 1450 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Sara-

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sota Am Inc. to Sarasota Bay Broadcasting Co. for \$400,000 ("Changing Hands," May 21). Seller is subsidiary of Wilks Schwartz Broadcasting, which is headed by Donald Wilks and Michael Schwartz, and has interest in WSRZ-FM Sarasota; WHYN-AM-FM Springfield, MA; WNVZ(FM) Norfolk, VA; WVEZ(AM)-WWKY(FM) Louisville, KY; KKNQ(FM) Oklahoma City; WKFM(AM) Fulton and WFBL(FM) Syracuse, both New York, and WWBB(FM) Providence, RI. Buyer is headed by Richard H. and Jessie Lynne Harris, husband and wife, and has no other broadcast interests. Filed April 24.

■ WIMO(AM) Winder, GA (BTC900417EC; 1300 khz; 1 kw-D, 59 w-N)—Seeks assignment of license from Winder-Monroe Broadcasting Co. to Sherrie J. Miller for \$400,000. Seller is headed by Sidney K. Griffin and has no other broadcast interests. Buyer has no other broadcast interests. Filed April 17.

■ KRXR(AM) Gooding, ID (BAL900419EA; 1480 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Glauco Merrill to Greater Philadelphia Broadcasting of Idaho Inc. for \$100,290. Seller has no other broadcast interests. Buyer is headed by Robert G. Aisenstein, James H. Nettleton and David Horowitz, and has no other broadcast interests. Filed April 19.

■ KZJB(TV) Newton, IA (BAPCT900426KF; ch. 39; 1,330 kw-V; ant. 656 ft.)—Seeks assignment of license from Newton Broadcasting Co. to FM Iowa Inc. for no financial considerations. Seller is headed by Audrey G. Osmundson and has 24% interest in MTN Broadcasting Inc., licensee of KDAO(AM) and LPTV K39AS, both in Marshalltown, IA, and 80% interest in Grundy Broadcasting Co., licensee of KGCI-FM Grundy Center, IA. Buyer is headed by Ronald R. Hamilton, Farnell I. O'Quinn and E. Edward Hancock. Hamilton and Hancock are each 4% shareholder in Radio Cedar Falls Inc., licensee of KCFI(AM) Cedar Falls, IA. O'Quinn is sole proprietor of WUFF-AM-FM Eastman, GA, and is 24% shareholder of Mitchell Broadcasting, licensee of WOFF-FM Camilla, GA. Filed April 26.

■ WZON(AM) Bangor, ME (BAL900418EB; 620 khz; 5 kw-U)—Seeks assignment of license from Bangor Public Communications Inc. to John E. Tozer for \$185,750. Seller is headed by Christopher Spruce and has no other broadcast interests. Buyer has no other broadcast interests. Filed April 18.

■ WKYO(AM)-WIDL(FM) Caro, MI (AM: BAL900406HS; 1360 khz; 1 kw-U; FM: BAL900406HT; 104.9 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of license from Prime Time Radio Inc. to Jackson Communications Ltd. for \$425,000 ("Changing Hands," May 14). Seller is headed by Robert F. and Lorraine Benkelman, husband and wife. Buyer is headed by William G. Jackson, and his uncle James G. Jackson. William G. Jackson owns less than 1% of Meredith Corp., licensee of WNEM-TV Bay City, MI. WTVH-TV Syracuse, NY; KPHO-TV Phoenix; KCTV(TV) Kansas City, MO; WPGH-TV Pittsburgh; KSEE(TV) Fresno, CA; WOFL-TV Orlando, FL, and KVVU-TV Henderson-Las Vegas NV. Filed April 6.

■ WAGN(AM) Menominee, MI (BTC900418EC; 1340 khz; 1 kw-U)—Seeks assignment of license from Marshall Harris to Gary R. Johnson and William J. Suave for \$75,000. Sale is for Harris stock (54% of Good Neighbor Broadcasting Inc., licensee of WAGN(AM) Menominee. Seller has no other broadcast interests. Johnson had 46% of stock prior to transfer and will now have 90%. Filed April 18.

■ KXLT(TV) Rochester, MN (BALCT900430K1; ch. 47; 107.2 kw-V; ant. 1,470 ft.)—Seeks assignment of license from Halcomm Inc. to KXLI Acquisition Corp. for assumption of debt. Deal includes KXLI(TV) St. Cloud, MN. Seller is headed by Dale W. Lang, who has 40% interest in Halcomm. Buyer is headed by Dale W. Lang who owns 100% of KXLI Acquisition Corp., and is licensee of KXLI(TV) St. Cloud, KXLT-TV Rochester, MN. KXLI(TV) and KXLT(TV) have been dark, with authority, since Dec. 15, 1988. Filed April 30.

■ KXLI(TV) St. Cloud, MN (BALCT900430KH; ch. 41; 107.2 kw-V; ant. 1,470 ft.)—Seeks assignment of license from Halcomm Inc. to KXLI Acquisition Corp. for assumption of debt. Sale includes KXLT-TV Rochester, MN (see above). Seller is headed by Dale W. Lang. Buyer is headed by Dale W. Lang and Richard P. Latora. Filed April 30.

■ WROX(AM) Clarksdale, MS (BAL900426EB; 1450 khz; 1 kw-U)—Seeks assignment of license from Birney Imses Jr. to Minnehaha Communications Inc. for \$6,000. Seller is headed by Birney and Nancy M. Imses Jr., husband and wife, and has interest in WBOY-TV Inc., licensee of WBOY-TV Clarksburg, WV; WMUR-TV Inc., licensee of WMUT-TV Manchester, NH; Columbia Broadcasting, licensee of WCB(AM) Columbus, MS; Columbus Television Inc., licensee of WCB(AM) Columbus, MS, and

KDBC-TV Inc., licensee of KDBC-TV El Paso, TX. Buyer is headed by Thomas G. Reardon, Thomas J. Reardon and Rory C. Reardon, and has no other broadcast interests. Filed April 26.

■ WZIX-FM Artesia, MS (BALH900424HU; 100.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from WYS Inc. to Bravo Communications Inc. for \$460,000 ("Changing Hands," May 21). Seller is headed by James D. Wheeler and has no other broadcast interests. Buyer is headed by Michael and Avis L. Comfort, husband and wife, and has no other broadcast interests. Filed April 24.

■ KNCY-AM-FM Nebraska City, NE (AM: BAL900425EB; 1600 khz; 500 w-D, 31 w-N; FM: BAPLH900425EC; 97.7 mhz; 26 kw; ant. 300 ft.)—Seeks assignment of license from Great Lakes Broadcasting Co. to Sunrise Broadcasting Corp. for \$675,000. Seller is headed by Carl Adams and has interest in WHAP Inc., licensee of KHAP(AM) Hopewell, VA; WXVQ Inc., licensee of WXVQ(AM) DeLand, FL; Pecos Valley Broadcasting Co., licensee of KSPV(AM)-KTZA(FM) Artesia, MS, and Amendment One Inc., licensee of WZTN(AM) Montgomery, AL. Buyer is headed by Joerg G. Klebe and is licensee of KBWH-FM Blair, NE. CVC Capital Corp., parent of Sunrise Broadcasting Corp., holds 20% stock interest in Advance Broadcasting Corp., licensee of WGNV-AM-FM Newburgh, NY, and has interest WCKX Enterprises, licensee of WCKX-FM London, OH. Filed April 25.

■ KLAV(AM) Las Vegas (BAL900420EE; 1230 khz; 1 kw-U)—Seeks assignment of license from Wagenvoort Advertising Group Inc. to Holder Broadcast Services of Nevada for \$1.3 million ("Changing Hands," May 21). Seller is headed by Jeff Revette and has no other broadcast interests. Buyer is headed by Harold Holder Sr., has interest in KPUR-AM-FM Amarillo, TX. Holder has interest in GMX Communications Inc., licensee of WHBB(AM)-WDX(FM) Selma, AL; KLCL(AM)-KHLA(FM) Lake Charles, LA; WNAU(AM)-WWKZ(FM) Albany, MS, and WRLT(AM) Franklin and WRLT(FM) Madison, both Nashville, Tenn. GMX Communications is selling stations to Zenox Inc. ("Changing Hands," May 21). Filed April 20.

■ WWSS(FM) Meredith, NH (BTCH900416HX; 101.5 mhz; 3 kw; ant. 302 ft.)—Seeks assignment of license from Latchkey Broadcasting Inc. Michael R. and John H. Spector for \$525,000. Seller is headed by Gary A. Howard and William H. Forbes and has no other broadcast interests. Buyers are each 23.5% shareholders of The Radio-Active Group Inc., licensee of WSHQ(FM) Cobleskill and WSHZ(FM) Rotterdam, both New York. Filed April 16.

■ KMIO-FM Espanola, NM (BALH900419HR; 102.3 mhz; 820 watts; ant. 636 ft.)—Seeks assignment of license from The Holt Corp. of New Mexico to Enchantment Media Inc. for \$400,000. ("Changing Hands," May 21). Seller is headed by Arthur H. Holt, Phyllis Holt, Gordon Holt and Christine Berger, and has interest in WUSG-AM-FM Winchester, VA; WZOZ(FM) Bethlehem, WKA-P(AM) Allentown and WBNE-FM Barton, all Pennsylvania; KMXQ(FM) Socorro and KEVQ-FM Espanola, both New Mexico; WBOP(AM)-WTKX(FM) Pensacola, FL. WGCN(AM)-WTKI(FM) Gulfport and WOAD(AM)-WJMI(FM) Jackson, both Mississippi. Buyer is headed by William R. Sims and Cheri S. Potter. Sims owns 100% of stock of Classic Media Inc., whose subsidiary, Classic Radio Inc., is licensee of KMJK(AM) Santa Fe, NM.

■ WFAS-AM-FM White Plains, NY (AM: BAL900419HY; 1230 khz; 1 kw-U; FM: BALH900419HZ; 103.9 mhz; 600 watts; ant. 669 ft.)—Seeks assignment of license from CRB of Westchester Inc. to High View Broadcasting of Westchester Inc. for \$12.5 million ("Changing Hands," April 30). Seller is headed by Edward G. Rogoff and has interest in WAEB-AM-FM Allentown, PA; WJBR-AM-FM Wilmington, DE; WZZR(FM) Stuart, FL; WNLK(AM)-WEFX(FM) Norwalk, CT, and has sale of WTCR(AM) Kenova and WTCR(FM) Huntington, both West Virginia, to Alpine Media ("Changing Hands," Feb. 26) pending. Buyer is headed by Gary J. Starr, David C. Cheroniak, Ira J. Goldstein and Hoyt J. Goodrich, who have interest in East Shore Broadcasting Corp., licensee of WRHZ(AM)-WRCN(FM) Riverhead, NY. Filed April 19.

■ WBTB(AM)-WZYC(FM) Beaufort, NC (AM: BTC900315EG; 1400 khz; 1 kw; FM: BTCH900315EH; 103.3 mhz; 100 kw; ant. 140 ft.)—Seeks assignment of license from BD Communications Inc. to Brown Distributing Co. for \$425,000. Seller is subsidiary of Brown Distributing Co., and is headed by Jacob Brown and Philip Goldman, and has interest in WZYC-FM Newport, NC. Goldman has interest in Edens Broadcasting Inc., licensee of KOY-AM-FM Phoenix; WRBQ(AM) St. Petersburg and WRBQ(FM) Tampa, both Florida; WRVA(AM)-WRVQ(FM) Richmond and WWDE(FM) Hampton, both Virginia, and KKLQ-AM-FM San Diego. Buyer is headed by Larry E. and Betty Brown, husband and wife, Larry Brown is son of Jacob Brown. Don Shaver, Robert Brooks,

Thomas D. Wright, Dominic D'Angelo and Larry Vaughn, are officers in BD Communications Inc., licensee of WZYC-FM Newport, NC. Filed April 15.

■ WFLB(AM) Fayetteville, NC (BAL900417ED; 1490 khz; 1 kw-U)—Seeks assignment of license from Kat Broadcasting Corp. to Radio Adventures Inc. for \$300,000. Seller is headed by Ellek Seymour licensee of properties formerly held by Resort Broadcasters including WHCC(AM)-WQNS(FM) Waynesville, NC, and WDSC(AM)-WZNS(FM) Dillon and WKEL(AM) Myrtle Beach, both South Carolina. Buyer is headed by Henry W. Hoot and Donald Catlett. Hoot is sole owner of WTSB(AM) Lumberton, NC. Filed April 17.

■ KBNP(AM) Portland, OR (BTC900425EA; 1410 khz; 5 kw-D, 250 w-N)—Seeks assignment of license from KBNP Radio Inc. to 2nd Amendment Foundation for \$320,000. Seller is headed by Richard A. Hodge and has no other broadcast interests. Buyer is headed by Alan M. Gottlieb and David L. Mehloovich, and has no other broadcast interests. Filed April 25.

■ WATX(AM) Algood, TN (BTC900330EG; 1590 khz; 1 kw-D)—Seeks assignment of license from Manna Broadcasting Co. to Joe B. Wilmoth for no financial considerations. Seller is headed by Joe B. Wilmoth and has no other broadcast interests. Buyer has no other broadcast interests. Filed April 30.

■ WJPJ(AM) Huntingdon, TN (BTC900417EE; 1530 khz; 1 kw-D)—Seeks assignment of license from Randall Stuart McGowan to Lynn M. Dickinson and Carol S. Leahy for \$25,000. Seller is headed by Randall S. McGowan and has no other broadcast interests. Buyers have no other broadcast interests. Filed April 17.

■ KDOA(FM) Tullia, TX (BAPH900418HB; 104.9 mhz; 3 kw; ant. 312 ft.)—Seeks assignment of license from Dominion Communications Inc. to Amburn Communications for \$7,500. Seller is headed by Peter Winslow, Nanette Markunas, Alton Finley and Samuel Winslow, as head of Balton Corp. Dominion has interest in KLKZ(FM) Farwell, NM. Peter Winslow has interest in CP for new FM at Jal, NM. Markunas has 90% interest in Markey Broadcasting Co., which holds CP for WMBK(FM) Ridgebury, PA and holds CP's for new FM's at Milton, Reedport and Oakridge, all Oregon. Buyer is headed by Jay N. Amburn and has no other broadcast interests. Filed April 18.

■ KVCT-TV Victoria, TX (BALCT900306KE; ch. 19; 155 kw-V; ant. 490 ft.)—Seeks assignment of license from Victoria Communications Corp. to Jerianne Medley for undetermined financial considerations. Seller is headed by William M. Murphy, Patty Grimsinger and Raymond Uherek and has no other broadcast interests. Buyer has no other broadcast interests. March 6.

■ WNE(TV) Hartford, VT (BTCT: ch. 31; 2,240 kw-V; 2.24 kw-A; ant. 2,220 ft.)—Seeks assignment of license from Taft Broadcasting Co. to Heritage Media Corp. for undisclosed amount. Seller is headed by Philip D. Taft, Jerry G. Bridges and Paul E. Taft. Buyer is headed by James M. Hoak Jr. and David N. Walthall, and is licensee of KRPM(AM) Seattle and KRPM-FM Tacoma, both Washington; KAUT-TV Oklahoma City. Heritage Media Corp. owns 100% of Heritage Media Inc., licensee of KDAY(AM) Santa Monica, CA; WEAR-TV Ltd., licensee of WEAR-TV Pensacola, FL; Heritage Broadcasting Group Inc., licensee of KDLT-TV Mitchell, SD; WCHS Ltd., licensee of WCHS-TV Charleston, WV; KEVN Inc., licensee of KEVN-TV Rapid City and KIVV-TV Lead, SD; WIL Music Inc., licensee of WIL-AM-FM St. Louis; WBBF Inc., licensee of WBBF(AM)-WBEE-FM Rochester, NY; Heritage Wisconsin Broadcasting Corp., licensee of WEMP(AM)-WYMX-FM Milwaukee, and KKSJ Inc., licensee of KKSJ-AM Vancouver, WA, and KKSJ-FM Portland. Filed April 26.

■ WJFR-FM Rutland, VT (BALH900425GG; 98.1 mhz; 1.15 kw; ant. 2,953 ft.)—Seeks assignment of license from Caravelle Broadcast Group of Vermont Inc. to Jewel Radio Inc. for no financial interests. Seller is headed by Howard L. Schrott. Buyer is headed by Harrison M. Fuerst, George Joachim, Richard Noble, Harry Weinagen, William H. Albers and Robert A. Fuerst. Harrison M. Fuerst, Joachim, Albers and Robert A. Fuerst have interest in Treasure Radio Associates Ltd., licensee of WMAN(AM)-WYHT(FM) Mansfield, OH. Filed April 25.

■ WSTX-AM-FM Christiansted, St. Croix, VI (AM: BAL900420HE; 970 khz; 5 kw-D, 1 kw-N; FM: BALH900420HF; 100.3 mhz; 38 kw; ant. 235 ft.)—Seeks assignment of license from Suburban Caribbean Communications Inc. to Family Broadcasting Inc. for \$525,000. Seller is headed by Robert R. Hilker and William R. Rollins. Hilker has interest in WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia; WSVM(AM) Valdeso, WFXI(TV) Morehead City, and WEGO(AM) Concord and WABZ(AM) Albemarle, all North Carolina, and WJOT-AM-FM Lake City, S.C. Buyer is headed by Luz A. James, Asta K. James, Leonie A. Sealey, Barbara

James-Petersen, Gerald L. James II, Emmeth C. James and Kelsey Gerard James, and has no other broadcast interests. Filed April 20.

■ WODI(AM) Brookneal, VA (BAL900420EC; 1230 khz; 1 kw-U)—Seeks assignment of license from Solocom Inc. to WODI Inc. for \$7,500. Seller is headed by Digby and Ronald Solomon. Digby Solomon has 51% interest in Solomon and Lowe Communications Inc., licensee of WJMA-AM-FM Orange, VA. Buyer is headed by Graham L. and Hazel W. Jones, and has no other broadcast interests. Filed April 20.

Actions

■ KARQ(FM) Ashdown, AR (BALH900207HS; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from KARQ Radio Inc. to Bunyard Broadcasting Inc. for \$380,000. Seller is headed by Floyd W. and Betty F. White, husband and wife. Buyer is headed by Jay W. and Anne Bunyard, husband and wife, and is licensee of KDQN-AM-FM DeQueen, AR. Action May 7.

■ WKOL(AM) Amsterdam, NY (BAL890808EE; 1570 khz; 1 kw-D)—Granted app. of assignment of license from Sage Broadcasting Corp. of Manchester to Gateway Broadcasting Corp. for no financial considerations. Seller is subsidiary of Sage Broadcasting Corp. and is headed by Gerald Poch. Sage and has interest in WONE(FM) Titusville, FL; WACO-AM-FM Waco, TX, and WRFB(FM) Stowe, VT. Buyer is headed by Joseph M. Isabel and has interest in WCSS(AM) Amsterdam, NY. It had requested waiver of one-to-market rule. It also filed application to move station to Ballston Spa, NY, thereby eliminating overlap. Both filings have been withdrawn with grant of sale from Gateway to William H. Walker III (see below). Action May 1.

■ WKOL(AM) Amsterdam, NY (BAL900214EA; 1570 khz; 1 kw-D)—Granted app. of assignment of license from Gateway Broadcasting Corp. to William H. Walker III for \$150,000. Seller is headed by Joseph M. Isabel. Buyer has no other broadcast interests. Action May 1.

■ WCSC(TV) Charleston, SC (BTCCT890929KF; ch. 5; 100 kw-V; 20 kw-A; ant. 1,960 ft.)—Dismissed app. of assignment of license from WCSC-TV Charleston, SC (BTCCT890929KF; ch. 5; 100 kw-V; ant.: 1,960 ft.)—Seeks assignment of license from Crump Communications Inc. to Anchor Media Holdings Ltd. for \$61 million ("In Brief," Oct. 9). Seller is headed by Harold Crump and David Allen and has no other broadcast interests. Buyer is headed by Alan Henry and is licensee of WSYX(TV) Columbus, OH; KLDD(AM)-KZEW(FM) Dallas; KOR-K(AM)-KYRK-FM Las Vegas; KZSS(AM) Albuquerque, NM, and WLOS(TV) Asheville, NC. Action April 2.

■ KLLB(AM) West Jordan, UT (BAL900315EA; 1510 khz; 10 kw-D)—Granted app. of assignment of license from Western Broadcasting Inc. to Relevant Enterprises Inc. for \$140,000. Seller is headed by Carol R. Hinton and John H. Clinton, and has no other broadcast interests. Buyer is subsidiary of KLLB Radio and is headed by Rebecca Kennedy McConnell and has no other broadcast interests. Action May 9.

New Stations

Actions

■ Basalt, CO (BPH891214ML)—Returned app. of Roaring Fork Radio for 106.1 mhz; 695 kw; ant. 938 ft. Address: P.O. Box 5260, Avon, CO 81620. Principal is headed by Jerrell K. Davis, Ronald J. Mellon, Duane H. Capouch and W. Jeff Swenson, and has no other broadcast interests. Action May 10.

■ Comfort, TX (BPH891026MR)—Returned app. of Lynn E. Gerstein and Akiva N. Gerstein for 95.1 mhz; 18,884 kw; ant. 734 ft. Address: 3426 Hopecrest, San Antonio, TX 78230. Gersteins have interest in Laredo Broadcasting Corp., licensee of KRRG-FM Laredo, TX. Action May 8.

Facilities Changes

Applications

AM's

■ Orcutt, CA KGDP(AM) 660 khz—April 5 application for CP to increase power to 10 kw night, 20 kw day and make changes in ant. system.

■ Naples, FL WNOG(AM) 1270 khz—April 19 application for mod. of CP (BP890426AE) to change night TL: 1.75 km S. of intersection of State Routes 846 and 951, and 1.3

km E. of State Rte. 951 Naples Park, FL; reduce nighttime power to 1.9 kw and make changes in ant. system 26 15 26N 81 40 33W.

■ Sand Springs, OK KTOW(AM) 1340 khz—April 23 application (BP900423AB) to CP to change TL: 8886 W 21 St., Sand Springs, OK, and make changes in ant. system 36 07 58N 96 05 36W.

FM's

■ Modesto, CA KJSN(FM) 102.3 mhz—April 17 application for CP to change ERP: 6 kw H&V.

■ MacClenny, FL WJXR(FM) 92.1 mhz—April 9 application for CP to change ERP: 6 kw H&V.

■ Ellijay, GA WLJA-FM 93.5 mhz—April 10 application for CP to change ERP: 6 kw H&V; change ant. 265 ft.

■ Belmont, NH WCNH(FM) 93.3 mhz—April 16 application for mod. of CP (BPH880225MT) to change ERP: .782 kw H&V; ant. 639 ft.; TL: 600 ft. E. of Misery Rd. 3,400 ft. S. of intersection with Shaker Rd.; Town of Northfield, NH.

■ Franklin, NH WFTN-FM 94.3 mhz—April 17 application for CP to change ERP: 6 kw H&V.

■ Albemarle, NC WABZ-FM 100.9 mhz—April 12 application for CP to change ERP: 6 kw H&V; change ant. 541 ft.; change TL: 1.3 miles SW of Plyler's Crossroads on County Rd. 1134; 35 21 41N 80 18 12W.

■ Bend, OR KIDD-FM 98.3 mhz—April 16 application for mod. of CP (BPH850712QO) to change ERP: 1.65 kw H&V; change ant.: 628 ft.

■ Eugene, OR KRVM(FM) 91.9 mhz—April 17 application for CP to change ERP: 1.12 kw H&V; ant. 98.4 ft. and change TL: 1 mile due W. of S. Willamette St. at Southern end of Eugene city limits.

■ Henderson, TN WFKX(FM) 95.9 mhz—April 24 application for CP to change ERP: 6 kw H&V.

TV's

■ Boston WQTV(TV) ch. 68—April 18 application for CP to change ERP: 1,350 kw-V; ant.: ant. 816 ft.; change TL: Prudential Building, 800 Boylston St., Boston; ant.: RCA TFU-25G, (DA)(BT); 42 20 20N 71 04 59W.

■ Jackson, MI WHTV(TV) ch. 18—Feb. 23 application for mod. of CP (BPT870526KL) to change ERP: 8.91 kw-V; ant. 239 ft.; TL: 120 W. Michigan Ave., Jackson, MI; ant.: BognerLPS-1 (DA)(BT); 42 14 50N 84 24 23W.

Actions

AM's

■ El Paso, TX KELP(AM) 1590 khz—May 9 application (BMP890215AB) granted for mod. of CP (BP890123AB) to change hours of operation to unlimited by adding night service with 900 watts; TL: to Chamizal Border Hwy. and Springfield Rd., El Paso, TX; make changes in ant. system 31 44 38N 106 23 45W.

■ Sumner, WA KZIZ(AM) 1560 khz—May 9 application (BP891120AD) granted for mod. of CP (BP870813AA) to increase day power to 5 kw.

TV's

■ Los Angeles, KLCS(TV) ch. 58—May 8 CP canceled.

■ Wailuku, HI KMAU(TV) ch. 12—May 8 CP canceled.

■ Ogden, UT KOOG-TV ch. 30—May 8 application (BPCT890523KG) granted for CP to change ERP: 153 kw; change ant. 3,903 ft.; ant.: Dielectric TFU-23/DAS/V-(VA)(BT) TL: Farnsworth Peak ant. farm, E. of Salt Lake City; 40 39 25N 112 12 07W.

■ Provo, UT KZAR-TV ch. 16—May 8 application (BMPCT890519KG) granted for mod. of CP (BPCT840618KE) to change ERP: 3,890 kw-V; ant. 2,305 ft.; TL: existing microwave tower of U.S. W. Telephone Co., near Mt. Nebo 20 miles NNE of Neph, Utah; ant.: Dielectric/TFU-23JDS (DA)(BT) 39 51 14N 111 42 17W.

Actions

Actions

■ Fox Broadcasting Co. Commission granted Fox Broadcasting Co. (FBC) limited and temporary waiver of commission rule defining television "network" for purposes of financial interest, syndication and prime time access rules. Waiver allows FBC to provide, subject to conditions, for maximum of one year, 3½ hours of programming above current 15 hour definition without triggering those rules. (By MO&O [FCC 90-186] adopted May 4 by commission).

■ Anchorage, AK. Over objections of J. Stephen Lay, commission has consented to assignment of license for station KINQ(FM) Fairbanks, AK, from Great Alaska

Electric Radio Co. to Northern Television Inc. Northern is licensee of KTVF(TV) and KCBF(AM) Fairbanks, and was granted waiver of one-to-market rule. (By letter [FCC 90-148] adopted April 12 by commission).

■ Los Angeles. Upheld staff action dismissing application to assign CP for noncommercial educational station KEEF-TV Los Angeles, from Black Television Workshop of Los Angeles Inc., to Hispanic Christian Communications Network. (By MO&O [FCC 90-152] adopted April 16 by commission).

■ Marco, FL. Denied reconsideration of reversal of earlier decision approving settlement agreement in Marco, FL, FM case. (MM docket 87-244, by MO&O [FCC 90-177] adopted April 30 by commission).

■ New Orleans. Granted application of Delta Broadcasting of Louisiana Ltd. for new commercial TV station on ch. 20; denied competing applications. (MM docket 88-357, by ID [FCC 90D-21] issued May 1 by ALJ Edward J. Kuhlmann).

■ Northampton, MA. Upheld grant of application of Cutter Broadcasting Inc., for new FM at Northampton, MA; denied petitions by Northampton Media Associates and Mass Media Bureau for reconsideration. (MM docket 86-120, by MO&O [FCC 90-176] adopted April 30 by commission).

■ Grand Rapids, MI, and Ravenna, NY. Denied applications by Richard Culpepper, applicant for new FM on ch. 255A at Grand Rapids, and John Anthony Bulmer for new FM on ch. 233A at Ravenna for review stemming from allegedly dissimilar treatment afforded two applications pursuant to commission commercial FM processing policies. (By MO&O [FCC 90-182] adopted May 1 by commission).

■ Glendive, MT. Consented to transfer of control of licenses of stations KXGN-TV and KXGN(AM) Glendive, from Lewis Moore and members of his family to Stephen A. Marks; granted waiver of one-to-market rule. (By letter [90-159] adopted April 18 by commission).

■ Bay Shore, NY. Denied Long Island Music Broadcasting Corp. reconsideration of dismissal of its application for new FM on ch. 276A at Bay Shore but enlarged issues with respect to remaining applicants to determine whether they have reasonable assurance of availability of their proposed antenna sites. (MM docket 87-246, by MO&O [FCC 90-175] adopted April 30 by commission).

■ Webster, NY. Granted application of Webster-Fuller Communications Associates for new FM on ch. 274A in Webster. (MM docket 88-83 by initial decision [FCC 90D-22] issued May 7 by ALJ Walter C. Miller).

■ Huron, OH. Granted applications of Firelands Broadcasting Corp. for new FM on ch. 241A and denied competing applications. (MM docket 88-86 by ID [FCC 90D-19] issued April 27 by ALJ Joseph Gonzalez).

■ Swanton, OH. Granted application of Swan Creek Communications for new FM on ch. 297A; denied competing application of Welch Communications Inc. (MM docket 88-432, by ID [FCC 90D-20] issued April 27 by ALJ Walter C. Miller).

■ Mountaintop, PA. Granted application of Charles B. Shafer to assign station KGC397 from Shafer to Hazel-Tone Communications Inc., and to change ant. system and replace transmitter of public land mobile service station KGC397 operating in Mountaintop, PA. (CC docket 88-534 by initial decision [FCC 90D-23] issued May 7 by ALJ Joseph P. Gonzalez).

■ Seattle. Denied review of staff ruling dismissing indecency complaint against KING-TV Seattle. (By MO&O [FCC 90-104] adopted March 22 by commission).

Call Letters

Applications

Existing FM

WXOF(FM) WOSE Venice Broadcasting Inc., Clinton, OH

KSWR(FM) KKCC Gentry Broadcasting Inc., Clinton, OR

Grants

New AM

KLAY(AM) Clay Frank Huntington, Lakewood, WA

New FM's

KBUG(FM) Valkrie Broadcasting Inc., Osceola, MO

KCRQ(FM) Greater Philadelphia Broadcasting Corp. of Gooding, Gooding, ID

KMSI(FM)	Creative Education Media Corp., Moore, OR	Woodlawn, IL	WZRC(AM)	WJIT HIT Radio Inc., New York
KSDC(FM)	School District 4J, Lane County, Oakridge, OR	WUIE(FM)	Existing FM's	
KTDD(FM)	Oara Inc., Huntsville, TX	WUIF(FM)	KCRN(FM)	KLHA Criswell Center for Biblical Studies, Wichita Falls, TX
KTDFE(FM)	North N. Mexico Community College, Española, NM	New TV's	KKSI(FM)	KRAM "O" Town Communications Inc., Eddyville, IA
KTDF(FM)	Little Apple Broadcasting, Manhattan, KS	KTDA(TV)	KXFE(FM)	KODA Alan W. Eastham, Dumas, AR
KTDFG(FM)	APM Associates, Winterset, IA	KTDC(TV)	KZMG(FM)	KIZN-FM PTI Broadcasting Inc., New Plymouth, ID
KTDH(FM)	Triad Broadcasting, Rawlaha, HI	Existing AM's	KZZF(FM)	KFRZ Liggett Broadcast Inc., Hanford, CA
KTDI(FM)	Contemporary Broadcasting Inc., Huntsville, MO	KDFL(AM)	WCRR-FM	WYBD Highland Broadcasting Inc., Rural Retreat, VA
KTDJ(FM)	Scott Smith-Hike Triebold Ltd., Liberal, KS	KESI(AM)	WREL-FM	WVLI Equus Communications Inc., Buena Vista, VA
KYWG(FM)	Timothy D. Martz, Saries, ND	KHNN(AM)	WRHV(FM)	WMHX-FM WMHT Educational Telecommunications Inc. Poughkeepsie, NY
KYMI(FM)	Isreal Ybanez, Los Ybanez, TX	KNZZ(AM)	WWSS(FM)	WMRQ Latchkey Broadcasting Inc., Meredith, NH
WDHI(FM)	Delaware County Broadcasting Corp., Delhi, NY	KSAZ(AM)	Existing TV	
WKCM-FM	Bayard H. Walters, Cannelton, IN	KTGN(AM)	KEPB(TV)	KZJD State of Oregon, et al., Eugene, OR
WMSJ(FM)	Downeast Christian Communications, Harpwell, ME	KUCL(AM)	Following clarifies and corrects other previous reports	
WUIA(FM)	Dickey Broadcasting Co., Delta, OR	WFNV(AM)	Existing FM	
WUIB(FM)	Barden Broadcasting of Coal City Inc., Dwight, IL	WHOT(AM)	WRTO(FM)	WAQI-FM License Corp. 2, Goulds, FL
WUIC(FM)	Radio Trinity, Trinity, AL	WYKO(AM)		
WUID(FM)	Volunteer Broadcasting of Illinois,			

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RADIO

HELP WANTED MANAGEMENT

GM wanted: Looking for GSM to promote to GM of medium market Northern Urban station. Inquires confidential. E.O.E. Box F-1.

General manager opening for Southeastern AM/FM Combo by top fifteen group radio broadcasters. Must have stable employment history, good sales experience and solid budget and expense control. Need to be able to set example to proven sales staff by personal selling. Submit a letter giving complete career, salary history and references to: Box F-71. EOE.

Terrific opportunity: Looking for a qualified sales manager to build a sales staff for a new CHR in Lincoln, NE. Send resume to KKNB, 5601 South 27th, Lincoln, NE 68512. EOE.

Sales Manager. New England. Growing group seeks knowledgeable, creative, aggressive, people-oriented leader. Growth opportunity. EOE. Box C-39.

Leading Northeastern Ohio Class C FM seeks strong, street-smart, goal oriented local sales manager capable of leading and training by example a sales staff of top professionals. Send resume and basic sales philosophy to GM, 4565 Dressler Rd., NW, #LL16, Canton, OH 44718. EOE. No calls, please.

New England medium market AM seeks aggressive sales oriented GM to take growing station to next level. Will work closely with President of Broadcasting to expand group. Equity available. Resume to: PO Box 9103, Newton Upper Falls, MA 02164. EOE.

GM wanted. Looking for a strong, sales oriented GM to lead the charge at our State College, PA Combo. Send resume in confidence to: Rich Homberg, Burbach Broadcasting, 80 Fairway Blvd., Jamesburg, NJ 08831. EOE.

Sales manager: NewsTalk WSPD and Adult Contemporary WLQR, Toledo: Looking for assertive enthusiastic leader, with a successful track record as trainer/coach - Good at packaging and promotion. Must believe in high rates and practice rate integrity. Resume to: Terrell L. Metheny, Jr., General Manager, WSPD/WLQR Radio, 125 South Superior St., Toledo, OH 43602. EOE.

Experienced, sales oriented GM for Northeast in growing market of 500,000. Must be hands on, bottom line oriented. Programming and sales background a must. No beginners. Confidential replies to Box C-61. EOE.

Chief financial officer: American Network Group, a Nashville-based broadcasting publically traded company seeks an experienced financial management professional. ANG operates state radio networks and radio stations. The successful candidate will be responsible for: Directing all financial, accounting, and budgeting activities, developing accounting policies and procedures, monitoring financial results, analyzing financial results and providing timely reports, managing accounting and administration personnel. Qualified candidates should have 5-10 years experience in finance and accounting, including accounting supervisory experience; CPA preferred. We offer a personal growth environment and a competitive compensation and benefits package. Please forward your resume with salary requirements to: American Network Group, 621 Mainstream Dr., Ste. 230, Nashville, TN 37228. Attn: A. Dupere. EOE.

Chief financial officer wanted for major radio network. Attractive compensation package commensurate with experience. Must have college degree and 15 years radio broadcast experience. Send resume, salary history and references to Box C-64. EOE.

HELP WANTED SALES

Aggressive go-getter wanted for national advertising sales positions. Applicant should have a proven successful track record in selling advertising time in a niche market. Business to business experience a plus. Salary plus commission commensurate with experience and ability. Send resume, earnings history and references in complete confidence to: Dave Dexter, Director of National Sales, Business Radio Network, 888 Garden of the Gods Rd., Colorado Springs, CO 80907. EOE.

Wanted: Go-getter with station or network sales experience to handle affiliate relations for small syndication company. Resume to: Broadcast Group, 3333 K St., NW, #77, Washington, DC 20007. EOE.

Salesperson: Experienced person, but still willing to learn, to represent the area's top station and enjoy Ocean City, Maryland. Must be ambitious and a team player. Growing area and a fun place to live. Must produce! List and benefits. Resume to: General Sales Manager, Stevie Prettyman, PO Box 758, Ocean City, MD 21842. EOE.

N.E. group seeks energetic, aggressive sales reps for station locations in New York (Poughkeepsie & Binghamton) and Portland, Maine. Excellent opportunities. Affirmative Action. EOE. All resumes to Personnel Director, Box 511, Beacon, NY 12508.

HELP WANTED ANNOUNCERS

Announcer/sales/news. All around entry-level broadcaster with basic sales skills seeking future in management. Tape, resume, photo. KQSS-FM, Box 292, Miami, AZ 85539. EOE.

Virginia AM/FM, Shenandoah Valley, would like good morning announcer/program director. Good place to live and work. T&R to J.D. Cave, WLCC/WRAA, PO Box 387, Luray, VA 22835. EOE.

HELP WANTED TECHNICAL

Major group is looking for engineers of all talents. Please reply to Box C-56. EOE.

HELP WANTED NEWS

News director with two years experience or as an assistant needed to manage a three person department. T/R and salary requirements to Walter Maxwell, WGHQ, 82 John St., Kingston, NY 12401. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Top hat, white gloves required! Studio Center is looking for a director, a producer, an editor, an engineer, an interpreter, a copy doctor, a politician and someone with an ear for music plus a good knowledge of ad agencies and what they expect. Frankly, if you can do all that, then you're the magician we're looking for. And if our client list including AT&T, CBN, Dodge, GE, Kentucky Fried Chicken, GMC trucks Hardee's, McDonald's, and NAPA Auto Parts impresses you, write us. No phone calls, please. Send resume and 10 of your best radio spots to Bob Jump, Executive VP, Studio Center Corporation, 200 West 22nd St., Norfolk, VA 23517. EOE.

SITUATIONS WANTED MANAGEMENT

General manager available. Considerable experience winning in medium and major markets. Group management and acquisitions experience. Highest industry references and credentials. Dean Johnson, 503-472-1221.

G.M.: 20 year pro, sales, promotions, programming, leadership, bottom line results. Box C-26.

Ownership desired, sweat equity or owner finance position sought. 15 year broadcast professional, strong management, sales and programming. Aggressive, dedicated and honest individual. Box C-46.

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General sales manager with 5 years of Combo sales experience/14 years of programming experience available for GENERAL MANAGER position. Bobby Rivers 602-297-4808.

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Easy Listening, Big Band. 28 years experience. Basement voice. Warm climate, coastal stations only! 717-675-6982.

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Hard-working, intelligent A/T with over two years S/M market experience seeks bigger and greener pastures. Willing to relocate. Todd: 814-662-2044.

SITUATIONS WANTED NEWS

Texas Metro. Take charge veteran broadcaster. Seeking ND or strong anchor position. Proven track record. 13 years in present job. Want to return home. Box C-50.

Sportscaster/PBP. 15 yr. pro. 27 awards. 303-241-6452.

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Been working in L.A. at number 5 station for last five years. Market size not important; clean air is. Call Tom, 818-242-4373.

Forthcoming sale or format change? Illness? Turn-around? Shopping for candidates? 17-year all-format programming pro seeks interim PD or consulting position. 303-363-8902 or WRITE 14175 E. Montview Blvd., #6, Aurora, CO 80011.

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TELEVISION

HELP WANTED MANAGEMENT

General sales manager: WEEK-TV, the dominant NBC affiliate in Peoria, Illinois, seeks experienced strategist to direct market's top LSM, NSM, and 9-member sales force. Good people/teaching skills, experience with a variety of avail/rate systems, and multi-station sales management experience required. Preference given to applicants with demonstrated revenue success in development, research, and marketing. Stable, progressive, and growing group ownership with equity participation, excellent fringe benefits, and great advancement potential. Send resume, references, and salary history to Dennis Upham, WEEK-TV, 2907 Springfield Rd., E. Peoria, IL 61611. EOE. A Granite Broadcasting Corporation station.

WFSU-TV. Tallahassee, Florida is seeking a station manager to administer day-to-day activities. Coordinates programming, production, development and engineering departments of WFSU/WFSG, must have team management approach. Reports to General Manager of the Public Broadcast Center at Florida State University. Master's degree and 6 years or Bachelor's degree and 8 years of experience. Salary minimum range: \$29,000. Equal Opportunity/Affirmative Action employer. For further information/application call 904-487-3170.

National sales manager: WOTV, Grand Rapids, MI; 36th market; NBC affiliate. Minimum 2 years in national sales/sales management. Send resume to: Dick McKay, GSM, WOTV, PO Box B, Grand Rapids, MI 49501. EOE.

WVEC-TV, a Belo station in Norfolk, is looking for an exceptional news director who is "hands-on". A primary strength must be exceptional news judgement, the ability to motivate a staff to break news stories and an ability to create compelling, comprehensive news broadcasts. Send a letter, resume and supporting aircheck to Marty Haag, c/o WFAA-TV, Communications Center, Dallas, TX 75202. EOE.

Sales manager: Successful Midwest Fox affiliate seeks manager to direct staff of eleven. A great opportunity for an experienced leader. Call David Wittkamp 1-800-733-2065. EOE.

National sales manager: Candidates must have a minimum of 5 years television experience. Candidates should have superior skills in developing new business and working with people. Send resume to: GSM, WJAR (NBC), 111 Dorrance St., Providence, RI 02903. WJAR is an equal opportunity employer.

Business manager: SE affiliate needs an experienced self-starter with good administrative skills. Lotus experience a plus. Please forward a resume with salary requirements to the attention of Box C-62. EOE.

LSM: CBS affiliate, top 50 market in Southeast. Looking for assertive person with management experience to lead and motivate 8 person staff. 5 station market, candidate must be able to position and package for max. revenue. Station believes in creative and innovative sales ideas and concepts. Compensation package totals \$67,000 per year. Send resume and references to Box C-63. EOE.

Local sales manager for midsize Texas market. Network affiliate seeks savvy LSM. Strong personal salesperson, leader, 5 years experience. Computer available knowledge, strategist, proven record, integrity. Send resume, references and salary requirements. Strictly confidential. Please send your confidential reply to Box C-65. EOE

HELP WANTED SALES

TV production/transmission facility account executive: Immediate opening for experienced sales person with solid knowledge of TV production. Satellite transmission experience highly desirable. We have a terrific production/transmission facility - Your job is to let people know about us! Candidate will manage an existing client portfolio as well as strongly pursue new business. Moderate travel. Stimulating and amiable environment, excellent benefits. No phone calls accepted. Send cover letter of interest and resume to: WGBH, Human Resources Office (A-544), 125 Western Ave., Boston, MA 02134. WGBH is an equal opportunity employer.

General sales manager. Solid NBC affiliate located in Mid-South looking for sales leadership. Excellent opportunity for person with proven track record in local and national sales management. Must have strong people skills. Paper pushers need not apply. Send resume to: Box C-54. EOE.

TV/radio national sales position. Immediate opening with broadcasting's oldest (37 years) media/merchandising/sales-promotion firm TV/radio sales experience required. Full-time travel (Mon./Fri.) required. Substantial draw against generous commission. Resume and recent picture to John Gilmore, President, CCA, Inc., PO Box 151, Westport, CT 06881. 203-226-3377. EOE.

NBC affiliate in medium-size Mid-South market needs sales manager. Must have solid experience in all areas of sales. Strong management skills a must. Resume to Box C-5. EOE.

HELP WANTED TECHNICAL

TV maintenance engineer needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Maintenance engineer to: Repair and maintain studio master control, production control and ENG/EFP equipment. Should be experienced in Sony 3/4", 1" and Beta format as well as MCR and PRC switching equipment. Knowledge of UHF beneficial. Degree and prior maintenance experience preferred. Send resume to: Chief Engineer, WETM-TV, Inc., PO Box 1207, Elmira, NY 14902 EOE.

South Texas station needs well qualified assistant chief engineer with proven ability. EOE. Box C-51.

Chief engineer: A small Vermont station is seeking a person with strong RF maintenance experience with good administrative and supervisory skills. Remote mountain top transmitter and SNG truck make this a challenging position. EOE. Contact: Paul Shykula, WNNH-TV, Inc., PO Box 1310, White River Jct., VT 05001. Tele: 802-295-3100.

Master control operator: Great Lakes area network affiliate needs experienced, reliable, technically-oriented, quality-minded person proficient in all aspects of master control operations, computer knowledge helpful. Must be able to work well under pressure and have FCC license. Send resume and salary history to Box C-60. EOE.

Broadcast engineer: The CBS affiliate with the highest around-the-clock ratings in the USA has an immediate opening for an experienced broadcast engineer (studio maintenance) in the 120th ADI. Good working conditions, excellent benefits. Mail resume to: Personnel Director, KNOE-TV, PO Box 4067, Monroe, LA 71211. Equal opportunity employer.

Due to expansion of facilities, Lodestar Towers Inc. seeks an experienced engineer skilled in RF transmissions, antenna combining systems and with a good knowledge of communications tower site requirements. Freedom to travel is a requirement, along with good verbal and written communications skills. No calls accepted. Resume and salary requirements to: Director of Engineering, PO Box 14485, North Palm Beach, FL 33408. EOE.

Maintenance engineer: Looking for individual with minimum three years maintenance experience in studio equipment, ENG and EFP equipment, microwave, transmitter and satellite equipment. FCC General Class or SBE certification required. Send resume and salary requirements to: WTVR-TV, 3301 West Broad St., Richmond, VA 23220, Attn: Chief Engineer, EOE/M/F.

Assistant chief engineer: Looking for individual with five years experience in maintaining studio equipment, transmitters, microwave and satellite down-link facilities. RF experience is a must. Should have at least one year of supervisor experience. FCC General Class license required. Send resume and salary requirements to: WTVR-TV, 3301 West Broad St., Richmond, VA 23220, Attn: Chief Engineer. EOE/M/F.

HELP WANTED NEWS

Meteorologist/weather anchor: Number one station in Richmond looking for experienced meteorologist to anchor weather. Individual must have a minimum of two years television weather anchoring experience. We are looking for a strong personality who is an accurate forecaster. AMS seal required. Send resume, tape and salary history to: Elliott Wiser, Assistant News Director, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please. EOE, M/F.

Promotion writer/producer: KCRA-TV, Sacramento-Stockton-Modesto, seeks a promotion writer/producer whose 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 teases. Person will write copy for print advertising, produce radio promotional announcements during sweeps periods. Will 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 3/4" tape, and salary requirements to: Randy Hoffman, Creative Services Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. NOTE: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE, M/F.

Medical reporter wanted for medium market in the Southwest. Must be able to produce at least four segments per week and introduce them from the main news set. Box C-40. EOE. Tapes upon request.

General assignment reporter. Must have 1-2 years experience. Up and coming newsroom. Resume and non-returnable tape to: KMIZ-TV, 501 Business Loop 70 E, Columbia, MO 65201, Attn: News Director. EOE.

News director: CBS affiliate in Alaska seeks experienced individual to lead #1 rated team. Hands-on working type—not a desk job. Solid news judgement and strong people skills. Degree in Journalism or related field. Send tape, resume and salary requirements to: Station Manager, KTVF-TV, 455 Third Ave., Suite 200, Fairbanks, AK 99701 EOE.

Meteorologist/reporter: Midwest affiliate, weather powerhouse, seeks meteorologist for weekend newscasts. Also report three days a week. Send resume and picture to: Box C-44. EOE. Tapes upon request.

Producer/director: Responsibilities include directing live news and special event programming. Applicants must have strong producing and writing skills as well as a solid background in post production. Experience with computer editing and G.V. 300 switcher a must. If you're an "up and comer" who meets these requirements and are looking for a great place to live, send resume and non-returnable demo tape with director track to: Joe Rushing, KOTV, PO Box 6, Tulsa, OK 74101 EOE, M/F No phone calls, please.

News director wanted for #1 Florida network affiliate. 35 person staff. Experience required. Send resume to: Personnel Director, PO Box 30, Tallahassee, FL 32302. EOE.

Position available: Foreign correspondent in New York City. Write news stories and scripts for documentaries in Spanish for broadcast on government TV in Spain. Meet with bureau chief on daily basis to select current events, topics to be covered. Gather and verify factual information regarding story through interviews, observation, research and consultation of computerized data bank for news gathering services. Organize, analyze material, determine "angle" or emphasis and write story and/or report according to prescribed editorial and political style and format of TV of Spain. Must be able to present stories and scripts from a perspective consistent with the cultural and political view understood by the audience in Spain. Must be able to write stories and scripts in Castilian as spoken and written in Spain. Must have BA in Journalism or Urban Sociology or Political Science. 3 Years experience required, 40 hours per week. \$1065.18 p/w. Send resume/letter in duplicate to: B.B., 367 Room 501, One Main Street., Brooklyn, NY 11201. EOE.

WICS-TV, Springfield, Illinois seeks an anchor/reporter to manage a new broadcast bureau in Decatur, IL. Experienced self-starter will be responsible for daily news gathering, packaging, and anchoring live reports. Three years commercial experience required. Send resumes, salary requirements and non-returnable videotapes to WICS-TV, Personnel Dept., 2680 E. Cook St., Springfield, IL 62703. No phone calls, please. EOE.

Co-anchor 6 and 10 pm newscasts. NBC, medium-size Southwest station looking for enthusiastic and motivated polished anchor. Send resume to: Box C-52. EOE. Tapes upon request.

WBTW TV, the no. 1 station in Florence/Myrtle Beach, SC area has an opening for weather anchor. Must have degree in meteorology, at least 1 year experience in forecasting and 1 year on-air TV experience. Will anchor 6 and 11 PM weather segments, have speaking engagements and represent station at various trade shows. Send resume to: Jim Griffin, PO Box F-13, Florence, SC 29501-0012. EOE/AA.

Director/public affairs: Dominant CBS affiliate is searching for director/public affairs to coordinate public affairs programming & ascertain community's wants and needs throughout ADI. Must have strong people skills, concise writing skills, & a general knowledge of Virginia, particularly Central & Southwest Virginia. Journalism skills preferred. Minimum of three years administrative experience in media, education, government, or private industry with strong emphasis on oral & written communication. Some familiarity with television information process is helpful. Bachelor's degree or equivalent experience required. Send resume to Personnel Dept., WDBJ Television, Inc., PO Box 7, Roanoke, VA 24022-0007. EOE.

Sports reporter/anchor. You can do it all: Shoot, report, edit, produce and anchor. Northwest Montana bureau of three station network. Near Glacier National Park and major ski area. Tapes and resumes to: Newscenter Network, KECI-TV, Box 5268, Missoula, MT 59806. No calls. EOE.

KSBW TV in Salinas/Monterey market looking for weekend anchor to complement current male anchor. Ideal candidate will have at least two years experience, with sharp reporting skills. Send non-returnable tapes (no phone calls, please) to Adrienne Laurent, News Director, 238 John St., Salinas, CA 93901. EOE.

Sports reporter. Aggressive well-equipped affiliate in competitive 100+ SW market needs someone who can do it all: Shoot, report, anchor weekdays. Experienced preferred. Resumes to Box C-57. EOE. Tapes upon request.

Weekend anchor. Aggressive well-equipped affiliate in competitive 100+ SW market needs someone who can produce, anchor weekends, report weekdays. Experienced only. Resume to Box C-58. EOE. Tapes upon request.

Photographers/editors: Gearing up for a weekly magazine style program. Our focus is on unique and interesting people. Our format is fun. This is not a tabloid show. We have jobs for talented people who know how to shoot and edit great features. Los Angeles based. Please send resumes to Box C-59. EOE. Tapes upon request.

News director: Top market seeks aggressive manager. Must be able to combine top level competitiveness with superb people skills. We have all the tools along with the best staff in the region. Send resume, letter of philosophy, references and salary requirement to KWTW, Attention: Jerry Dalrymple, Vice President, PO Box 14159, Oklahoma City, OK 73113. All replies will be handled confidentially. This position will be filled as soon as we find the right person, so if you're that person, apply now! No phone calls, please! EOE, M/F.

One person news bureau: Must be able to shoot, edit and report as one person band. Broadcast degree desired. Needs to have good news judgement. Send resume and non-returnable tape to: News Director, WNCT-TV, PO Box 898, Greenville, NC 27835. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager: If you've taken a number three news and made it number one with great promotion, then we need to talk. We're a top 40 market that is on the go and we need your help. If you want the challenge, send a resume to Box C-20. No tapes yet. EOE.

WFSU-TV, a public television in Tallahassee, Florida, is seeking to fill a key leadership position. The production manager schedules facilities and crews; budgets the department and works closely with internal and external clients. We're an outstanding production facility looking for an outstanding individual to join our team. Master's degree and 2 years experience or Bachelor's degree and 4 years of experience. Salary minimum range: \$25,000. Equal Opportunity/Affirmative Action employer. For further information/application call 904-487-3170.

Promotion director: Top 30 progressive Independent is looking for a creative, energetic, motivating, marketing director. If you are all of the above, stop reading and send your resume to: Box C-36. EOE. Tapes upon request.

Producer: In the words of that great philosopher, Mr. Springsteen, "You've got to learn to live with what you can't rise above." Unfortunately, we're looking for a 5:00 producer. We lost a good one, and a terrific guy, in a tragic accident. We're looking for a good, prolific writer with good news judgement, strong production skills, a positive attitude, heart of a champion, will to win, good perspective, and a sense of humor. Send tapes and resumes to: Tim G. Gardner, News Director, KTBC-TV News, PO Box 2223, Austin, TX 78768. Don't call us. We'll call you. EOE, M/F.

Creative producer w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Graphic artist needed for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Writer/producer: Minimum two years experience in producing movie promos. Strong writing skills, knowledge of 1" and 3/4" editing and radio production needed. Please send resume and tape to: Kim Gericke, WTXV-TV, 414 Meadow St., Waterbury, CT 06702. Please, no phone calls. EOE.

Creative services producer: Dominant West Texas affiliate seeks self-motivated professional. Prior experience and degree preferred with good creative writing skills a must. Producer will eventually be able to produce full commercial from concept through editing including operating necessary equipment. A chance to do it all. Salary range \$15,000 - \$20,000. Send tape and resume to: Production Manager, KLST, 2800 Armstrong, San Angelo, TX 76903. EOE, M/F

Weekend director of newscasts. Chyron operator and floor director three days per week. Communication degree or equivalent experience directing live newscasts. Non-smoking environment. Send resume to: Personnel Director, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611, by June 8. EOE.

Producer/director/producer. Top 20 Independent looking for creative, mature person proficient in ALL areas of production, from commercial scripting to computer editing to lighting to shooting. If you can do it all, and do it all WELL, this job is for you. Send resume, references, and non-returnable tape to Bill Press, WDLZ, 2055 Lee St., Hollywood, FL 33020. No phone calls, please. EOE.

Promotion: Producer/photographer/writer. NBC O&O, KCNC-TV, is looking for a creative individual to join the #1 station in Denver. Successful candidate has extensive news promotion experience. Please send resume and tape to Mike Jackson, KCNC, 1044 Lincoln St., Denver, CO 80203. EOE, M/F

Promotion manager: Experienced promotion manager with good writing and creative skills. Midwest CBS affiliate. Send resume to: Richard Herbst, KGAN-TV, PO Box 3131, Cedar Rapids, IA 52406. EOE.

SITUATIONS WANTED TECHNICAL

Former NURAD engineer available. Experienced in design and repair of all models of NURAD microwave equipment. Contact Tom Padwa, 301-235-7225.

TV operations technician seeks entry level position or internship program. SBE certified. 206-385-1770 or Box C-53.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also a most knowledgeable news person. 216-929-0131.

Bright, Williams grad seeking news or sports anchor position. Good radio background—Now looking for TV position. Excellent writing skills. Former model. Salary is low priority—I am looking for a good opportunity. Call David at 713-589-1779 daytime or evenings at 713-669-0665.

Experienced, award-winning anchor seeks top sixty relocation. Quality shops only. Call 904-439-1425.

Highly motivated intern with proven technical broadcast skills seeking entry level position in Dallas/Fort Worth area. Willing to work for experience. 214-343-4117.

Anchor team. Husband/wife team bring professionalism, experience, excitement to your market. Highly promotable. Contact Beverly Grant, 813-460-2041

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

TV or video production: Most experience with camera and floor directing. Also experience with audio. Dubner and technical directing. Call Brad. 612-871-8277.

Computer graphics/entertainment media. Entry level position sought by talented designer and recent graduate of Platt College. 300 hours of coursework in desktop publishing including Pagemaker, QuarkXPress and Adobe Illustrator 88 softwares. Also BFA degree/A1. Los Angeles area. Richard Baughman, 213-874-8322. I want the chance.

MISCELLANEOUS

1:30 Productions: Want to be the best reporter but no one has the time to help? We do. Writing, production, delivery. References available. 607-272-3718.

Employment opportunities nationwide! From major market to entry level. We're broadcasting's most comprehensive job-listings service with a written money-back guarantee. Now in our 6th year! Media Marketing/THE HOT SHEET, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Bill Slater and Associates gets you that better job in TV. Talent coaching and placement help for reporters, anchors, producers. Help with audition tape. 601-446-6347.

CABLE

HELP WANTED SALES

Greater Media Cable of Central Massachusetts is looking for an experienced account executive to sell cable-TV advertising. Forward resume to Allan J. Eisenburg, Greater Media Cable, 199 Southbridge Rd., North Oxford, MA 01537. Affirmative Action Employer EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Teacher of broadcasting/communications: N.J. vocational certification and experience in commercial radio broadcasting required. TV experience helpful. Submit resume to Personnel Office, Hunterdon Central Regional High School, Route 31, Flemington, NJ 08822. Equal opportunity employer.

HELP WANTED MANAGEMENT

Society of Professional Journalists: Executive Director. Experienced administrator to direct the activities, programs and national headquarters staff of the Society of Professional Journalists and the Sigma Delta Chi Foundation. The executive director will supervise the Society's new headquarters near Depauw University, Greencastle, IN. He/she will coordinate its 300-plus professional and campus chapters and various national committees, be responsible to the Society's Board of Directors and have responsibility for publishing QUILL magazine. Background in journalism and knowledge of current journalism issues is preferred, but candidates must have strong experience in finance and management. Fundraising, membership development, marketing skills and an ability to inspire support within the Society and the industry are desirable. Send letter of application, resume and references to: SPJ Search Committee, c/o Frank Gibson, The Tennessean, 1100 Broadway, Nashville, TN 37202. Deadline for applications is June 15. EOE.

HELP WANTED SALES

Regional sales manager: Calaway Editing, a leading manufacturer of professional videotape editing controllers has an opening for an East Coast regional sales manager. The qualified applicant should have prior sales experience - preferably in the production equipment field - and be familiar with operations of a post-production facility. Please send resume to Calaway Editing, 535 Race St., San Jose, CA 95126. Attn: Sales Manager. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

Attention: Postal jobs! Start \$11.41/hour! For application info call 1-602-838-8885. Ext. M-8435. 6am - 10pm, 7 days.

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. Sharpen anchoring, standups, interviewing, writing. TELEPROMPTER. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhart Special Productions (ESP).

Syracuse University Sportscasting Academy, June 22-26. Performance-oriented. Get both TV & radio play-by-play experience daily. Do simulated live broadcasts at the Carrier Dome (Big Orange Basketball camp) & McArthur Stadium (Syracuse Chiefs Baseball). Create audio & video tapes of your performances. Work with veteran network sportscasters. For more info, call Syracuse University 315-443-5404/4181, or write the Div. of Summer Sessions Suite 230, 111 Waverly Ave., Syracuse, NY 13244-2320.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street Laredo, TX 78040. Manuel Flores 512-723-3331

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpet Video, 301-694-3500.

Top dollar for your used AM or FM transmitter. Call now Transcom Corp., 800-441-8454.

Used news set wanted: Corporate production company looking to buy a news set or news desk in good condition. Call Scott Wheeler, 804-253-0050, Richmond, Virginia.

Wanted: Used television microwave STL equipment needed immediately. Call Rick Biddle, Florence, AL 205-767-1515.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

50Kw AM: CCA-AM 50,000 (1976), excellent condition Transcom Corp., 215-884-0888. Fax: 215-884-0738.

FM transmitters: RCA BTF20E (1976 and 1972), Harris/Gates FM-20H3, (1970), RCA 5D (1967), CSI T-3-F (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L tuned and tested (1977), Harris BC10H (1972), McMartin BA5K (1980), McMartin BA 2.5K (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

1Kw AM transmitters: Harris BC1H1 (1974), Sparta SS1000 (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 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.

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 Carpet Video Inc., toll free, 800-238-4300.

Broadcast equipment (used): AM/FM transmitters RPU's, STL's antennas, consoles, processing, turntables automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118 314-664-4497, FAX 314-664-9427.

Newly constructed 26' GMC remote truck. Sony BVH-1100, Dubner 5K, Grass 1600 16 input, 2 M/E switcher Clearcom 4 channel Intercom/IFB. Available May 1990 for only \$185,000. Call to see 919-977-3600. Don't forget to call Media Concepts when you need to buy or sell used equipment. We need your listings! Call Gary or Marv at: 919-977-3600.

Utah-Scientific MC-502 stereo master control switcher and SAS-1 automation. NEW. Save 40%. Maze Broadcast 205-956-2227.

SA-8005 4.6 meter satellite antennas \$2,500. SA-414 broadcast quality receivers \$1,975. 702-386-2844.

Beta SP - A/B roll w/Chyron & DVE scopes, rack mounted Sony BVW 60, 65, BVH 3100, Convergence 195 +, Crosspoint latch switcher, Chyron VP-2 + with Videofex, DSC Eclipse w/curve & page turn scroll, 6 monitors, Ikegami 79-EAL w/component output & servos, BVW 35, Helicopter mount & monitors. Make offer. Phil: Days 201-681-4493, Eve. 201-974-0579.

For sale: Tower site with radio station office and warehouse. 639' tower with approximately 6.4 acres, St. Petersburg/Clearwater, Florida. Call: Dixon Communications 202-467-8550.

Anixter Marx 5 meter transmit/receive C-band satellite dishes, power amps, etc. 702-386-2844.

Great for satellite format single rack automation system, 1000 event Microprobe Salmaster, three carousels, in use works great \$6900 OBO. R. Burns, 1-800-842-5695.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding, 800-342-2093.

Save on videotape stock. We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241

1000' tower. Standing in Albion, Nebraska. Heavy Klone tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-665-2655.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

Unused 3.0 meter Comtech satellite antenna with receiver and programmable controller. Reasonable. For information, call Greg Smith, Montgomery Community Television 301-424-1730.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

5 VPR 3 w/Zeus TBC Inconsole w/Tek 650 HR monitor 528 A Waveform 1420 Vector. All 5 for \$250K. Call 407-788-7032.

RADIO

Help Wanted Sales

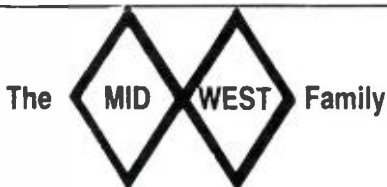
Telemarketing Sales Rep

to sell exciting new "Digital" programming systems and formats to radio stations from our N. Calif. hqtrs. Sales experience required. Send resume, cover letter and salary history/requirements to:
Concept Productions, 1224 Coloma Way, Roseville, CA 95661.
 EOE.

93.5 KNTF

RADIO SALES!
 KNTF RADIO (LA Suburbs) is seeking experienced individuals with retail sales experience. Benefits include health/dental plan. Salary against commission commensurate with experience. Account list to start.
Send resume to:
PO Box 3520, Ontario, CA 91761
Attn: General Manager
(714) 980-6700

EOE



GSM/SM/AE OPPORTUNITIES The Mid West Family Group

is growing to 16 stations in Wisconsin, Michigan, Illinois, and Missouri. New stations plus new opportunities at established stations. We are committed to developing sales and marketing professionals who achieve success for their clients, our stations and themselves. Complete resume plus letter detailing personal sales philosophy

Charles G. Melford, EVP/Sales,
Mid West Family Stations,
Box 253, Madison, WI 53701.
 EOE

Help Wanted Announcers

STRONG TALK STATION

SEEKS AM-DRIVE HOST
 AND/OR PROGRAM DIRECTOR.
 SEND TAPE AND RESUME TO:
DAN YORKE, WSPR,
PO BOX 1270,
SPRINGFIELD, MA 01102
 EOE

Help Wanted Technical

BROADCAST ENGINEER

Qualified individual sought to maintain/repair studio and transmitter audio and RF equipment. Must have 5 years experience with AM broadcast audio and RF systems, including design and construction background; 2 years with computers; current or future certification from the SBE as a Senior Broadcast Engineer. Amateur radio background desirable.

Send resume with salary requirements to:
KFWB NEWS 98
Richard Rudman, Engineering Mgr.,
6230 Yucca Street,
Hollywood, CA 90028
 Equal Opportunity Employer

Make Tracks...

... to your nearest mailbox and send for the latest copy of the free Consumer Information Catalog. It lists about 200 free or low-cost government publications. Just send your name and address to:

Consumer Information Center
Department MT, Pueblo, Colorado 81009

Help Wanted Programing Production & Others

COORDINATOR - RADIO PROMOTION WOSU STATIONS

THE OHIO STATE UNIVERSITY

WOSU Stations of The Ohio State University is seeking a Coordinator-Radio Promotion to develop on-air promotional plan for AM and FM programing. This individual will write promotional copy; announce copy or operate master control console; oversee preparation of program logs and record/feed schedules; coordinate preparation of program listings; complete surveys and reports; participation in on-air fundraising events. Candidates must have a Bachelor's degree in Communications or related field or an equivalent combination of education and experience. Experience in broadcasting, scheduling and on-air promotions desired. Starting salary: \$20,280-22,800. To assure consideration, materials must be received by June 8, 1990.

Send a resume and a copy of this ad to:
Professional Employment Services,
The Ohio State University,
Lobby, Archer House,
2130 Neil Ave.,
Columbus, Ohio 43210.
 An Equal Opportunity/Affirmative Action Employer.

Help Wanted Programing Production & Others Continued

Broadcast Librarian

National Public Radio seeks detail oriented individual to assist in the overall operation of the Broadcast Library. Responsibilities include cataloging and verifying NPR programming using on-line computer system, and performing reference services for NPR staff, public, and member stations. Master's degree Library or Information Science, and 1 year experience required. Must have excellent communication skills. Ideal for individual with strong interest in current events. Excellent benefits. Salary commensurate with experience. Send resume and cover letter to:

National Public Radio
Personnel Department
2025 M St., NW
Washington, DC 20036
 EOE

Situations Wanted Management

GENERAL MANAGER AVAILABLE

Take charge General Manager with considerable experience in medium and major markets. Group management and acquisitions experience. Highest industry references and credentials.
Dean Johnson (503) 472-1221

Situations Wanted Announcers

FORMER TOP TEN TALKER

49. LOOKING TO REENTER TODAY'S MOST IMPORTANT MEDIA FIELD. LIFE EXPERIENCES RANGE FROM SKID ROW TO GRADUATE SCHOOL INSTRUCTING. STRONG INTERVIEWER. IF INTERESTED, CALL **SETH, (312) 421-5454** MARKET SIZE UNIMPORTANT.

Programing Services

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By **MIZ ZAK**®

All Digital DBS Delivered Foreground Programming
 Now Available For Nighttime Radio Broadcast

- Adult Contemporary
 - CHR/Top 40
 - New Age Contemporary
 - Light Classical
- Steve Ward
 Manager Foreground Broadcast
 Phone: (800)331-3340 x362
 FAX: (206)633-6216

RADIO WEATHERCASTS VIA BARTER

EDWARD ST. PE & NATIONAL WEATHER NETWORKS
 AMS SEAL CERTIFIED CUSTOM WEATHERCASTS
 BY QUALIFIED METEOROLOGISTS
 FREE TO STATION VIA SPOT BARTER. 7 day/week service.
 National Weather Association Radio Contributor of the Year 1988. The professional weather solution for radio.
 Complete Barter! 1-800 -722-9847.
 Over 250 Affiliates online. Call NWN Today!

TELEVISION

Help Wanted Management

CONTROLLER

WWOR-TV, a leading New York market television station located in SECAUCUS, NJ, has an exceptional opportunity for a Controller with strong broadcasting and management background.

The qualified professional will be responsible for budgeting/planning, administering all accounting functions and overseeing MIS. Your 10 years of experience must include accounting/financial responsibilities in a broadcasting environment. Strong leadership and managerial capabilities along with the ability to operate in a creative, dynamic organization essential. CPA preferred; MBA a plus.

We offer a salary commensurate with experience and an excellent benefits package.

Please send resume (only) to:
Human Resources Department-BC

WWOR-TV

9 Broadcast Plaza
Secaucus, NJ 07096
NO PHONE CALLS, PLEASE!
Equal Oppty Employer M/F/H/V

Help Wanted Progaming Production & Others

EMERGENCY ON SCENE RESPONSE

ON SCENE,
a new national program
from Group W/4MN Productions,
is going into production
for the fall season.

We are looking for:

- 4 extremely aggressive field shooters to go on location with firefighters, paramedics, rescuers and flight crews
- 1 experienced editor/associate producer
- 1 promotion person.

Send non-returnable videotapes and resumes to:

Dave Forman
Executive Producer
c/o Group W Productions
3901 Barham Blvd., Suite 200
Los Angeles, CA 90068

No phone calls

EOE

Help Wanted Progaming Production & Others Continued



PRODUCER/DIRECTOR

WHDH-TV Boston is seeking creative producer/director with experience in a variety of formats including news, talk, performance, documentaries, children's programs. Candidates with 3-5 years of experience, send resume and tape to:

Lisa C. Friedman
Operations Manager
WHDH-TV
7 Bulfinch Place
Boston, MA 02114-2977

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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.

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.

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.

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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.

Fates & Fortunes

Media

Appointments at Time Warner Enterprises, New York: **Mark Mitzner**, executive VP and chief financial officer, Quantum Media Inc., named executive VP; **Mayo S. Stuntz Jr.**, executive VP, Quantum Media Inc., to same capacity; **Brian Bedol**, executive VP, Quantum Media Inc. Television, and VP, Quantum Media Inc., named senior VP, and **Stanley B. Thomas Jr.**, senior VP, affiliate operations, Home Box Office Inc., named senior VP.

J. Stewart Bryan III, chief operating officer, Media General Inc., Richmond, Va., named chairman, president and CEO, succeeding father, **D. Tennant Bryan**, chairman, and **James S. Evans**, president and chief executive. Both will remain directors and serve as vice chairman and chairman of executive committee.

William E. Buzenberg, managing editor, NPR News, and acting VP, news and information, National Public Radio, Washington, named VP, news and information.



Buzenberg



Ross

Robert W. Ross, managing director, CNN International Sales Ltd., London, adds duties as VP, international business and network development. Turner Broadcasting System Inc., Atlanta ("Closed Circuit," May 21).

Gregg Holmes, VP, national field sales and marketing, Times Mirror Cable, Irvine, Calif., named VP and general sales manager, Phoenix cable system.

Sidney A. Kaufman, executive VP, Merchandising Corp. of America, Universal City, Calif., named president.



Craig

Bill Craig, VP and general manager, SportsChannel Ohio, joins TCI Sports Inc. as general manager, KBL Sports Network, Pittsburgh.

Bryan L. Burns, senior VP, Major League Baseball, joins Comsat Video Enterprises Inc., Clarksburg, Md., as

VP, sports and international.

Matthew M. O'Connell, associate general counsel and assistant secretary, Cablevision Systems Corp., joins Osborn Communications Corp., New York, as senior VP and general counsel.

Kent Cooper, general manager, KYRS-AM-FM Corpus Christi, Tex., adds duties as VP, JPP Broadcasting Inc.

Glenn N. Larkin, corporate controller, Bonneville International Corp., Salt Lake City, Utah, named VP and controller.

David Hoseley, manager, KQED(TV) San Francisco, named VP, television station manager. **Marjorie Poore**, director of television projects, KQED(TV), named VP, national production.

John Tuller, of Malcolm-King College, New York, joins Paragon Cable Manhattan there as manager of community & government affairs.

Jeffrey McGrath, president, Home Shopping Network Communications Inc., St. Petersburg, Fla., adds duties as president, video-film production and postproduction subsidiary, HSN Telemation Inc.

Joey Cummings, executive creative director, Bozell, Chicago, joins Young & Rubicam, New York, as creative director. **Michael Hampton**, executive VP, group creative director, Young & Rubicam, New York, named creative director.

Cheri Jacobs, national sales manager, Sunshine Network, Orlando, Fla., joins Group W Sports Marketing, Los Angeles, as manager of account development.

Joel Gutman, account executive, Green team, HRP Television Station Representatives, New York, named Blue team sales manager.

Debby Williams, manager, credit and collections, USA Network, New York, named director, credit and collections.

Frank Trueblood, part-time reporter, KLT(TAM) Denver, named operations manager.

Judy Dillard, of KMID-TV Midland, Tex. (Odessa), joins KTVN(TV) Reno, Nev., as general sales manager.

Judy Dillard, of KMID-TV Midland, Tex. (Odessa), joins KTVN(TV) Reno, Nev., as general sales manager.

Sales and Marketing

Appointments at DDB Needham Worldwide: Chicago: **Ned Anshuetz**, associate director, strategic planning and research department, named senior VP; **Alan Cohen**, account executive, named account supervi-

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Group W Radio's president honored by Philadelphia Ad Club



David G. Phillips (1), executive vice president, director of media services, Elkman Advertising, Philadelphia, presents the Philadelphia Advertising Club Person of the Year award to James B. Thompson, president, Group W Radio, New York, recognizing his broadcasting and civic accomplishments.

son; **David Merhar**, copywriter, J. Walter Thompson, to same capacity; Washington: **David Evans**, self-employed design consultant, Washington, named senior graphics designer; **Catherine Walters**, secretary, named account coordinator; **Patrice King**, intern, named traffic coordinator; **Paula Simonini**, traffic coordinator, named account coordinator, and **Charlie Siltton**, research analyst, named assistant account executive.



Barbera

John M. Barbera, executive VP, CNN Sales Inc., New York, named president, Turner Broadcasting Sales Inc., and VP, advertising sales, Turner Broadcasting System Inc.

Linda Sreere, executive VP, director of account management, Rosenfeld Sirowitz

Humphrey & Strauss Inc. advertising, New York, named president. **Robert G. Mayer**, senior VP, management supervisor, named executive VP, group director.

Christine Sheehan, VP, affiliate sales and marketing, Western division, MTV Networks Inc., Los Angeles, named senior VP, affiliate sales and marketing there. **Nicole Browning**, VP, affiliate sales and marketing, Eastern division, MTV Networks, New York, named senior VP, affiliate sales and marketing there.

Appointments at Petry Television: New York: **Bong Jae Park**, senior research analyst, named group research manager, hawks team. **Donald O'Toole**, group sales manager, thunderbirds team, named VP, group sales manager, thunderbirds team; **Richard Lar-**

cade, group manager, ravens team, named VP, group sales manager, ravens team there, and **Susan Lichtenstein**, account executive, Katz Communications, New York, to account executive, roadrunners team. **Tom Vanelli**, sales manager, Minneapolis, named VP, sales manager there; **Christopher Teter**, group sales manager, Atlanta, named VP, group sales manager there; **Stockton Holt**, sales manager, Charlotte, N.C., named VP, sales manager there.

Betsy Frank, senior VP, director of television information and news media, and **Rachel Geller**, senior VP, associate research director, Saatchi & Saatchi Advertising, New York, appointed to operating committee there.

Rocky Cosgrove, account executive, CBS Radio Representatives, San Francisco, named sales manager. **Bob Hastings**, senior account executive, Katz Radio, joins CBS Radio Representatives, Los Angeles, as account executive.

Appointments at Ross Roy Communications, Bloomfield Hills, Mich.: **Robert M. Pniewski**, director of sales and marketing, Comark Group Inc., named VP, account supervisor; **Mary DiTommaso**, intern, Ross Roy, and **Sharon Hastings**, sales representative, food service products division, General Foods Corp., Detroit, and electronic media producer, Laws Hall & Associates, named account administrators, Ross Roy Inc.

Appointments at Katz Communications Inc.: **Jeffrey J. Maloney**, senior broadcast negotiator, J. Walter Thompson, Los Angeles, joins Katz Continental Television there as sales executive, silver team, and **Marilyn McInerney**, television sales manager, U.S. Chamber of Commerce broadcast division,

Washington, joins Katz Independent Television as sales executive, Sabers-Lancers team, Chicago; New York: **Richard Lacourciere**, research analyst, Katz American Television, named research manager, stars team; **KI Punwar**, sports broadcast manager, Young & Rubicam, San Francisco, joins Katz Independent Television, sports sales division, as sales executive; **Lisa Murphy**, research assistant, Katz American Television, named research analyst, red team, and **J. James Gallagher**, account executive, WARD(AM) Pittston, Pa. (Duryes), joins Banner Radio in same capacity. **Susan Bradkin**, account executive, HNWV, New York, joins Christal Radio there in same capacity. **Jennifer Conte**, executive secretary for corporate relations, Katz Communications, named publicist.

Jim O'Keefe, national manager, sales, SportsChannel America, New York, named director of affiliate sales, succeeding **James Coffey**, director of national accounts. **Harry Callahan**, general manager, WAXY(FM) Ft. Lauderdale, Fla., joins SportsChannel Florida, Boca Raton, Fla., as sales manager.

Tracey Burchette, account executive, WJHM(FM) Daytona Beach, Fla., joins WWWW(FM) High Point, N.C., as marketing consultant.

Ken Flower, owner, sports marketing business, San Francisco, joins Group W Productions, Los Angeles, as manager, Western division.

Programming

Marvin Antonowsky, consultant, Tri-Star Pictures, Burbank, Calif., named executive VP and assistant to chairman.



Karo

Richard Karo, executive producer, *Forced March*, joins Hearst Entertainment Distribution Inc., New York, as VP, program development.

Orly Adelson, VP, television, Michael Brandmen Productions, Los Angeles, joins Gimbel Production Group there in

same capacity.

Pat Quinn, television packaging agent and director, theatre/legit division, ICM, joins Warner Bros. Television, Burbank, Calif., as VP, comedy development.



Quinn



Schlotman

Kim A. Schlotman, VP, marketing and research, Group W Productions, joins Via-

com Enterprises, New York, as VP, program development.

Michael Grindon, senior VP, international sales, Columbia Pictures International Television, New York, named executive VP, Columbia Pictures International Television.

Sean Corrigan, partner, Traubner Flynn & Co. business management firm, joins Deloitte & Touche, Century City, Calif., as partner, business management services division, entertainment industry group.

Matt Shapiro, VP, director of programing, MMT Sales Inc., New York, named corporate VP of programing.

J. Timothy Lavender, Southwest sales manager, Vestron Television, Dallas, joins Group W Productions, Atlanta, as Southern division manager.

Renee Dossick, of Sullivan & Cromwell law firm, New York, joins Showtime Networks Inc. there as assistant counsel, law department. **Ken Bianchetti**, manager, financial reporting, Showtime, New York, named director, financial reporting.

Martha Malkin Zornow, general counsel, National Association of Public Television Stations, joins MTV Networks there as senior counsel, law & business affairs department.

News and Public Affairs

William F. Hackett, VP, sports information and news, United Press International, New York, named senior VP and general manager.

Evelyn Cassidy, manager of news information services, Colonial Williamsburg Foundation, Williamsburg, Va., joins Associated Press Broadcast Services, Washington, as director of station services.

Ira Flatow, technology editor, *Working Life*, Consumer News and Business Channel, Fort Lee, N.J., adds duties as science reporter, *CBS This Morning*, New York.

Dave Schreiber, news anchor, Unistar Radio and ABC Radio, New York, joins WAVA(FM) Arlington, Va. (Washington), in same capacity.

Georgeann Herbert-Myers, news director, WTAR(AM)-WLTY(FM) Norfolk, Va., joins WBBM(AM) Chicago as managing editor, succeeding **Deldra White**, named assistant news director and executive editor.

Cowen presents NAB scholarship

Honoring the industry service of retiring Eugene S. Cowen, vice president, Washington, Capital/Cities ABC Inc., the National Association of Broadcasters awarded him the Grover C. Cobb Memorial Award at April's convention in Atlanta. Cowen has chosen to donate the \$5,000 scholarship that accompanies the award to the Corcoran School of Art, Washington.

WABA honors Dalton and Wiley



The Washington Area Broadcasters Association honored award recipient William Dalton, president of The Dalton Group, with the "Honored Prophet Award," given for professional proficiency, success and contributing to the advancement of the industry. At the same time, Richard Wiley, the former FCC chairman who is now a partner in Wiley, Rein & Fielding, received the Sol Taishoff Award, named for the late founder and editor-in-chief of BROADCASTING magazine and given to persons or organizations who have contributed to the industry on a local or national level.

Bobby Estill, sports director and anchor, KNSD(TV) San Diego, joins KTVT(TV) Fort Worth (Dallas) in same capacity.

Scott Benjamin, news director, WHP-AM-FM-TV Harrisburg, Pa., joins WROC-TV Rochester, N.Y., in same capacity.

Kathy Tschetter, art director, KXLY-TV Spokane, Wash., joins KREM-TV there as art director and computer graphic artist.

William Berra, news director, WREG-TV Memphis, joins KTVI(TV) St. Louis as VP and news director.

Jill Ross, Pennsylvania coordinator, Group W Newsfeed, joins WNEP-TV Scranton, Pa. (Wilkes-Barre), as general assignment reporter.

Debi Faubion, reporter, WSOC-TV Charlotte, N.C., named co-anchor.

Andrea Conrad, general assignment reporter and back-up anchor, KTSP-TV Phoenix, joins KVOA-TV Tucson, Ariz., as weekend anchor and reporter.

Wilma Hollis, community affairs director, WTVO(TV) Rockford, Ill., named community affairs and program director.

Eugene Lisansky, morning anchor and reporter, WFAS-AM-FM White Plains, N.Y., named news director.

Mark Peterson, weekend weather anchor, KULR-TV Billings, Mont., named full-time weather anchor.

Technology

Dan C. Heinemeier, executive director, government relations department, Electronic Industries Association, Washington, named

VP, government division, succeeding **Jean A. Caffiaux**, senior VP, who is retiring.

Rey Harju, marketing manager, ITT Pomona Electronics, Pomona, Calif., named director of sales and marketing.

Gene Warshawsky, resident maintenance engineer, Videotape Enterprises Mobile Television Productions Inc., Los Angeles, named chief engineer, succeeding **Bill Freiberger** ("Fates & Fortunes," April 30). **Richard Brown**, of Coast to Coast Video, Las Vegas, joins VTE Mobile Television Productions Inc. as manager of sales.

Jeff Heusser, video editor, Charlex, joins Editel/Chicago as pilot, component digital editing suite.

Georgene Boyd, Western regional direct sales manager, Microtime Inc., joins Digital Arts, San Diego, Calif., as sales specialist.

Jerry McSwain, consultant, Jefferson-Pilot Data Services Inc., Charlotte, N.C., named manager, PC Products.

Promotion and PR

Melinda McIntire, publicist, Turner Broadcasting System Inc., Atlanta, and **Rasheedah Ali**, director of corporate communications, Southwest Gas Corp., Tucson, Ariz., named managers, news division, Turner Broadcasting System Inc., Atlanta.

Gary Crews, director of sales and marketing, Carapace Inc., Tulsa, Okla., joins United Video Inc. there as manager, customer services division.

Karen Agnoff, advertising manager, Interoll Corp., joins Jerry Siegal Public Relations,

New York, as press agent.

Amy Goode, recent graduate, University of Massachusetts, Amherst, Mass., joins WFXT(TV) Boston as sales promotion coordinator.

Bobrie Jefferson-Savage, promotions and public relations director, KMJQ(FM) Houston, joins KRIV(TV) there as sales promotion director.

Bill Stewart, creative services director, WTOL-TV Toledo, Ohio, named production manager.

Julie Omvig, secretary/receptionist, KULR-TV Billings, Mo., named promotion director.

Allied Fields

Michael Fitch, senior policy advisor to Ambassador Holmes, international communications and information policy, Department of State, Washington, and **John T. Gil-senan**, deputy director for radio spectrum policy, CIP bureau, State Department, Washington, named executive directors, United States Delegation to International Telecommunications Union's 992 World Administrative Radio Conference.



Buzogany

Bruce Buzogany, president, Buzogany & Associates, Hudson, Ohio, joins NATPE International, Los Angeles, as executive director, NATPE*Net computerized communication and information system.

John M. Eger, president, Worldwide Media Group Inc., named to Lionel Van Deerlin endowed chair in communications, San Diego State University, San Diego, Calif., succeeding Sig Mickelson, who has completed his term.

Jacques Glain, VP, communications, L'O-real, and president, UDA advertising association, appointed VP, World Federation of Advertisers.

Appointments at Arbitron. New York: **Carolyn E. Butler**, media research analyst, A.C. Nielsen Co., New York, named client

An Emmy for Goodson



The board of governors of the Academy of Television Arts & Sciences and trustees of the National Academy of Television Arts and Sciences have voted Mark Goodson, producer of television shows including *What's My Line*, *Password*, *Card Sharks*, *Family Feud* and *The Price Is Right*, a Lifetime Achievement for Daytime Television Emmy Award, presented to individuals, companies and organizations for outstanding achievement in the arts, sciences, or management of television.

service representative, network television sales: **Judy Pearce**, account executive, WCIV(TV) Charleston, S.C., named account executive, network television sales, and **Bob Bourquard**, division manager, television advertiser agency services, named national manager, cable system services.

New members elected to board of trustees, National Association of Public Television Stations, Washington: **J. Michael Collins**, president and CEO, WNED-TV Buffalo, N.Y.; **Ward B. Chamberlin Jr.**, vice chairman, WETA-TV Washington, and **Zoel Par-enteau**, president and general manager, KPTS(TV) Hutchinson, Kan.

Alan Ehrlich, of Thalheim Exposition Co., joins Society of Motion Picture and Television Engineers, White Plains, N.Y., as advertising and exhibits manager.

Kenneth R. Donow, senior research associate, Satellite Systems Engineering Inc.,

joins National Center for Telecommunications and Information Policy, Washington, as director.

Frederic Seegal, managing director, media group, Shearson Lehman Hutton Inc., joins Salomon Brothers, New York, as managing director, investment banking department, and co-head, corporate coverage.

Betty Dalzell, assistant to chairman, National Association of Broadcasters, Washington, retires.

Howard R. Mitchell, VP, public relations, Keller-Crescent Co., Evansville, Ind., named chairman, client public relations committee, American Association of Advertising Agencies.

New officers at Women in Radio and Television, Philadelphia chapter: **Joan Stack**, host, WBUX(AM) Doylestown, Pa., as president; **Dava Guerin**, VP, Weightman Schaefer Public Relations, Philadelphia, as president-elect; **Susan Goldberg**, president, Gerez Productions, Philadelphia, as treasurer, and **Lynn Sturdivant**, director of community affairs, WPEN(AM)-WMGK(FM) Philadelphia, as secretary.

Kathy Correia, executive producer, North American Network, Washington, named VP of membership, D.C. chapter of Women in Communications Inc.

Ralph Jaeger, deputy sales director, Ariane-space, Washington, named marketing and sales director.

Lawrence W. Lichty, professor of radio, television and film, Northwestern University, Evanston, Ill., joins Woodrow Wilson Center, Smithsonian Institution, Washington, as director, media studies project.

Deaths

Ralph Beaudin, 62, former radio executive, died of bone cancer May 23 at his home in Omaha. After managing radio stations in Chicago and Pittsburgh, Beaudin joined ABC Radio's broadcasting division and later was appointed group VP. Most recently, Beaudin directed operations for Mitchell Broadcasting as VP and general manager. He is survived by his wife, Darlene; two daughters, Jan and Katherine; two sons, Dana and David; sister, Vonnie, and three grandchildren.

Herman Finkelstein, 87, copyright lawyer, died May 20 of heart attack at Grandview Hospital, Sellersville, Pa. Beginning his association with American Society of Composers, Authors and Publishers in 1936 as counsel, he went on to establish ASCAP's legal department in 1942 and retired as general counsel in 1974. He is survived by his wife, Elizabeth; daughter, Margaret; son, Thomas, and five grandchildren.

Leonard Friedlander, 48, producer, died May 15 at his home in Marina del Rey, Calif., of heart attack. Friedlander produced television series including *Santa Barbara*, *TV's Bloopers and Practical Jokes* and *The Explorers* and co-produced shows for British Broadcasting Corp. He is survived by his wife, Jennie; his son, James; his father, Benjamin, and sister Elaine.

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Lynn Christian: Turned on by radio

Energy, creativity and enthusiasm are the three most common words used to describe Lynn Christian, NAB's senior vice president of radio. "He is a great idea man," says Paul Taft, Taft Communications, who, together with Christian in 1959, put KODA-FM (Houston) on the broadcasting map. "Lynn is undoubtedly one of the most inventive and enthusiastic people I have ever been associated with," said Taft. "He has an energy and imagination that are very unusual."

Imagination has certainly marked Christian's 35 years in the industry. Among his favorite moments were spearheading an award-winning campaign for FM radio in New York, and another for KMEL(FM) San Francisco. In addition to his work developing viable formats for FM radio, Christian has been an active promoter of radio, serving on and leading many of the industry's associations. But most of the fun, he says, was at the station level, including launching KODA(FM) Houston.

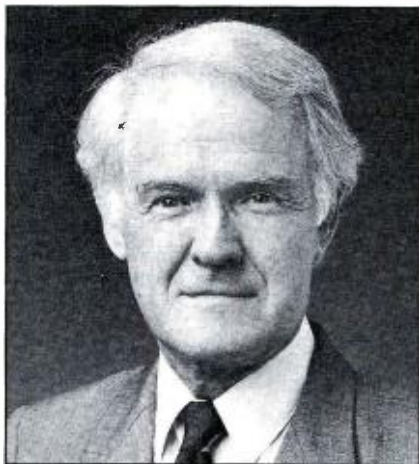
As Christian tells it, Taft had purchased the FM, then carrying the call letters KHGM(FM) (the "home of good music"), so that Taft could employ the subcarrier frequency for the MUZAK franchise he owned there. Christian moved from Denver, where he had been operations manager and sports anchor at KTVR(TV), to manage the station.

At the time, says Christian, most of the FM stations were being used for multiplex purposes. Many broadcasters were sending the same MUZAK or music services from their subcarrier out over the FM's. "We wanted to get out of that business and get into the business of providing a full-service broadcast medium on FM," he says.

Christian hired four people, put block programming on the air (including blocks of pop, classical, jazz and Dixieland) and sold advertisers the blocks instead of spots. "Within a year we had the station in the black," said Christian. When Taft purchased an AM station, the company changed the call letters to KODA-AM-FM.

As the programs became more popular, the station kept fine-tuning its format. "We became our own worst enemies because we started taking listeners away from our MUZAK as more and more people began to tune into the FM at work," he said. The station added business reports in the mornings, and "took a high road politically" with its news coverage and programming.

With the idea of making FM programming more viable in the industry still foremost in his mind, Christian in 1959 helped form the National Association of FM Broadcasters. "There were 26 of us and we met up in Chicago in 1959. Out of that association, we got the FM stereo standard approved in 1960 or so, and KODA-FM was the first 24-



LYNN ALLAN CHRISTIAN—senior vice president, National Association of Broadcasters, Radio, Washington; b. Nov. 27, 1931, Alton, Ill.; BA, broadcast communications, University of Houston, 1953; on-air personality, KFRR(AM) Rosenberg, Tex., 1953; producer, director, KNUZ(TV) Houston, 1953-54; producer, director, WCHS(TV) Charleston, W.Va., 1954-56; operations manager, KTVR(TV) Denver, 1957-58; general manager, KODA-AM-FM Houston, 1958-64; general manager, WPIX-FM New York, 1964-67; president, Dawson Communications Inc., Dallas, 1967-70; executive vice president, Independent Music Broadcasters Inc., Miami, 1970-76; executive vice president, Century Broadcasting Corp., Chicago, 1976-86; president, Century National Entertainment Inc., Los Angeles, 1986-89; present position since May 1989; m. Carol Freedman, Dec. 27, 1973; children by a previous marriage: Jeff, 34; Gary, 30.

hour FM stereo station in the country.

"Our reputation grew in Houston because we did a variety of things," he said. "We got the local AM and FM broadcasters to separate their programming, the public to start buying FM sets, and because of that, Houston became one of the better FM markets in the country." The station's reputation spread across the country, as did Christian's, and in 1964, the *New York Daily News* tapped him for the general manager spot of its just acquired, MUZAK-owned station in New York City.

One of Christian's first changes at WPIX-FM New York was the implementation of programming blocks. "The station was a hodge-podge, everything from wrestling to esoteric religious programming." A new format was created—"The Sound of the Good Life"—and, according to Christian, it was the first pop music format on FM in New York in stereo. Again, within a year, the station was in the black.

While working at WPIX-FM Christian continued his involvement with the NAFMB. "I tried to help move the industry along, and sort of became an industry spokesperson." In that capacity, Christian helped create a major campaign for FM radio. "We went to the FM broadcasters and asked them to give us a donation of so many spots a day for a year—and they did—over 1,000 stations did. We created this huge campaign, so that people insisted the cars they bought have FM."

The campaign worked very well, and in 1968, the Armstrong Foundation awarded Christian its first individual award—for the development of FM radio. The foundation, at Columbia University in New York, was named after Edwin Armstrong, the founder of frequency modulation. Christian has since become a foundation board member.

Christian was wooed away from WPIX-FM in 1967 by a group of investors, headed by Oklahoma oilman Ray Dawson. The group purchased four FM's for less than \$500,000. At all four facilities, Christian took the stations to full power and raised the towers.

Unfortunately, the economy suffered a serious recession in the spring of 1970, and the investors needed money. "They sold the stations just as we went on the air," he said, "so we ended up just barely getting our money out. I've been told those stations are now worth between \$100 million and \$125 million. We were just ahead of the market."

After Dawson Communications, Christian spent six years in Miami as executive vice president of Independent Music Broadcasters Inc., headed by Ted Nierhos.

In 1976, Christian joined Century Broadcasting, where he spent 10 years overseeing the group operator's five FM stations. One of the projects with which he was initially involved was Century's purchase of RKO's KFRC-FM San Francisco.

"We took the station off the air for two months and came back on roaring," he said, adding: "And it went right through the roof." The station went back on the air as KMEL(FM) with a contemporary hit format. It has since been one of the market leaders, in an area dominated by powerhouse AM stations.

As Christian sees it, radio will increase in worldwide importance because of "its portability, instant access, lower-cost production and free thought association benefits." He believes the medium will benefit from what he termed "video burnout" and that "the quiet personal radio voice that allows you to paint your own pictures and be mentally creative" will make radio a "dominant communication and entertainment medium throughout the world."

After spending time and energy in both television and radio, Christian summed up the allure of radio for him: "There are more creative opportunities at a radio station in one day than you will ever find at a television station in a whole week." ■

Senate confirmed renomination of Andrew Barrett last week to full five-year term on FCC. Barrett breezed through brief confirmation hearing two weeks ago with words of praise from Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Illinois Republican joined FCC last September, taking seat whose term expires June 30.

Senator Ted Stevens (R-Alaska), senior Commerce Committee member, in statement last week, **called for "moderate cable bill" this year.** "Continued uncertainty over the fate of cable legislation does not serve the interest of the general public, which wants and needs additional mass media services," Stevens said. He suggested Senate review draft circulated in House by Commerce Committee Chairman John Dingell (D-Mich.) and Republicans.

City of Chicago's cable TV subcommittee voted unanimously to approve Group W franchise transfer to Prime Cable last Friday. Measure now goes to parent finance committee on June 5, then full city council on June 6.

Massachusetts Institute of Technology, Cambridge, Mass., which was facing possible elimination of its proposed HDTV television terrestrial transmission system from Advanced Television Test Center's testing process, **has gotten reprieve.** MIT had said that it would not be able to pay half of \$150,000 in fees owed to ATTC for testing slot by June 1 deadline and had requested waiver of fees based on school's nonprofit status. In letter to Jae Lim, director of MIT's Advanced Television Research Program, ATTC Executive Director said test center's board had decided to postpone fee payment deadline until start of testing by center of first scheduled system (on date still to be determined) or Dec. 31, 1990, whichever comes first. At that time, full \$150,000 will be due plus interest at rate of 10% annually. However, request for full waiver of fees was not approved, Fannon said, because "MIT's ATV project is designed to generate

income for MIT... [MIT] does not intend to place in the public domain the patent rights that will provide the basis for these revenues." After receiving letter, Lim told BROADCASTING that MIT will now seek partners to share in percentage of royalties in exchange for immediate cash. "I have to raise the money and I do not want to do that. As a professor, I would rather do research and get the system developed," Lim said.

Representatives **Edward Markey** (D-Mass.), chairman of the House Telecommunications Subcommittee, and **John Dingell** (D-Mich.), chairman of Telecommunications' parent Commerce Committee, **introduced bill** last Thursday (May 24) **to provide additional funding to FCC to aid in setting terrestrial HDTV transmission standard.** Bill would authorize additional \$2.2 million to commission for fiscal 1990 and \$2.45 million in 1991 to be used for systems. Cosponsors include: Norman Lent (R-N.Y.), Matthew Rinaldo (R-N.J.), Don Ritter (R-Pa.) and Dennis Eckart (D-Ohio).

Time Warner unit **American Lawyer Media**, though not scheduled to launch its American Trial Network cable service until first quarter of next year (see story, page 38), **plans to offer live coverage of New York's Central Park jogger trial**, which begins in less than month. Time Warner cable franchises in Manhattan, Brooklyn and Queens will cover trial on yet-to-be-determined channel. Other cities have expressed interest in coverage, said American Lawyer Media President Steven Brill. "We have no plans to charge anyone" for feed, said Merrill Brown, VP, corporate and program development. Cablevision's News 12 Long Island hasn't decided whether it will offer gavel-to-gavel coverage of trial, said News Director Norman Fein, who is also working on development of Cablevision's In Court for the fall. In past, network has only given such coverage to Long Island trials, but "we might give it special consideration," said Fein. He also said Cablevision could put trial on another channel, and that "national coverage is not out of the realm of possibility."

Cablevision Systems said operating cash flow and revenues were up 19% and 21%, respectively, in first quarter. Revenue jumped from \$110.7 million to \$133.8 million, while operating cash flow increased from \$44 million to \$54 million. Company reported net loss of \$74 million, compared to net loss of \$59 million in year-earlier quarter, attributed to additional expenses of 1989 acquisitions.

While **Time Warner's cable franchise renewal request** was preliminarily denied by New York City's Board of Estimate two weeks ago, its request to be named defendant in **related suit against New York's Mayor David Dinkins and City Council President Andrew Stein** was granted last week. Suit, filed by Ed Kayatt, publisher of weekly New York newspaper *Our Town*, alleges Dinkins and Stein could not appoint delegates to Board of Estimate to vote on franchise since both officials had conflict of interest in case. State Supreme Court judge granted Time Warner's request, ruling company has material interest in suit. If negotiations between city and Time Warner pick up, chance exists that franchise vote could once again come before Board of Estimate, instead of going through lengthy administrative hearing process.

National Telecommunications and Information Administration was circulating its own version of spectrum reallocation bill on Hill last week. Bill introduced by House Commerce Committee Chairman John Dingell (D-Mich.) and others could be marked up before July 4 recess and NTIA has some suggested changes. Among those is idea that FCC present report to Congress in two years on feasibility of eliminating UHF TV

L.A., San Francisco take 'Married' vows

Columbia Pictures Television sold the off-Fox rights to *Married...With Children* in two more markets last week. In Los Angeles, Fox-owned KTTV(TV) paid what sources said was close to \$130,000 per week plus one minute of barter time for the show. It was KTTV's first major off-network acquisition since acquiring *Family Ties* about three years ago. CPT President Barry Thurston would not comment on the price, but said there was interest from several stations in Los Angeles, the highest rated *Married* market in the country. In San Francisco, powerhouse Fox affiliate KTVU(TV) won the rights to *Married* for a price reported to be between \$70,000 and \$80,000 per week, plus the barter time. In addition, KTVU(TV) bought the rights to CPT's *227*. Market sources estimated the station paid another \$20,000 per week for that series. No barter time is involved with *227*. (In Los Angeles, KCAL-TV picked up the *227* rights a while ago.) Brooke Spector, station manager, KTVU, confirmed the station picked up both shows but declined to discuss prices. Spector did say the bidding competition was keen in San Francisco. "There were a lot of active players in this market," he said. "Both shows were priced fairly." As of midday last Friday, no deals were done in the two other markets where CPT was offering the shows—Chicago and Boston. In Chicago, where the minimum asking price is \$63,000, Fox-owned WFLD(TV) and WPWR(TV) are the key contenders. In Boston, Fox affiliate WFXT(TV) and WLVI(TV) are both said to be interested in the programs.

transmissions in top 20 markets by year 2010.

□

NAB is protesting Census Bureau's proposal to survey financial records of radio and TV stations every year. In comments to bureau, NAB said proposal would place "unnecessary burden on broadcasters, many of whom are small business operators, who are already confronted with many governmental regulations and other surveys." NAB said it collects data from stations and that it has shared data with bureau as part of its five-year survey.

□

WPXI-TV New York edged out WNYW-TV as **leading overall independent television station during May sweeps**, according to numbers released by Arbitron. Station was first in total day rating and share, children's cartoons and prime time and weekend movies (also reflected by Nielsen numbers). According to Arbitron, WPXI-TV was only New York independent to increase share year-to-year: its May 1990 Sunday-Saturday, total day share of 11 was up from 9 in May 1989. WNYW-TV's May 1990 11 share was down from previous year's 14, while WWOR's 10 was down from 11.

□

Tribune Entertainment's **Joan Rivers Show** is **changing stations in New York** starting in September. Tribune said last week WNBC-TV will get show. WCBS-TV aired show this season. In February 1990 book, *Rivers*, airing at 9 a.m., averaged 12 share, tying two sitcoms on WNBC-TV. Big winner was *Live with Regis and Kathie Lee*, which averaged 30 share in same time period on WABC-TV. No word from WNBC on where it would air show next season.

□

On May 25, **FCC suspended Washington attorney Thomas Root** from practicing law before commission pending outcome of order that he show cause why he should not be disbarred permanently. April disbarment ruling by U.S. Circuit Court of Appeals in Washington made Root at least temporarily ineligible to practice there, said FCC.

□

Britain's rapid cable franchising process continued last week with latest grant going to **telco Pactel and cable MSO Masada** for 363,000 home Manchester area cable franchise. Pactel and Masada are already co-investors in five other franchises covering 558,000 homes and together have applied for franchises covering another 527,000 homes. Pactel, with total of

News update

Ratings for the prime time news block on Walt Disney Co.-owned KCAL(TV) Los Angeles were generally flat in its first May sweeps compared to KCAL programming of a year ago. *Prime 9 News*, which debuted at the beginning of March on independent KCAL, recorded, with two days left in the sweeps period at press time, a 2.4 rating/4 share for its three-hour news block (8-11 p.m.), compared to May 1989 numbers for its former entertainment programming of 2.3/4. The prime time score put it last among Los Angeles's six other VHF stations.

In the first two hours of the newscast, the 8 p.m. hour averaged a 2.9/5, while the 9 p.m. hour dropped its lead-in slightly to a 2.5/4. In the most critical time period, 10-11 p.m., KCAL's final news hour finished last with a 1.9/4 against three other independent newscasts, while Tribune-owned KTLA-TV's 43-year-old *News at Ten* broadcast scored a top 5.2/10 independent news victory. Sources have estimated that KCAL needs to score at least a 4-5 rating to break even on its \$30 million startup investment.

'Cosby' station switch in Boston

As expected, WCVB-TV Boston has sold its off-network rights to *The Cosby Show* to the independent/Fox affiliate owned by the Boston Celtics basketball team, WFXT(TV). The deal is effective in October, the start of *Cosby's* third year in syndication. As part of the deal, WCVB-TV, the Hearst-owned ABC affiliate, will retain one episode of *Cosby* per week, for airing in a prime time slot yet to be determined. WCVB-TV vice president and general manager, Jim Coppersmith, said the station would decide on where to put the show "in consultation with" ABC. WCVB-TV paid an estimated \$120,000 per week when it bought the first cycle rights to the off-network *Cosby* two years ago. The current deal calls for WFXT to purchase 80% of the first and second cycles of the program for a price sources said was about \$45,000 per week. WCVB-TV has been airing five episodes on weekends and losing an estimated \$80,000 per week. By selling the show, the station stands to reduce those losses to perhaps \$20,000 per week, media sources said.

The deal in Boston was the third time in recent weeks that a *Cosby* station has sold the rights to the show. Both WTVJ(TV) Miami and Viacom's KMOV-TV St. Louis have sold the show to independents, WDLZ(TV) Miami and KDNL-TV St. Louis, respectively. Viacom's WWTN(TV) Hartford, Conn., is said to be close to selling its rights to an independent in that market.

1.5 million UK cable homes now under franchise, including six in partnership with Jones Intercable, has become one of largest cable backers in UK. Telco also said it is pursuing franchise acquisitions adjacent to current holdings in greater London, Manchester, East Anglia and South Yorkshire.

□

Three months after NBC, Cablevision, Hughes Communications and Rupert Murdoch's News Corp. announced agreement to form joint venture to launch 108-channel satellite broadcasting service in 1993 or 1994, parties are still trying to reduce complex deal to contracts. Cablevision's Chuck Dolan and NBC's Tom Rogers, at NCTA convention last week, agreed that work is progressing. "We've been spending a lot of time on it," said Dolan. "All last week it was marathon sessions with all the lawyers." But they disagreed on when work would be done. Dolan predicted contracts would be ready for signatures by end of June; Rogers, by end of July. At time of announcement, parties said deal could be finalized in April.

□

Plenary assembly of **International Radio Consultative Committee (CCIR)**, meeting in Dusseldorf, West Germany, last week, officially **approved agreements on HDTV production system parameters** tentatively set earlier this year by CCIR's Study Group 11, specialist group on HDTV production. In Atlanta last March, just before opening of NAB convention there, Study Group 11 reached worldwide agreement on 23 separate parameters, including 16:9 aspect ratio and color characteristics (BROADCASTING, April 2). Over next four-year CCIR study period, it is hoped that remaining parameters, which deal with picture resolution and field rate, can be settled by Study Group 11 to set single worldwide standard.

□

National Telecommunications and Information Administration will hold press conference on Friday (June 1) to announce **establishment of ComTrain, management training program for new minority broadcast owners.** ComTrain (Communications Training) is joint effort of public and private sectors. It is sponsored by NTIA and funded by Minority Business Development Agency, both Commerce Department agencies.

Editorials

Solutions in search of the problem

Some say the first draft FCC Chairman Alfred C. Sikes's speech to the cable industry last week may have been even stronger than that he eventually gave in Atlanta. If that's the case, cable better hope it can get its deregulation at the hands of Congress. Or at least not at his alone.

"The American people... will not tolerate an unregulated monopoly indefinitely," Sikes said, after noting that "You cannot expect government to continue sanctioning—indeed, protecting—cable as a sole-source provider of video services while, at the same time, foregoing the regulation that historically has been placed on monopoly operations." On cable, at least, the chairman is not of the same deregulatory bent as his President.

The Sikes input was only one among many that cable had to balance out last week. There was the similarly stern appearance of Chairman Ed Markey of the House Telecommunications Subcommittee, who took pains to position himself on the tougher side of his boss, Chairman John Dingell of the parent House Commerce Committee. (Dingell's less punitive draft had upstaged Markey on the eve of the National Cable Television Association convention.)

Then there were the remarks of four FCC commissioners, appearing without their chairman. Their sentiments were summed up by Sherrie Marshall, who said: "You have just heard four voices that are not inclined to impose onerous or counterproductive measures on your industry." Marshall went on to elaborate her own approach: "Any recommendation I would endorse would be the least intrusive means and a pro-competitive, not reregulatory, approach. I don't think we need to put a ceiling on vertical integration, a wall around horizontal growth or a cap on your rates in order to address what I see as a marketplace in transition," she said, thereby earning a niche in the cable hall of fame. (Her views on access to programming by cable's competitors could cost her that place, however.)

With such a spectrum of views to draw from, it's hard to see how either Congress or FCC can come up with a "guilty" verdict at the end of the day. Both, however, can do more damage by leaving cable twisting in the wind as regards its regulatory fate. This is one of those times when justice delayed is justice denied.

Breaking down the barriers

Things appear to be looking up for broadcasters in their ongoing quest for journalistic access to the various branches of government. Having a while ago secured broadcast coverage of both houses of Congress (making it a bi-camera legislature, so to speak); having recently dodged a misfired bullet when the White House correctly ended a brief test of restricted pool coverage of some White House events; having won the right to cover lower court trials in some four-fifths of the states (there are even two proposed cable channels to be solely devoted to such coverage), the federal courts have remained the sole holdout against the swelling tide of common sense.

Several weeks ago, Chief Justice William Rehnquist offered his tacit approval to a push by Senator Robert Kastenmeier to open the federal courts to cameras and microphones (see story, page 66). Kastenmeier had sent to Rehnquist a copy of a letter the former had written to the chairman of the U.S. Judicial Conference's Ad Hoc Committee on Cameras in the Courtroom,

along with a request that the Chief Justice lend his support to test coverage. In the letter Kastenmeier said, "The time has come for the federal courts to allow cameras in the courtroom." Rehnquist wrote back, saying he was "by no means averse to the idea."

The Ad Hoc committee has been asked by a group of news organizations to reconsider its tentative conclusion last August that the ban on cameras be maintained and to agree to conduct a test of cameras in federal appeals and civil trial courts. Considering that the supreme judge of the land and the chairman of the House Judiciary Subcommittee most directly involved with court procedures have weighed in on the side of such a test, we see no reason for the committee to refuse.

Numbers game

Brewer Anheuser-Busch is circulating a backgrounder debunking the assertion—recently gaining some currency—that the average American child will see some 100,000 beer commercials by the time he or she is either 18 or 21, depending on which news agency is recounting the figure. Either way, it is an impressive number. Clearly, Anheuser-Busch has a vested interest in the image of its product, but just as clearly, it has a point, which is that through repetition the assertion is in danger of being accepted as fact.

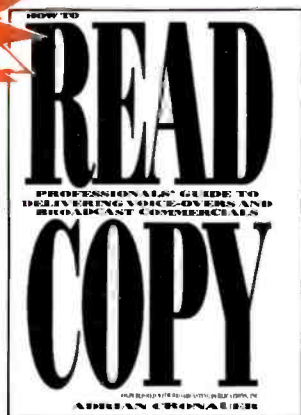
The report cites 10 different instances of the 100,000 figure being used as support for a ban or restrictions on alcohol advertising. Those citations include published and broadcast news accounts of public interest group activity, a quote from South Carolina Senator Strom Thurmond in a hearing on labeling and, perhaps most troubling, in a newspaper account that seems to treat the figure as a given—"A 2-year-old child growing up in America will see about 100,000 beer commercials by the time he or she is 18..." the story begins.

The figure is grossly inflated, by Busch's reckoning, and while numbers are often made to dance to the tune of the reckoner, when the 100,000 is broken out, common sense suggests it must be many times the actual figure.

That figure's inaccuracy does nothing to mitigate the very real dangers of alcohol abuse in this country, but it does suggest that those who wield it as a weapon are either fooling themselves or trying to fool others.



Drawn for BROADCASTING by Jack Schmidt
"It's not a remote. We lost our lease."



Adrian Cronauer is one of the most famous broadcasters around today, thanks in part to Robin Williams' award-winning portrayal of him in the movie **Good Morning Vietnam**. Cronauer now has written a book for both professional announcers and aspiring broadcasters: **How to Read Copy: Professionals' Guide to Delivering Voice-Overs and Broadcast Commercials**. This book, Cronauer states, "points out in great detail the most important aspect of DJ work (and almost all kinds of broadcasting): how to do a good job reading copy and sounding natural on the air."

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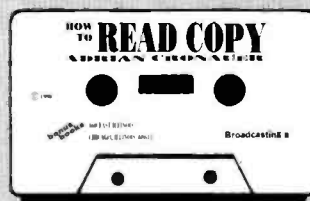
- Working with recording studios
- Using your voice to its best advantage
- Words to stress and not to stress
- What common mistakes mark an amateur from a professional

Based on a broadcasting course Cronauer taught for five years at the New School for Social Research in Manhattan, this book and audio tape companion is essential for aspiring broadcasters and actors alike. It teaches something that is primarily an acting skill: how to take another person's words and convey them as though they were your own.

He offers dozens of tips to help an announcer in his or her career:

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- Performers unions: Are they right for you?
- How to audition
- Tips on starting out, and what to do when you get a real job

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Cronauer gained world fame as an Armed Forces DJ in Vietnam. He has also worked as an anchorman (WIMA-TV), operations manager and program director (WFRT-TV), and station manager (WPVR-FM). Mr. Cronauer spent many years as a freelancer in New York City and with station WQXR.

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