

Broadcasting Sep 10

Incorporating Broadcasting / Cable 59th Year 1990

TELEVISION / 63

PBS fights fire with fire; ITC discloses 1991-92 development

CABLE / 70

MLB on ESPN: its exclusivity gains are broadcasters' loss

WASHINGTON / 94

FCC ponders NTIA's fin-syn proposal; MLB plays hardball with cable

BUSINESS / 77

New study confirms resale value of radio



NAB Radio '90
Suite 3706
Marriott
Exhibit 1019

1st Book

#1 Men 18-49*

KZZF-FM Fresno



The New AOR For The 90's

Very Live 24 Hours-A-Day

World Premieres	World Class Streetwise DJ's
Massive Promotions	Live Concert Broadcasts
Z-Rock Merchandise	Consulting Services

Contact
Lee Abrams



800-527-4892

*Spring '90 Arbitron
TSA Persons 6a-MID, M-S

SPOKANE
E 502 BODNE AVE
GONZAGA U
CROSSBY LIBRARY
9258CROSBC9889 JVK DEC/90
*****3-DIGIT 992

85266 AM 9258

Gonzaga University
SEP 13 1990

Vol. 119 No. 11
On the road to Radio 1990
 TCI, Fox get together
 to extend reach
 of network



The Instrument For Those Who Thought
They Could Only Imagine Perfection.
The BVP-370.

For a demonstration of the studio camera that can live up to your imagination, call 1-800-645-SONY.

SONY[®]

BROADCAST PRODUCTS

THIS WEEK

23 / FOX, TCI GET TOGETHER

Fox and TCI have signed an agreement whereby the cable company will carry Fox programming on cable channels on systems where there is no Fox broadcast affiliate. Fox hopes to strike similar deals with other MSO's to extend its reach, currently measured at 91% of the country.

25 / FTC BLASTS CFA, ABC

The Federal Trade Commission has charged Capital Cities/ABC Inc. and the College Football Association with "illegally conspiring to restrain competition in the marketing of college football." The administrative trial to come could result in the FTC voiding the combined \$300 million ABC and ESPN 1991-1995 rights agreements with CFA.

26 / HIGH ON HDTV

At an annual Association of Maximum Service Television update on HDTV technology in Washington, FCC Chairman Al Sikes reiterated the commission's preference for a simulcast HDTV system standard over a transitional enhanced-definition system. NBC's Robert Wright made his network's case for EDTV, suggesting a simultaneous adoption of standards for both.

28 / SCRAMBLING DELAYED

The National Football League will postpone its proposed scrambling of



Boston, site of Radio '90

regular telecasts until further study can be done. Some suggest the league may be setting the stage for pay-per-view arrangements with tavern owners.

29 / LATE NIGHT LOSES LEAR

Norman Lear asks for and receives release from his agreement with CBS to produce a late night comedy, citing his desire to concentrate on prime time projects.

29 / RESULTS ARE IN

The FCC's spot check of station records reveals widespread noncompliance with lowest unit charge provision of political broadcasting law.

30 / FTC SAYS SCRAP FIN-SYN

The Federal Trade Commission last week told the FCC that it should repeal its 20-year-old financial interest and syndication rules: "Competition would be better served by removing the restrictions and addressing instances of alleged monopolization through application of conventional antitrust enforcement powers."

33 / BOSTON BOUND

On its way to the National Association of Broadcasters Radio '90 conference in Boston, BROADCASTING took a few detours, visiting a handful of major markets to take a read on the top stations, how they got there and how they plan to stay there. BROADCASTING's radio editors dropped in on some 30 stations in Boston, Chicago, Miami, Phoenix and Seattle. The consensus, regardless of format or target audience, was that "cash-flow multiples" and "debt loads" notwithstanding, radio's greatest value continues to be its innovation, creativity and unique localism.

An agenda and exhibitor list for the conference cap the tour.

63 / PBS GOING HOLLYWOOD?

The noncommercial



Public Broadcasting Service is taking a page from its commercial competition. Acknowledging the increasing competition for viewers among an increasing number of program suppliers, PBS is adopting a network-like marketing push for fall, including a Showcase Week, cross promotion on cable and the networks, the stripping of original series and the launch of a home video label.

64 / ITC LOOKS AHEAD

With the current syndication season barely out of the blocks, ITC is already in production on a first-run fringe/access game show and a morning talk show. Tapes are expected to be ready for station viewing this fall.

70 / DIAMOND APPRAISAL

Analysts expect ESPN to do better (lose less money) in its upcoming second year of a four-year contract with Major League Baseball. The service could break even on the \$400 million deal, say analysts, if the cable service plays a "wild card" of charging operators an affiliate fee for carriage. ESPN's baseball exclusivity has proved a thorn in broadcasters' sides, particularly on Wednesday nights, which has cost broadcasters carriage of numerous games.

75 / HBO'S GOOD 'DREAM'

Cable service is getting good reviews and numbers for its new sitcom, *Dream On*, an irreverent adult comedy that combines

clips from classic black and white TV shows with adult themes and situations. Producers are already looking toward future in syndication.

76 / CAPITAL IDEA

Washington has proved an appropriate venue for the annual Eastern Cable Show, with 4,000 industry members—and potential lobbyists—gathering in the Capital just as both House and Senate prepare to vote on cable reregulation.

77 / INVESTING IN RADIO

A new study to be released at the Radio '90 conference in Boston shows a 5.3% appreciation in FM sale prices over the prior sale for some 500 stations sold from 1988 through June 1990. AM registers a 2.9% decline, attributed by the study to a "shaking out at the bottom of the market," and not necessarily an overall loss of revenue or audience.

83 / PAYING THE PIPER

In the latest twist on Broadcast Music Inc.'s lawsuit against HBO, a federal judge has refused BMI's request for an injunction that would have effectively shut down the cable service by barring it from cablecasting movies with BMI-copyrighted music.

84 / 15-SECOND THOUGHTS

An Association of National Advertisers study on 15-second commercials reveals advertiser concerns about clutter and the possibility of hidden premiums associated with the spots. The release of the survey, which stresses the importance of advertisers getting together to set guidelines for 15-second spots, came, coincidentally, as a report

was circulating that CBS is seeking premiums on some stand-alone 15's.

85 / POOLING RESOURCES

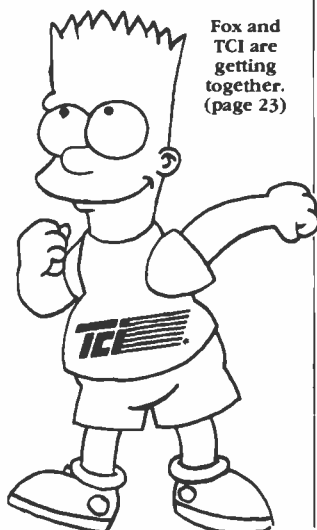
The U.S. State Department has formed an International Media Fund to help bankroll privately owned radio and television stations and newspapers in Central and Eastern Europe.

87 / COMPRESSING BUSINESS

Compression Labs Inc. has been showing off its digital video compression prowess to the networks. According to an executive with the company, 4-1 NTSC compression for broadcast and cable is in the works, with something demonstrable as early as next year.

90 / HELP FOR EDITORS

The video editing advantages of D-2 recorders have heretofore not been matched on the audio side. Ampex Corp. has introduced an enhancement to its digital videotape recorders that it believes goes a long way toward resolving that inequity.



FCC's Kevin Arquit at press briefing (page 25)

94 / FCC MULLS NTIA PROPOSAL

FCC Chairman Alfred Sikes wants to use a proposal offered by NTIA as a "starting point" for reforming the FCC's fin-syn rules. While none of the other commissioners is ready to embrace NTIA's proposal, FCC

Commissioner James Quello has his own ideas that track NTIA's closely. Sikes also advocates another round of comments on specific fin-syn proposals.

96 / LOOKING BACK AT POLISH TV

At a CNN-sponsored news conference, a Polish TV executive talks of the "mythology of pseudo-information" that once characterized the country's Communist-controlled media.

119 / UNITED'S FRED VIERRA

Fred Vierra has sold various products, but he himself has been sold on cable television. Now president and chief operating officer of United Artists Entertainment, the country's third largest MSO and largest theater owner, Vierra says cable "has been the most fun I've had in business, by far."

INDEX

Advertisers Index.....	118
Business.....	77
Cable.....	70
Changing Hands.....	79
Classified Advertising.....	107
Closed Circuit.....	6
Datebook.....	14
Editorials.....	122
Fates & Fortunes.....	115
Fifth Estater.....	119
Focus on Finance.....	80
For the Record.....	99
In Brief.....	120
International.....	96
Masthead.....	20
Monday Memo.....	12
Programming.....	63
Radio.....	33
Ratings Roundup.....	68
Satellite.....	87
Technology.....	90
Top of the Week.....	23
Washington.....	94

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Reg. U.S. Patent Office. Copyright 1990 by Broadcasting Publications Inc.

Incorporating

The Fifth Estate
TELEVISION.
Broadcasting
Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions. U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$350 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* \$115. *Across the Dial* \$9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

CLOSED CIRCUIT

Washington

Collecting cases

No one has stepped up to say they will challenge constitutionality of cable reregulation if Congress passes such legislation this year. But legal opinions attacking parts of pending legislation on First Amendment grounds are starting to pile up. Latest is being written by George Shapiro, cable attorney with Arent, Fox, Kintner, Plotkin & Kahn, and co-author of book, "Cable Speech: The Case for First Amendment Protection," on behalf of Community Antenna Television Association. Shapiro's opinion targets rate regulation and program access provisions.

It will be added to body of work on subject, which now includes opinions by noted constitutional expert Lawrence Tribe and one-time Supreme Court nominee Robert Bork for Time Warner Inc., and by former U.S. Court of Appeals Judge Arlin Adams for QVC Network. Former opinions take on several elements of legislation; latter focuses on must-carry provisions.

New York

Separate ways?

Discussions between the Sheridan Broadcasting Networks and the National Black Network about possible merger or other form of business relationship broke off indefinitely last week, according to source close to negotiations. Source said that "conversations had been going on for some six months, but were amicably and mutually terminated on Friday (Sept. 7)." Neither network currently has plans to re-

sume talks, but one Sheridan executive told BROADCASTING that SBN "will always seek business opportunities that make sense in improving its leadership in the national urban radio network marketplace." Sheridan currently operates three radio network services, and plans to announce sports network this week during NAB Radio '90 convention in Boston.

Longer haul?

In very competitive first-run program marketplace, some syndicators are trying to get surer foothold for their new shows by requiring stations to commit upfront to more than traditional 52-week deal. Blair Entertainment is about to make presentations for new weekly program, *Stuntmasters*, and is asking for 18-month commitment. Program, about Hollywood stunt performers, is expected to debut domestically next April. Paramount is asking for and getting two-year commitments from stations for its

talk show with Maury Povich, scheduled for fall 1991 (see story, page 29). According to Jim Curtin, vice president, programming, Harrington, Richter & Parsons, syndicators are "looking for longer-term sources of revenue." Most new shows, he said, particularly in tight market, "have six months to build or get pulled."

More Maury deals?

Word from source with close ties to Paramount Domestic Television is that studio is close to completing deal bringing Maury Povich talk show to CBS owned-and-operated stations KCBS-TV Los Angeles, WBBM-TV Chicago and WCAU-TV Philadelphia. If deal is completed, 1991-92 talk entry will have registered presale clearances in top five markets (KRON-TV San Francisco and WNBC-TV New York have already signed for the programs) and a dozen clearances overall, with most deals being two-year hitches signed without benefit of pilot (see story, page 29).

Bedfellows, for now

Talk of separate trade association for cable programmers appears to be cooling. Programmers, especially those not owned by major MSO's, were privately expressing great deal of discontent over summer. Reasons were several, including operators' rush to create tiers and concessions cable industry made in bills going through Congress that programmers felt were at their expense. Although differences between two groups remain, programmers begin stretch run on legislation side-by-side with operators. One reason includes realization that all members of industry would be better off maintaining united front. Second, net effect of bill, if one passes, could be to help incumbent programmers. Tiering and rate measures are seen as making launch of new services more difficult.

Soft ball

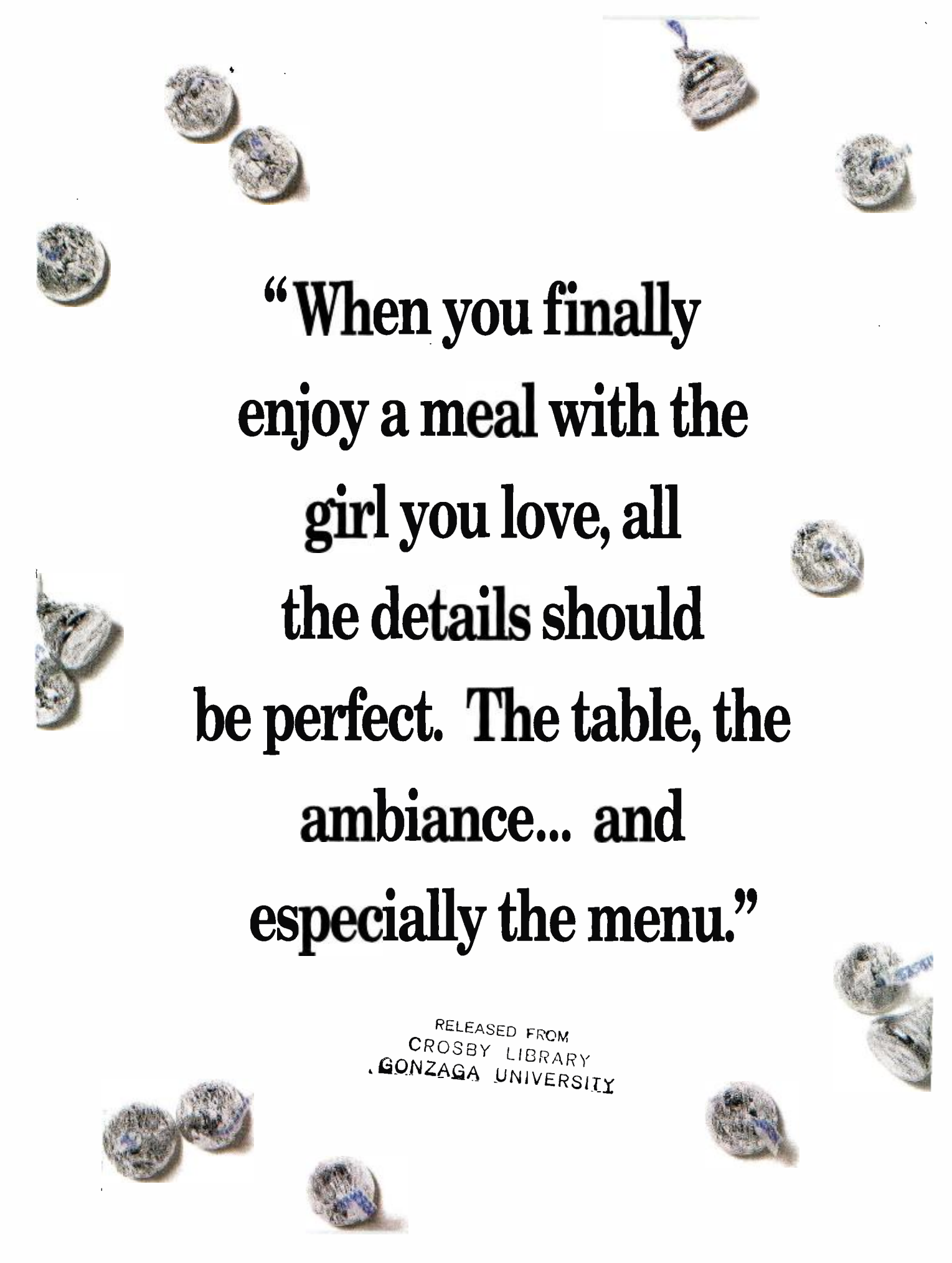
Word among media buyers is that it will be soft fourth quarter sports market, including Major League Baseball and National Football League. Although that is old tune for media buyers, who are concerned about what skyrocketing rights fees will do to ad rates, some advertisers and network executives confirm that there is indeed still lots of inventory to be moved and that there could be fire sales in next few months. Those that have already paid for NFL inventory (estimated at minimum of \$120,000 for 30-second spot) are wondering how much higher rates can go before they balk. Asked one auto executive for big three car company: "At what point do you say that we are not going to

REREG RUNDOWN

Cable reregulatory legislation is expected to be passed by the House today or tomorrow (Sept. 10-11) without so much as a murmur of opposition, but it is a long way from becoming law.

The tougher measure in the Senate is hung up by senators who believe the bill as reported out by the Commerce Committee is either too soft or too hard on cable. The committee wants to move the bill to the floor as quickly as possible, but because floor time is limited it must settle all differences before taking it to the floor. With most Senators not scheduled to report back to work until today, negotiations last week were conducted at the staff level. As of last Friday, things were still very much up in the air.

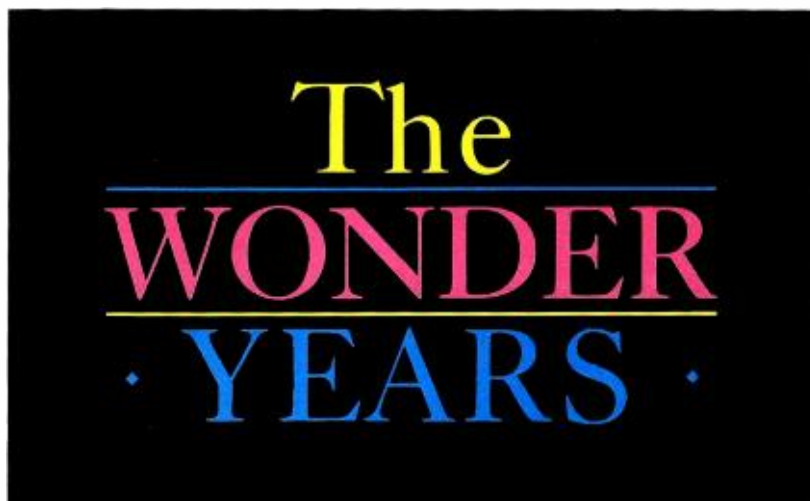
Legislation could be scuttled by the White House. Passage of the House version may prompt the administration to signal its intent regarding a possible veto. The White House has already let Congress know that the bills are far too regulatory.



**“When you finally
enjoy a meal with the
girl you love, all
the details should
be perfect. The table, the
ambiance... and
especially the menu.”**

RELEASED FROM
CROSBY LIBRARY
GONZAGA UNIVERSITY

How can you recognize the next syndication superstar?



Look at its audience...

To succeed, a series has got to have the right audience. Take a look at how *The Wonder Years* compares to other syndication successes.

AUDIENCE COMPOSITION / PERCENT OF VIEWERS				
	Women 18-49	Men 18-49	Teens	Kids
The Wonder Years	31	23	12	19
Cheers	32	24	9	12
The Cosby Show	29	19	10	18
Family Ties	29	23	11	18
M*A*S*H	27	22	10	9
Night Court	29	25	7	10
Who's The Boss?	30	19	11	17

Source: Nielsen, NTL, last two network seasons: STD: 4/17/88, 4/16/89, 4/15/90. Pocketpieces, except M*A*S*H, NTL/NAD Nov/Feb, last two seasons, 1981-82, 1982-83.

The Emmy Awards named it Best Comedy Series.
The critics call it the best show on television.
The viewers have made it a hit.

...and trust your instincts.

TURNER PROGRAM SERVICES

© 1990 Turner Program Services, Inc. All rights reserved.



**“I picked Tuesday because the cafeteria
always served spaghetti.”**

play in that arena anymore?" Beer companies, who are starting to pull back from television advertising to invest more in in-store promotions, may already have made decision.

Shopping trip

Recent events are conspiring to give impression that CBS is more actively shopping for TV stations. Tisch family's recent purchase of several bank stocks suggest CBS chief executive officer and reputed bottom fisher, Laurence Tisch, is finally seeing prices he likes, at least in market for public securities. Also enthusiasm of new division president, Jonathan Rodgers, is contributing to signals outsiders are picking up.

Hollywood

Take your pick

Producers apparently have big plans for HBO series *1st and Ten*. Program has been shot in two versions, cable version and "orchid" or syndicated version. Orchid version contains no nudity or objectionable language. To date, Kushner-Locke Productions has produced 80 episodes of series, and spokeswoman for show says producers are looking for syndicator to take series out on market.

Cincinnati

Bond watch

As of late Friday certain market players were waiting to see what fate would hold for \$38 million outstanding Great American Communications (GACC) "reset" bonds—so called because GACC is required next month to increase stated interest rate to level that would attract enough buyers to cause bonds to trade at par. Company apparently has already received recommendation on required



FIRST LADY ON LEARNING

First Lady Barbara Bush and ABC News anchor Peter Jennings discussed problem of illiteracy in America last Wednesday, Sep. 5., on ABC Radio Networks' *American Agenda Radio Special*. Hour-long broadcast provided listeners with toll-free number to call in with questions for the First Lady. Shown above with the First Lady are (l-r): Jennings; ABC News correspondent Bill Blakemore; Robert Benson, VP, Radio News, ABC Radio Networks, and Robert Callahan, President, ABC Radio Networks

reset rate, said to be 20.2%, which, if put into effect, could make it highest yielding junk bond in modern history. Reset would also raise company's annual interest payments by over two million dollars per year. GACC's other option would be to retire bonds at 101% of par, which besides being expensive would probably require waiver of company's bank loan covenants. Issue is receiving careful consideration because almost all bonds are in hands of well heeled insurance companies who are said to be prepared to litigate if not satisfied with outcome.

Bristol

Time, money saver

ESPN, which has heard complaints from cable operators about difficulty of switching baseball feeds when games have to be blacked out, is developing system that will enable network to remotely switch feeds by issuing data

commands from uplink at Bristol, Conn. facility. This season cable operators had to send technicians out to all of a system's headends to manually switch feeds, which was both timely and costly.

For operators to enjoy remote's benefits, however, they must replace existing ESPN satellite receiver with integrated receiver descrambler, at estimated cost of \$1,200 to \$1,500. ESPN has been working with both General Instruments and Wegener Communications to develop system. Decision on which vendor to choose will be made in next two weeks.

Atlanta

Getting together

Turner Program Services plans to co-produce several new shows it is bringing to NATPE next January. John Walden, senior vice president, sales and marketing, TPS, said Turner will co-produce four quarterly documentaries examining separate so-

cial issues with Tribune Co. First program to be available in fall 1991. Walden also said company is talking to overseas network to be partner in *Update*, video magazine updating past major news stories. Show would rely heavily on library of CNN footage. *Update* was pulled from this year's domestic market, but Turner plans to reintroduce it at NATPE in January.

Hatboro

Bed time

General Instrument's Jerrold division, Hatboro, Pa., will supply cable test bed to Cable Television Laboratories for testing of high-definition television transmission systems at Advanced Television Test Center (ATTC), Alexandria, Va., according to several sources. Official announcement is expected soon, pending completion of final contract details between Cable Labs and Jerrold. But delay in announcement will not mean delay in delivery of test bed to ATTC in time for testing, which is expected to begin in late 1990.

Miami

News news

NBC O&O WTVJ(TV) Miami begins in couple of weeks to provide Headline News insert on Broward County cable operator Continental Cablevision. Five-minute insert will be exclusive on 147,000-subscriber Continental system for 90 days, after which WTVJ is free to make deals with other area cable operators. WTVJ General Manager Richard Lobo said station will use 90 days as test to see if there is interest in expanding to Dade County systems. Insert is opportunity to improve local coverage of Broward County, which is in twilight zone between West Palm Beach and Miami, said Al Southard, manager, community relations, Continental.



THE MAN

He can say more by raising his eyebrow

than most with a thousand words.

MONDAY MEMO

A cable regional sports network commentary from John Severino, president-CEO, Prime Ticket Network, Los Angeles

The diversity of cable and broadcast programming has created a "viewers market," dramatically affecting network television ratings. Not surprisingly, sports as a programming choice has emerged as the guaranteed ticket to attract television audiences.

That is why regional sports networks (RSN's) such as Prime Ticket Network have become firmly established across the country as a dependable and friendly place for the viewer, a secure emporium for the advertiser and an invaluable resource for the cable operator.

Cable is growing faster than anyone ever anticipated. Yet not long ago, cable television programs were seen as something less than their broadcast counterparts. When I was the president of ABC Television I used to reassure my affiliates that the network share would never go below 90%. The following year I told them 85%, the year after that, 80%. And we honestly believed that to be true. During one week this past summer, the combined network ratings attracted only 51% of primetime viewers.

Sports is the only truly proprietary programming for television viewers. They can't rent a college football match-up in a video store; the game may not be repeated; or if they don't tune in to that telecast, they know they've missed the drama and excitement. That's why more than \$9 billion has been spent this past year alone on television sports rights.

Regional sports networks provide advertisers with a very targeted and highly desirable audience of young upscale men. The local programming on RSN's maintains viewer interest and loyalty because it catches that "home team" phenomenon and that turns subscribers into fans.

These popular sports programs shown by RSN's offer advertisers an alternative reach to consumers, as do other local cable programs. But sponsoring these new services is made difficult for advertisers and agencies as a result of inadequate ratings information.

Could it be that the method for measuring local television audiences no longer makes sense? Originally, the ADI was the answer to local audience quantification. The geographies of the ADI and the DMA, reflected the sphere of dominant viewership commanded by TV stations in a given market. This worked



because local audiences had no other programming outlets for viewing, and virtually all available signals were over-the-air, and limited by signal strength. But now the ratings services will have to come up with a new system to define audience geographies.

I've mentioned the erosion of network share, which is in actuality a composite of erosion at the local level. The network affiliate is now facing competition not only from national cable networks, but local cable news services and independent stations cable imported from adjacent or distant markets, and regional sports networks.

In an effort to increase viewership, local broadcasters have aggressively affiliated with cable systems outside their standard geographies. Spot television has also traditionally been ADI/DMA defined. Now the spots are becoming both larger and smaller because of cable. So while local stations expand their coverage and succeed in gaining additional audiences, the same process may help render the ADI/DMA obsolete as a ratings geography.

In the center of this geographic quagmire is the advertiser, bombarded for sponsorship funding by all of the many new ad-supported services as well as "expanded" local broadcasters. As a result, advertisers and agencies may begin to request that local television audience measurements become more flexible to recognize actual audiences for defined "spots" may be smaller than the ADI/DMA, or more regional in scope, and will provide a new standard for comparing buying effi-

ciencies and delivery level.

If the ratings services are successful in developing audience measurement capabilities for advertisers and agencies that better reflect viewership of programming now seen in a "non-standard geography," the entire industry will benefit. Even the local broadcaster, who could incorporate the adjacent ADI/DMA audience into sales efforts will benefit.

Regional sports networks, local cable programming services and even the expanding local broadcast signals are all happening because each service is responding to specific needs in the local TV audience. Clearly, this is a confirmation that it is necessary for the industry to reevaluate the way local audiences are measured.

Regional sports networks provide better coverage of local events for the local fans better than local broadcast stations, or national sports networks. But advertisers need to know more than what they're buying, who's seeing it and where. Cable systems today are bringing broadcast stations to cities well beyond their traditional broadcast signal reach, so the local spot buy is becoming a regional spot buy, and buying efficiencies are changing.

Besides expanding the buying marketplace, RSN's are providing increased sponsorship opportunities in popular new professional sports that are gaining national followings.

Finally, just as the advertisers and viewers benefit from the local interests of the RSN, so too does the cable affiliate. RSN's are intrinsically a local entity and therefore an invaluable community resource that can respond to local needs.

Just as CNN, MTV, and ESPN helped to change television viewing and production patterns in the 1980's, regional sports networks

will change television in the '90s by confirming that local programming can also be big event programming. And big events are worth a lot to viewers and advertisers.

The sheer volume of live sports events alone are building viewer expectation levels in choice, immediacy and intimacy with the players, the action and their sport.

"It is necessary for the industry to reevaluate the way local audiences are measured."



THE PERSONALITY

He's unique, charismatic, the kind of person

people connect with because he connects with them.

DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

Sept. 9-12—*National Association of Telecommunications Officers and Advisors* (affiliate of National League of Cities) 10th annual conference. Theme: "A Decade of Service." Hyatt Regency at Fairlane Town Center, Dearborn, Mich. Information: (202) 626-3061.

■ **Sept. 10**—*Society of Broadcast Engineers, chapter 15*, demonstration of digital stereo generation. 1 West 53rd Street, New York. Information: Chris Tobin, (212) 541-9200.

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—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y. Information: (212) 751-7770.

Sept. 11—*USA Network* local ad sales/marketing seminar. Scanticon Conference Center, Englewood, Colo. Information: Joyce Uyeno, (213) 201-2303.

Sept. 11—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting. Perimeter North Inn and Conference Center, Atlanta. Information: (404) 455-1811.

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

Sept. 11-14—*Cable Television Administration and Marketing Society* sales management master course. Philadelphia. Information: (703) 549-4200.

Sept. 11-14—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by Siecor Corp. Siecor, Hickory, N.C. Information: (704) 327-5000.

Sept. 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Burchill, president-chief executive officer, Hears/VABC-Viacom Entertainment Services. Copacabana, New York. Information: (212) 768-4510.

Sept. 12—*National Academy of Television Arts and Sciences* news and documentary Emmy Awards presentation. Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 644-7460.

Sept. 12—*Washington Metropolitan Cable Club* meeting. Speaker: Jerry Lindauer, chairman, National Cable Television Association, and senior vice president, Prime Cable, Austin, Tex. Ramada Renaissance, Washington. Information: Melva Daniel, (301) 294-7610.

Sept. 12—*USA Network* local ad sales/marketing seminar. JW Marriott, Houston. Information: Joyce Uyeno, (213) 201-2303.

Sept. 12—Salute to "KYW Newsradio" (Philadelphia), sponsored by *Philadelphia Ad Club*. Philadelphia. Information: (215) 627-2862.

Sept. 12-14—*Association of National Advertisers* promotion conference, "Where Is Promotion Heading?" Hyatt Regency Oak Brook, Oak Brook, Ill. Information: (212) 697-5950.

Sept. 12-14—*Association of National Advertisers* promotion strategy seminar. Stouffer Westchester Hotel, White Plains, N.Y. Information: (212) 697-5950.

Sept. 12-14—*Association of National Advertisers* creative advertising seminar. Stouffer Westchester Hotel, White Plains, N.Y. Information: (212) 697-5950.

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

MAJOR MEETINGS

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. Future meeting: Aug. 25-27, 1991, Atlanta.

Sept. 21-25—International Broadcasting Convention. Brighton Convention Center, Brighton, England. Information: London, 44 (71) 240-1871.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. 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. 17-19—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera, Las Vegas. (800) 225-8183.

Nov. 28-30—Western Cable Television Conference & Exposition, 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. 21-23, 1991—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 24-27, 1991—*Radio Advertising Bureau* Managing Sales Conference. Opryland Hotel, Nashville.

Jan. 25-29, 1991—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

Jan. 25-31, 1991—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

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, Tex.

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 marketplace. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

April 21-24, 1991—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

May 15-19, 1991—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans.

May 16-19, 1991—*American Women in Radio and Television* 40th annual convention. Omni Hotel, Atlanta.

June 16-19, 1991—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore.



THE EXPERIENCE

He's been a journalist, a talk show host, a nationally
recognized star. Over 20 years in the business.

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.

Sept. 13—Cabletelevision Advertising Bureau local advertising sales workshop. Cincinnati Marriott, Cincinnati. Information: (212) 751-7770.

Sept. 13—"Are the news media contributing to racism?" topic of eighth annual Everett C. Parker Ethics in Telecommunications lecture, to be delivered by Calvin Butts, senior pastor, Harlem's Abyssinian Baptist Church, and Sheila Stainback, anchor, WPIX-TV New York. Interchurch Center, New York. Information: (212) 870-2137.

Sept. 13—"Detroit in the 90's," luncheon sponsored by Advertising Women of New York. Speaker: Philip Guarascio, General Motors. Waldorf-Astoria, New York. Information: Elisabeth Hatab, (212) 350-4763.

Sept. 12—USA Network local ad sales/marketing seminar. Hotel Crescent Court, Dallas. Information: Joyce Uyeno, (213) 201-2303.

Sept. 13-14—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.

Sept. 13-15—Public Radio in Mid-America fall conference and annual business meeting. Best Western Inn of Chicago.

Sept. 14—Society of Broadcast Engineers, Central New York chapter 22, 18th annual regional convention. Sheraton Inn Convention Center, Liverpool, N.Y. Information: John Soergel, (315) 437-5805.

Sept. 14—Southern California Cable Association presentation of SCCA Diamond Awards for Excellence in Local Programming. Knott's Berry Farm, Los Angeles. Information: (213) 398-2553.

Sept. 15—National Academy of Television Arts and Sciences Colorado chapter Emmy awards presentation. Paramount theater, Denver. Information: Daria Castiglione, (303) 860-0040.

Sept. 15—Deadline for entries in 40th annual Real Estate Journalism competition, sponsored by National Association of Real Estate Editors. Information: (614) 475-6766.

Sept. 16—Broadcast Education Association "Radio Only Conference," following National Association of Broadcasters' Radio 1990 convention (see listing above). Boston. Information: (202) 429-5355.

Sept. 16—42nd annual prime time Emmy Awards telecast, sponsored by Academy of Television Arts and Sciences. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Sept. 16—Women in Cable, Washington chapter, annual fall gala, honoring Sidney Topol, chairman of Scientific-Atlanta. Grand Hyatt hotel, Washington. Information: (202) 872-9200.

Also in September

Sept. 16-18—Eastern Cable Show, sponsored by Southern Cable Television Association. Washington Convention Center, Washington. Information: (404) 252-2454.

Sept. 16-18—Fifth annual National Association of Broadcasters Hundred Plus Exchange, seminar for small market TV stations. Tabor Center Westin, Denver. Information: (202) 429-5350.

Sept. 16-29—"Betty White: A Television Retrospective," screening exhibition at Museum of Broadcast Communications. MBC, Chicago. Information: (312) 987-1500.

Sept. 17—Regional pay-per-view day, sponsored by Cable Television Administration and Marketing Society. Chicago. Information: (703) 549-4200.

Sept. 17-18—"Telecommunications: The Battle for Access to America's Homes," conference for journalists sponsored by Washington Journalism Center. Watergate Hotel, Washington. Information: (202) 337-3603.

Sept. 17-19—Television Bureau of Advertising sales management meeting and product usage seminar. Bally's Casino Resort, Las Vegas. Information: (212) 486-1111.

Sept. 18—International Radio and Television Society newsmaker luncheon, featuring FCC Chairman Al Sikes. Waldorf Astoria, New York. Information: (212) 490-7707.

Sept. 18—Cabletelevision Advertising Bureau local advertising sales workshop. Hyatt Regency Woodfield, Chicago. Information: (212) 751-7770.

Sept. 18—"The Joy of Listening: The Hi Brown Legacy," seminar of the art of radio drama sponsored by Museum of Broadcasting. Museum, 1 East 53 Street, New York. Information: (212) 752-4690.

■ **Sept. 18**—Federal Communications Bar Association Continuing Legal Education Committee seminar on political broadcast regulation. Panelists: Milton Gross, FCC; Lawrence Noble, Federal Election Commission; Antoinette Cook, counsel, Senate Communications Subcommittee, and Jan Crawford, media time buyer for political candidates. Washington Marriott, Washington. Information: Sally Buckman, (202) 429-8970, or John Stewart Jr., (202) 624-2685.

Sept. 18-20—Great Lakes Cable Show, sponsored by Michigan, Indiana, Illinois, Wisconsin and Ohio Cable TV Associations. Convention Center, Indianapolis. Information: (317) 634-9393.

Sept. 19—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Kay Koplovitz, president and chief executive officer, USA Network. Copacabana, New York. Information: (212) 768-4510.

Sept. 20—Cabletelevision Advertising Bureau local advertising sales workshop. St. Louis Airport Hilton, St. Louis. Information: (212) 751-7770.

Sept. 20-22—West Coast Public Radio annual conference. Eugene, Ore. Information: Martin Neeb, (206) 535-7180.

"I Never Have Enough Time to Think!"

We Will Pay You to Think.

The William Benton Fellowships in Broadcast Journalism at the University of Chicago offer mid-career TV and radio reporters, news executives, producers, writers, editors, videographers, and even news graphic artists a 9-month academic program (with stipends normally equivalent to full salary).

Come and recharge your brain in an environment of Nobel Prize winners, world-class scholars, and the top professionals in journalism. The program is supported by Encyclopaedia Britannica, Inc.

The application deadline for the 1991-92 program is February 1, 1991.

For more information, write: Peter M. Herford, Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637

WILLIAM BENTON FELLOWSHIPS IN BROADCAST JOURNALISM
THE UNIVERSITY OF CHICAGO



THE FUTURE

A new talk show from Paramount.

Sept. 21—*American Association of Advertising Agencies Cincinnati Council* seminar, "Writing Skills Workshop: Communicating with Clarity." Omni Netherland Plaza, Cincinnati. Information: Lois McCluskey, (212) 682-2500.

Sept. 21-23—*Maine Association of Broadcasters* annual meeting. Sebasco, Me.

Sept. 21-23—*Radio Advertising Bureau* Radio Sales University. Marriott, Milwaukee. Information: (800) 232-3131.

Sept. 21-25—*89th Audio Engineering Society* convention. Los Angeles. Information: (212) 661-8528.

Sept. 22—"A Salute to Betty White," sponsored by *Museum of Broadcast Communications*. Chicago Hilton and Towers, Chicago. Information: (312) 987-1500.

Sept. 22—*Michigan AP Broadcasters Association* regional meeting for northern Michigan. Traverse City, Mich. Information: Geoff Haynes, (313) 259-0650.

Sept. 23-24—*National Academy of Television Arts and Sciences* presidents' meeting. Adams Mark Hotel, St. Louis. Information: Trudy Wilson, (212) 586-8424.

Sept. 24—*Cable Television Administration and Marketing Society* Northeast regional cable management conference. Trop World Casino and Entertainment Resort, Atlantic City, N.J. Information: Daniel Sheehy, (703) 549-4200.

Sept. 24—*Academy of Television Arts and Sciences* forum luncheon. Speaker: FCC Chairman

Al Sikes on "A Changing Industry: The Evolution of Broadcasting in the 90's." Sheraton Universal, Los Angeles. Information: (818) 953-7575.

Sept. 24-26—*Association of National Advertisers* media strategy seminar. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Speakers: Michael Gartner, president, NBC News, and Charles Osgood, CBS News. Convention Center, San Jose, Calif. Information: (202) 659-6510.

Sept. 25—Second annual *International Radio and Television Foundation* dinner, including panel moderated by Tom Brokaw, NBC, and featuring Jane Pauley, NBC; Lynn Sherr, ABC, and Lesley Stahl, CBS. Plaza, New York. Information: (212) 751-5847.

Sept. 25—"Beyond Television: Reaching Your Audience with Effective Media," *Association of National Advertisers* media workshop. New York Hilton, New York. Information: (212) 697-5950.

Sept. 25—*Women in Cable, Atlanta chapter*, breakfast. Speaker: Hal Krisbergh, president, Jerrold Communications. Westin Lenox, Atlanta. Information: Pam Hayes, (404) 928-0333.

■ **Sept. 25**—*National Academy of Cable Programming* fall forum luncheon, "Life After 35 Channels: The Future of Cable Programming." Participants include Herb Granath, CapCities/ABC Video Enterprises; Gustave Hauser, Hauser Communications; Sharon Patrick, Rainbow Programming Holdings; Arnie Semsy, BBDO, and Robert Wussler, Comsat Video Enterprises. New York Hilton, New York. Information: Bridget Blumberg, (202) 775-3611.

Sept. 25—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, San Francisco. Information: (212) 751-7770.

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

Sept. 25-28—"Broadcasting and Beyond—The Opportunities and Challenges of High Technology," 14th annual fall broadcast management conference of *National Association of Black Owned Broadcasters*. Washington Court hotel, Washington. Information: (202) 463-8970.

Sept. 26—*The Walter Kaiz Foundation* seventh annual awards dinner, honoring Ralph Roberts, chairman, Comcast Cable Corp. New York Hilton and Towers, New York. Information: (415) 451-9000.

Sept. 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Tom Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 768-4510.

Sept. 26—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, Los Angeles. Information: (212) 751-7770.

Sept. 26—"Television in the '90's," panel sponsored by *Women in Communications, New York chapter*. Time-Life Building, eighth floor auditorium, New York. Information: Catherine Jarrat Koatz, (212) 496-6100.

■ **Sept. 26**—*Advertising Research Foundation* key issues workshop, "The Research Quality Challenges of the 1990's." New York Hilton, New York. Information: (212) 840-1663.

Sept. 26-27—"Communication and Minority Enterprise in the 1990's," conference for minority entrepreneurs sponsored by *FCC* and *National Telecommunications and Information Administration* in cooperation with *Howard University Small Business Development Center*. Stouffer Concourse Hotel, Arlington, Va. Information: (202) 632-7260.

Sept. 26-28—*Women in Cable* and *University of Denver* cable management education program, "Putting Cable in Perspective: Public Affairs, Current Issues and Trends." Denver. Information: Nancy Ring, (312) 661-1700.

Sept. 27-28—Fourth annual *National Cable Television Association/National Association of Minorities in Cable* urban markets seminar. Waldorf-Astoria, New York. Information: (202) 775-3669.

Sept. 28—*Cabletelevision Advertising Bureau* local advertising sales workshop. Dallas Marriott Park Central, Dallas. Information: (212) 751-7770.

Sept. 28-29—*National Broadcasting Society, Alpha Epsilon Rho*, north central regional meeting. University of Wisconsin-Oshkosh. Information: Ken Metz, (715) 723-2257.

Sept. 30-Oct. 2—*Oregon Association of Broadcasters* and *Washington State Association of Broadcasters* joint annual meeting. Portland Marriott Waterfront, Portland, Ore. Information: (503) 257-3041.

Sept. 30-Oct. 2—*Minnesota Cable Communications Association* annual convention. Radisson Centerplace Hotel, Rochester. Information: Mike Martin, (612) 641-0268.

Sept. 30-Oct. 3—*Southern Educational Communications Association* conference. Hyatt Regency, Miami, Fla. Information: Kathleen McDermott, (803) 799-5517.

OCTOBER

Oct. 1—Deadline for applications for 55th annual Ohio State Awards competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Ohio State's Institute for Education by Radio-Television*. Information: (614) 292-0185.

Oct. 1-3—*Television Bureau of Advertising* sales management meeting and product usage seminar. Radisson Hotel Seattle Airport, Seattle. Information: (212) 486-1111.

Oct. 1-4—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by Siecor Corp. Siecor, Hickory, N.C. Information: (704) 327-5000.

Oct. 2—*Cabletelevision Advertising Bureau* local advertising sales workshop. Raleigh Marriott, Raleigh, N.C. Information: (212) 751-7770.

Oct. 2—*American Advertising Federation* law and business conference. Drake Hotel, Chicago. Information: (202) 898-0089.

Oct. 2—"Lintas: Future Day" seminar on "impact of a united Europe on American marketing abroad," sponsored by *Lintas:USA*. Ritz-Carlton, Chicago. Information: (212) 605-8000.

■ **Oct. 2-3**—West Coast conference of *Advertising Research Foundation*, "Research for the Entertainment and Programming Industries: Working with the Creative Process to Add Value." Luncheon speaker: Brandon Tartikoff, president, NBC Entertainment. Loews Santa Monica Beach Hotel, Los Angeles.

IF YOUR STATION IS A CLASSIC OVER-ACHIEVER... MEET YOUR MATCH



More than 1,100 radio stations have achieved control over their business with our Classic station management package.

Why? Because Classic speeds up billing and collections to improve your cash flow.

Now Classic also interfaces with the new Digital Audio Storage systems. For even more power, you can match Classic with our new InterAcet system, the first PC-compatible accounting system with all the powerful features you need to completely analyze your station's financial information.

Classic and InterAcet, the matched set of over-achievers.



FOR MORE INFORMATION, CALL TOLL-FREE —
USA: 1-800-547-3930 • OREGON: 1-800-648-8814
WORLDWIDE: 503-271-3681 • FAX 503-271-5721
P.O. Box 67 • REEDSPORT, OREGON 97467

Get on the fast track
with your own subscription to Broadcasting

- best read
- most authoritative
- most credible
- most reliable
- and now
- most colorful

Broadcasting The #1 source for news and information.

We think you're ready to join them.

The people at the top of this business aren't just smart... they're better informed.

Payment enclosed please send invoice

Name (Please Print) _____

Title/Position _____

Company Name _____

Type of Business _____

Address Check here if home address _____

City, State, Zip _____

Call toll-free: 1-800-638-7827 to speed your order

(International subscribers must add \$20/year)

- One year-\$70
 - Two years-\$135
 - Three years-\$190
 - Six months-\$35
- (6 mos term must be prepaid).

YES! Please start my subscription now.

Broadcasting
The News Magazine of the Fifth Estate



1705 Desales Street, N.W.
Washington, D.C. 20078-5892

Broadcasting
The News Magazine of the Fifth Estate



POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 10249 WASHINGTON, DC

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



THE MAURY POVICH SHOW



A Paramount Communications Company

Oct. 3—Cabletelevision Advertising Bureau local advertising sales workshop. Atlanta Marriott Northwest, Atlanta, Ga. Information: (212) 751-7770.

Oct. 3—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Gerry Hogan, president, Turner Entertainment Networks. Copacabana, New York. Information: (212) 768-4510.

Oct. 3—New Jersey Broadcasters Association annual fall managers' conference. Woodlawn, Rutgers, The State University, New Brunswick, N.J. Information: (201) 247-3337.

Oct. 3—Caucus for Producers, Writers and Directors general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

Oct. 3-7—Ottawa '90 International Animation Festival, sponsored by *Canadian Film Institute*, including 70-year retrospective of animated commercials. National Arts Center, Ottawa. Information: (613) 232-6727.

Oct. 3-9—21st Photokina Cologne, "World's Fair of Imaging Systems," for photo, film, video, audio, photofinishing and professional image and sound communication. Cologne, Germany. Information: German American Chamber of Commerce, (212) 974-8830.

Oct. 4-5—"Local Loop Technologies and Strategies Seminar." Cottages Resort and Conference Center, Hilton Head, S.C. Information: (202) 662-7184.

Oct. 4-5—"International Telecommunications Futures," second annual symposium sponsored by *International Center for Telecommunications Management and the College of Continuing Studies*. Peter Kiewit Conference Center, University of Nebraska, Omaha. Information: (402) 595-2300.

Oct. 4-7—Society of Broadcast Engineers convention. Cervantes Center, St. Louis. Information: (317) 842-0836.

Oct. 5—Cabletelevision Advertising Bureau local advertising sales workshop. Orlando Airport Marriott, Orlando, Fla. Information: (212) 751-7770.

Oct. 5—17th annual "CSU Broadcast Day," sponsored by *Colorado State University*. Theme: "Domestic and Global Concerns: Radio-Television in the Next 10 Years." Featured luncheon speaker: James Dowdle, president and chief executive officer, Tribune Broadcasting Co., Chicago. CSU, Fort Collins, Colo. Information: Robert MacLaughlin, (303) 491-6140.

Oct. 6—National Academy of Television Arts and Sciences Chicago chapter Emmy Awards presentation. NBC Tower, Chicago. Information: Nick Aaronson, (312) 836-5507.

Oct. 6—National Academy of Television Arts and Sciences Philadelphia chapter Emmy Awards presentation. Hotel Atop the Bellevue, Philadelphia. Information: Grace Stewart, (215) 233-4554.

Oct. 6—"Career Enhancement/Advancement," sponsored by *Associated Press Television-Radio Association of California-Nevada*. Sunnyvale Hilton, Sunnyvale, Calif. Information: Rachel Ambrose, (213) 746-1200.

■ Oct. 6—National Association of College Broadcasters/National Broadcasting Society, Alpha Epsilon Rho regional conference of college broadcasters. Ithaca College, Ithaca, N.Y. Information: (401) 863-2225 or (607) 274-3242.

Oct. 9—Cabletelevision Advertising Bureau local advertising sales workshop. Boston Marriott Newton, Boston. Information: (212) 751-7770.

Oct. 9—National Academy of Television Arts and Sciences Engineering Emmy Awards presentation. Marriott Marquis, New York. Information: Trudy Wilson, (212) 586-8424.

Oct. 9-10—"Education in the 90s: Training for Tomorrow's Workplace," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Oct. 9-11—Mid-America Cable TV Association 33rd annual meeting and show. Hilton Plaza Inn, Kansas City, Mo. Information: Rob Marshall, (913) 841-9241.

Oct. 10—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Jeffrey Reiss, chairman, president and CEO, Reiss Media Enterprises. Copacabana, New York. Information: (212) 768-4510.

Oct. 10—World Press Freedom Committee conference for "all organizations aiding emerging free news media in Central and Eastern Europe." National Press Club, Washington. Information: (703) 648-1000.

Oct. 10-11—Society of Professional Journalists job fair. Galt House East, Louisville, Ky. Information: (312) 922-7424.

Oct. 10-12—Kansas Association of Broadcasters annual convention. Holiday Inn/Holidome.

"Datebook" continues on page 98

Broadcasting

Founder and Editor
Sol Taishoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial fax: 202-429-0651 □ Administrative fax:
202-331-1732 □ Advertising fax: 202-293-3278

Lawrence B. Taishoff, publisher.

Editorial

Donald V. West, managing editor.
Mark K. Miller, Harry A. Jessell,
assistant managing editors.

Kira Greene, senior news editor

Matt Stump, Kim McAvooy, John S. Eggerton,
associate editors.

Susan Dillon, A. Adam Glenn (international),
assistant editors.

Randall M. Sukow (technology), Peter D. Lambert,
Patrick J. Sheridan, Janet Sullivan, staff writers.

Marsha L. Bell, editorial assistant.

David R. Borucki, art director.

Todd F. Bowie, editorial production supervisor.

Ed Katz, production

Peggy Robertson, design consultant.

Broadcasting □ Cable Yearbook

David Seyler, manager.

Joseph A. Esser, associate editor.
Francesca Tedesco, Janza L. Woods,
editorial assistants.

Advertising

Washington
202-659-2340

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

Doris Kelly, sales service manager.
Mitzl Miller, classified advertising manager

New York
212-599-2830

Joseph E. Ondrick, East Coast regional sales manager.

Randi B. Teitelbaum, sales manager.

Yadira Crawford, advertising assistant.

Lewis Edge & Associates, (East Coast equipment and
engineering): 609-683-7900; fax: 609-497-0412.

Dave Berlyn & Associates: 914-631-6468

Mattilyn Calloway, receptionist

Hollywood
213-463-3148

John R. Russel, West Coast regional sales manager.

Sandra Klausner, editorial-advertising assistant.

Schiff & Associates (Western equipment
and engineering): 213-393-9285; fax: 213-393-2381.

Circulation

Kwentin K. Keenan, circulation manager.

Patricia Waldron, data entry manager.

Aretha L. Williams, Maureen Sharp, Thomas Simms,
Wayne Byers, circulation assistants

Production

Harry Stevens, production manager.

Julie Gunderson, production assistant

Administration

Philippe E. Boucher, controller.

Tracy Henry, assistant controller.

Albert Anderson, office manager.

Rhonda Moore, accounting assistant.

David N. Whitcombe, publishing consultant.

Corporate Relations

Patricia A. Vance, director.

Catherine F. Friday, secretary to the publisher.

Bureaus

New York: 630 Third Avenue, 10017

Phone: 212-599-2830

Fax: 212-599-2837

Geoff Folsie, chief correspondent.

Stephen McClellan, chief correspondent (programming).

Reed E. Bunzel, radio editor.

Rod Granger, Lucia Cobo, Joe Flint,
Sharon D. Moshavi, staff writers.

Hollywood: 1680 North Vine Street, 90028

Phone: 213-463-3148

Fax: 213-463-3159

Steve Coe, Mike Freeman, staff writers.

Advertising Representatives

Pattis/3M: Chicago 708-679-1100, fax: 708-679-5926;

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

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

London 071-379-9797, fax: 071-379-8049

Japan (06) 925-4452; fax: (06) 925-5005.

Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Taishoff, president.

Kenneth W. Taishoff, vice president.

Donald V. West, vice president.

Investing in Radio: THE GAME

It's here!

The Only Game For And About Radio.

Premiering at Radio '90
BIA Exhibit Booth #1014

BIA Publications, Inc. • P.O. Box 17307 • Washington, DC 20041 • 800-323-1781

We Are Pleased
To Announce
Our Appointment As
National Representative
For These Additional
Act III Stations:

- WUTV, Buffalo, NY
- WRGT-TV, Dayton, OH
- WNRW-TV, Greensboro-
Winston Salem-High Point, NC
- WZTV, Nashville, TN
- WRLH-TV, Richmond, VA

SELTEL

PERFORMANCE IS THE BOTTOM LINE.





“At first we considered digital too costly and exotic for our needs. In reality, it was neither.”

— Bill Dowd, Operations Manager, KTUU-TV, Anchorage

We all know that perception can differ from reality. Just mention Alaska and it conjures up images like the one above. Cold and remote. But can you imagine temperatures reaching 90 degrees, a rain forest, or even a desert in the arctic?

To truly appreciate the beauty and diversity of Alaska, you need to talk to an expert. Like Bill Dowd of KTUU-TV in Anchorage. Who, as a broadcast professional, also has some surprising things to say about D-2.

“Our initial response to digital was — do we really need it and why? We’re comfortable with our 1” equipment and it does the job. But like most stations, the customer is our first priority. Which means we need to offer the highest quality services available.



The Sony DVR-10’s primary application is with Syntax, our commercial production

group. Aside from the superior quality that digital offers, the DVR-10 opens a whole new world of creative options. With features that enable us to offer an expanded selection of in-house services to our clients.

As for compatibility, the DVR-10 fits right in with our analog and Betacam® machines. Which not only increases our creative flexibility, but it gives us the consistent quality we never had with our analog equipment alone.

But there was still something else we didn’t expect. That the cost of upgrading to digital was comparable to that of analog equipment. Which means we didn’t have to raise our commercial production rates. So that was it. The decision was made”

...Bill Dowd

It’s no surprise that broadcasters everywhere are realizing the benefits of going digital. And in markets of all sizes, they’re going with a Sony DVR-10.

Experience the reality of digital for yourself. For more information, contact your Sony Broadcast Sales Engineer or call 1-800-635-SONY.

Sony Communications Products Company, 1600 Queen Anne Road, Teaneck, New Jersey 07666. ©1990 Sony Corporation of America. Sony and Betacam are registered trademarks of Sony.

SONY®

BROADCAST PRODUCTS

TOP OF THE WEEK

FOX & TCI: THE CROSSOVER TO CABLE

Agreement will have MSO creating channel on systems to carry network's programming in white areas; ad avail details still to be worked out



Fox Broadcasting and Tele-Communications Inc. announced a landmark agreement last week to create Fox cable affiliates on TCI systems in areas where there are no Fox broadcast affiliates.

Fox, which reaches 91% of the country through its O&O's and affiliated stations, will add another 800,000 homes through TCI systems and hopes to strike similar agreement with other MSO's, increasing its reach to 96%-97%, according to Fox President Jamie Kellner. Fox said it is missing about eight million cable homes, and hopes to pick up three million over the next few years.

The deal represents "a major step forward for us," Kellner said, by providing Fox with access to more homes as well as channel positions adjacent to ABC, CBS and NBC affiliates. TCI President John Malone said "for our subscribers it gives them access to better programming on a more economic basis.... It's a good synergy between a broadcast-oriented company and a cable company, which have spent perhaps much too much of their energy throwing rocks at each other historically and little time looking for synergies."

It has not been determined whether TCI will be selling any local ad avails on the Fox channel. Either Fox will keep all the avails and charge TCI no license fee, or TCI will sell some avails and pay six cents per subscriber per month for the

first 500,000 subscribers, and five cents per subscriber above that figure. Which direction the deal will go appears to largely depend on Fox's analysis of the market, although TCI said it expected to be paying the license fee in some isolated cases.

Both companies stressed that the deal protects existing Fox affiliates. Preston Padden, Fox senior vice president, affiliate marketing, said the deal grandfathers carriage and channel placement of existing Fox affiliates and allows them an opportunity to expand their broadcast facilities and extend into new areas. Fox said it "will protect broadcast affiliate expansion plans filed with the FCC as of Dec. 1, if affiliates provide proof by that date of irrevocable contractual commitment for additional equipment needed for expansion." Fox affiliates are also protected if their signal reach is extended in the future, allowing them to recapture some white areas. Padden also said Fox affiliates benefit by being assured of carriage on the VHF band "on network row." Fox can terminate its service with TCI with one year's notice if a new Fox broadcast affiliate comes into existence in an area where TCI has been the affiliate.

The placement of Fox on broadcast row has touched off a debate in Washington pitting Fox—and TCI—against the three broadcast networks. Bob Thomson, TCI vice president, govern-

ment affairs, said CBS has pushed hard to define the broadcast tier in the House bill to include only ABC, NBC and CBS, excluding Fox cable affiliates. CBS's attempt to keep Fox out "smells like a load of overripe mackerel," said Thomson. Malone said: "We have a little problem understanding how a consumer protection act would choose to prevent cable companies from adding at no additional charge additional services. It seems to be the height of hypocrisy to have a bill labeled a consumer protection act and then prevent cable companies from giving away services for that government regulated price. We're already lobbying pretty hard of the absurdity of telling us that we can't give programming away for free."

But Marty Franks, CBS Washington vice president, said the notion that CBS was behind the terms concerning the broadcast tier was "ludicrous," saying those terms originated from the Hill. Frank said that CBS is neutral on the entire cable bill, but opposes efforts that would allow satellite delivered cable programming to be inserted on the broadcast tier because that tier is earmarked for licensed broadcasters. NAB agrees, saying last Friday there was no need for further amendments to the cable bills.

But Fox's Padden called that position "a pretty transparent attempt to block competition from entering their market." Fox's position is that Fox cable carriage on the VHF band is "the appendage of what is a broadcast network," he said, adding that it was inconceivable that Congress meant to prevent cable operators from carrying Fox programming on the broadcast tier. Kellner, referring to criticism from New York on the TCI-Fox announcement, said: "If I were ABC, I would look at the future and say to myself: 'If Fox doesn't do this successfully, then they are going to attack my affiliates next. They'll be paying my affiliates money to carry their shows.' We'll take the margins out of our business in the small markets."

Other parts of the deal include the granting of cable exclusivity to TCI sys-



TCI's Malone and Fox's Kellner at press conference in Denver

tems, which is "good against all parties [including MMDS] except Ku-band DBS service in which Fox or an affiliated company is a party." Fox is one of four partners in Sky Cable, which has been lobbying hard to gain access to cable programming for its proposed DBS service. Thomson said the DBS carveout was required by Fox. "We prefer not to see it in there," he said, but he pointed to Fox's agreement to grant cable exclusivity to TCI.

In a few cases, TCI may drop a distant signal carrying Fox programming and carry the separate Fox cable feed. Such a switch could benefit TCI economically. Malone said: "The financial relations [between Fox and TCI] will not put any pressure on our rate structure," adding that "their programming charges are quite modest and well below what compulsory license fees normally are."

TCI will receive a full 24-hour channel from Fox. Kellner said the service will include Fox network programming as well as syndicated fare—cartoons in the morning, adult fare in midday, the Fox children's programming block from 3 to 5 p.m., more syndicated product from 5 to 8 p.m., followed by the Fox prime time lineup, which will be five nights this year, and six next.

The deal represents an opportunity for syndicators, who are hurting for outlets, to clear more programming, said Kellner. There is a "terrible broadcast shelf space problem in these smaller cities," he said. Kellner said he has talked with a number of syndicators about supplying programming and gotten positive feedback. Fox hopes to have some cable affiliates on line by the fourth quarter,

and catch the full syndication marketplace for fall 1991. Kellner said Fox will have conversations with other MSO's about carriage (Malone said subsidiaries which TCI controls "are quite enthusiastic in joining this program") to see how much of the white areas Fox can deliver to syndicators. Then Fox will offer syndicators an "automatic, one-call distribution system," he said, for those areas.

On the advertising question, Kellner said initially the feed will contain only promos and PSA's. Advertising will be inserted on a market-by-market basis, he said, with both parties pledging to find ways to acquire ad insertion equipment.

Affiliation deals are not the only topic of discussion between Fox and TCI. Both sides confirmed they were exploring discussions on local news ventures, although Malone pointed out TCI has "no right to preempt the feed and insert our own programming." TCI, Fox and UPI have discussed local news initiatives in Chicago. There were no more specifics on those talks, although Thomson made it a point to say TCI intended to bring a new editorial voice to Chicago. Tribune Broadcasting, which owns WGN-AM-FM-TV and the *Chicago Tribune*, is planning to launch a regional cables news and sports service that it would own. But Thomson said TCI was interested in ventures that brought a new editorial voice to the market.

The TCI-Fox affiliate deal has the support of the Fox Affiliates Association. Its chairman, Michael Fisher, said the board "wholeheartedly supports the goal of expanding Fox coverage." The grandfathering and recapture terms

"were key elements in assuring affiliate support," he said.

Ripperton Riordan, general manager of KSAS-TV Wichita, Kan., isn't concerned "as long as our area is protected, and Fox tells us we will. Cable would rather carry the local affiliate than" the satellite-fed Fox programming, he said. The network, Riordan believes, will get "much better PR" if its national coverage is comparable to the big three networks.

Rusty Durante, general manager of KVVU-TV Las Vegas, said the Fox move would have little or no impact because "outside our ADI, there's nothing but jack rabbits."

But there were voices of concern. Larry W. Douglas, president and general manager of KXRM-TV Colorado Springs, is "generally concerned" and "doesn't like the idea." Douglas said he is afraid that Fox programming may become available to some of his viewers in the "corners of our ADI" and "in contiguous ADI's that I might like to reach into" through the use of translator and satellite stations.

Alan Nicksin, general manager of KGWC-TV Casper, Wyo., said the Fox-TCI venture was "not good news to us." KGWC is a CBS affiliate that carries most of Fox's programs, but usually at different times. "If Fox allows the area cable systems to carry duplicated programs without compensating us, we'd probably drop them." TCI, Nicksin said, owns most of the local cable systems. Losing the programming to another channel, he said, could be a problem depending on how Fox and TCI filled the free time around the network shows.

Jim Hedlund, president of the Association of Independent Television Stations, said as long as Fox stations don't lose cable coverage "we have no objection."

The deal does represent the first time a broadcast network has directly licensed its programming to cable systems, which allows the cable systems to skirt compulsory license payments. Indeed, in a press statement by Malone, he referred to the "precedent-setting" agreement that "gives certain TCI cable systems network affiliate status in those areas where a Fox broadcast presence has not been economically practicable." Although the initial deal of 800,000 homes represents no more than Fox gaining a VHF affiliate in a market the size of Portland, Ore., the 27th ADI, it serves to further blur the lines between the media. "This arrangement is a tangible example of the broadcasting-cable interface," said Padden.

—MS,PJS

FTC SAYS ABC-ESPN DEALS WITH CFA VIOLATE LAW

Trial could void 1991-95 college football contracts worth \$300 million and find network exclusivity anticompetitive

By a 4-1 vote of its commissioners, the Federal Trade Commission has charged Capital Cities/ABC Inc. and the College Football Association with "illegally conspiring to restrain competition in the marketing of college football." The combined \$300 million ABC and ESPN 1991-1995 rights agreements with the CFA, it alleged, "violated federal antitrust laws [and] injures the millions of football fans who watch CFA games each week."

Kevin Arquit, director of the FTC's Bureau of Competition, said the public suffers from appearance limitations and network and time-period exclusivity written into the CFA deals, since no networks other than ABC and ESPN can offer games in the "prime time football viewing period" on Saturday afternoons and evenings beginning next year.

Network exclusivity in the contracts—prohibiting any of the 63 CFA member colleges and universities from selling games not selected by ABC or ESPN to any other national network—is an element of the complaint and "will be litigated" in the trial to come, Arquit said. And, he added, prohibiting local or regional telecasts in direct competition with the ABC or ESPN schedules is also evidence that viewer choice "through the vehicle of competition is foreclosed by the actions of the CFA and ABC."

Major League Baseball's deals with CBS and ESPN and the National Basketball Association's contracts with NBC and TNT carry similar restrictions.

The complaint, the FTC emphasized, is not a finding of antitrust violation, but rather a finding that there is reason to believe that Section 5 of the FTC Act has been violated and that a proceeding against the networks and schools "would be in the public interest." Commissioner Mary Azcuenaga declined to comment on her dissenting vote.

Arquit said that the investigation of CFA dealings, begun in 1988, was not undertaken as the result of any formal complaint submitted by private parties. Since early 1990, he said, the investigation has been in the hands of a new nonmerger antitrust "shop" staffed by nine attorneys.

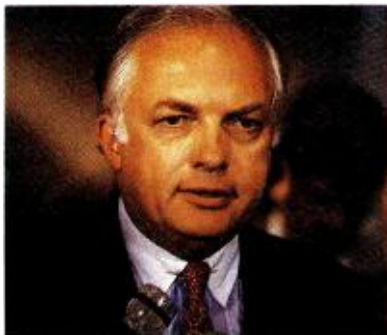
Capcities/ABC and the CFA will be given their first chances to argue the merits of their contracts before an administrative law judge at the commis-



sion in Washington on Nov. 13. A finding of guilt by the ALJ—which could be appealed to the commissioners, then to a federal appeals court—could result in an order that the CFA rescind its contracts, as well as bar the parties from entering into any future rights deal "that eliminates or restricts competition."

ABC Sports said in a prepared statement that it believes the complaint is "completely without merit. We are confident," it continued, "that the agreement which was reached with the CFA is entirely lawful and in the public interest." Issuing a separate statement, ESPN said it was reviewing the com-

CFA attorney Engman



plaint but believes "our contract is lawful."

Although Arquit said the FTC prefers to avoid trials by reaching settlements out of court, CFA attorney and former FTC Chairman Lewis Engman told reporters after a Sept. 6 commission press conference that the CFA is "going to fight this." All the networks had the opportunity to bid on CFA rights, Engman said, claiming that the restrictions under the ABC deal will be "almost identical" to those under CBS.

"If the CFA did not exist, there would be fewer games on TV," since lesser packages would not garner strong enough ratings to win advertiser support, he said. The CFA "is no cartel interested in restricting output," he said, adding that each CFA member may sell all its games not chosen by ABC or ESPN and that the average viewer can see "12 or 13 games every weekend."

ABC has said it intends to break with CBS's current practice of offering 17 national telecasts per season; instead, it plans to regionalize its Saturday feeds, airing up to five games each Saturday and up to 55 games per season—combining its exclusive first pick from CFA, Big Ten and Pacific 10 schedules. "We expect," the prepared statement continued, "that our CFA package will result in a greater number of college football games broadcast on network television than previous packages."

Ironically, although it was a blow to the CFA and ABC when Notre Dame made its own deal with NBC—rejecting the plan to regionalize feeds—both found themselves pointing last week to Notre Dame's defection, apparently as evidence that members retain individual freedoms. Arquit argued, however, that voluntary membership does not mitigate the CFA's allegedly anticompetitive practices.

Arquit said the FTC intends to prove at trial that the CFA agreements have created higher rights fees and resulted in fewer games telecast, lower overall viewership and game selection unresponsive to consumer preference. "The preference of football fans, as opposed to collective private decisionmaking between the CFA and one network," he said, "should be the basis for deciding what games are watched, when they are watched and by whom." —PDI

SLIM CHANCE FOR EDTV APPEARS TO GET SLIMMER

Sikes and Wright differ over feasibility, marketplace benefits of simulcast HDTV; Faroudja EDTV system fails to pay test fee, loses ATTC slot; odds improving for approval of all-digital system

The likelihood that an enhanced-definition television (EDTV) broadcast transmission system will be adopted by the FCC decreased to almost nothing last week.

Attendees of the Association for Maximum Service Television's (MSTV) fourth annual update on HDTV technology, entitled "Keeping up with Technology in the '90s," heard from a number of speakers that simulcast high-definition transmission, possibly an all-digital system, will be the TV transmission technology of the decade.

In a clarification of the commission's decision last spring to delay any decision on an EDTV system until a decision on HDTV has been made (by a target of Spring 1993), FCC Chairman Alfred Sikes left no doubt about his preference for adoption of a single, simulcast

be the best move from a policy and business standpoint. "My concern is the practical reality in the end as broadcasters having to deal with a reallocation of as much spectrum as is currently allocated throughout the United States," he said.

Meanwhile, word-of-mouth news spread through the MSTV seminar that the SuperNTSC EDTV system developed by Sunnyvale, Calif.-based Faroudja Laboratories has apparently been removed from consideration for FCC standardization. According to Peter Fannon, executive director, Advanced Television Test Center (ATTC), Alexandria, Va., Faroudja failed to submit a testing fee of \$87,500 by a September 1 deadline. Payment of the fee was required in order for Faroudja to hold an ATTC testing slot.

enter the marketplace before the commission makes any standard decision," said Richard Wiley, senior partner of the Washington law firm of Wiley, Rein & Fielding and chairman of the FCC's advisory committee on advanced television service.

With the departure of SuperNTSC, only one EDTV system remains under consideration for adoption, the Advanced Compatible Television (ACTV) system designed by the David Sarnoff Research Center, Princeton, N.J. The only supporters of the EDTV approach at the MSTV update were ACTV's current sponsors, the Advanced Television Research Consortium (ATRC), a partnership formed earlier this year by the Sarnoff Center, NBC, North American Philips Corp. and Thomson Consumer Electronics.

High-definition transmission systems are generally defined among TV engineers as those that deliver at least twice the resolution of today's NTSC pictures, digital stereo sound and a 16:9 aspect ratio. EDTV is a lower quality, less expensive approach, which offers some but not all of the enhancements of HDTV. The HDTV systems that are now currently proposed to the FCC are simulcast systems, which would operate on 6-MHz channels, but would be incompatible with current NTSC sets. EDTV systems would be viewable on current sets.

The Sikes FCC said last March that its goal was to set a single new TV transmission standard in Spring 1993 and that its first preference was for simulcast HDTV (BROADCASTING, March 26). Sikes restated that position last week.

"The record...shows that simulcast HDTV promises the best chance to get significant video and audio improvements," Sikes said in his speech. "That option...affords broadcasters the ability to be fully competitive in the future video services marketplace."

Authorizing EDTV broadcasting on a transitional basis would be costly to broadcasters and the public, Sikes said. "Stations presumably would need to make a series of sequential investments as they inched toward full HDTV operations." Confused consumers would resist buying EDTV sets and "might re-



FCC Chairman Al Sikes



NBC President and CEO Robert Wright

HDTV standard. "We have not completely foreclosed future assessment of all enhanced television options," Sikes said. "But I do think that any objective review of the record will show that the simulcast HDTV option we have pointed toward has greater public interest promise."

Robert Wright, NBC president and chief executive officer, was the chief defender of EDTV. Wright suggested that simultaneous approval of both an EDTV and HDTV transmission would

Fannon said that ATTC had not received formal word that Faroudja wanted its system withdrawn. Faroudja Labs president, Yves Faroudja, did not return phone calls last week.

Although SuperNTSC will not be tested as a system by ATTC, it remains likely that elements of the system will be used by broadcasters to improve the color and motion of their NTSC signals. "I think we have not seen the full evolution of NTSC. I think there are going to be Faroudja-type improvements that will

treat to nonbroadcast alternatives," he said.

A week before the MSTV seminar, there was some confusion about the FCC's position. The commission released a formal "Report and Order" to explain its spring decision. Some, including NBC's Wright, had interpreted a paragraph explaining the commission's decision not to eliminate all consideration of EDTV as a shift in position.

In case Sikes still left any doubt about the FCC's position after his speech, James C. McKinney, chairman of the Advanced Television Systems Committee (ATSC), gave a simplified analysis in a panel session following the speech: "They want to do high-definition television and the only circumstance under which they won't do high-definition is if HDTV doesn't work." FCC Chief Engineer Thomas P. Stanley, sitting on the same panel, confirmed McKinney's analysis.

Wright challenged the FCC's ability to find adequate spectrum for all existing TV stations to have a simulcast HDTV channel. He expressed doubts especially about spectrum availability in the New York market. "I don't particularly enjoy the thought of entering a lottery to find out if WNBC-TV in New York is going to have a chance to broadcast in high definition while competing with a low-power television station in Montclair, N.J. I see all the potential in the world of that happening.... That frankly scares the hell out of me," Wright said. "People say to me casually, 'It's only really a problem in the large markets and that only in places like New York, Washington, Chicago and Los Angeles [cities with NBC-owned stations] will I see a problem,'" Wright said. He predicted that if only a simulcast system is selected, the allocations process will drag on for years and the courts will be crowded with challenges to the FCC's allocation decisions.

Along with Wright, two other ATRC representatives, J. Peter Bingham, vice president, technology, Philips Consumer Electronics, and Joseph Donahue, senior vice president for technology and business development, Thomson Consumer Electronics, argued that EDTV and HDTV systems should be authorized together.

Bingham said that from a consumer TV sales point of view, there are three possible scenarios. If only EDTV sets are sold in the the U.S., "we could reach a market of a million or so by early in the next decade" according to Philips estimates, he said. He estimated that if simulcast HDTV are the only TV



L to r: Wiley; Larry Irving, senior counsel, House Telecommunications Subcommittee; Stanley; Charla M. Rath, communications policy specialist, NTIA; Fannon, and McKinney.

sets available, sales will be well under a million by 2000 because of the "chicken and egg" problem of little HDTV program availability. But if both EDTV and HDTV are approved together, he predicted combined sales will be over two million. "We believe there is a synergy between the two industries that will lead to rapid growth," Bingham said.

Donahue said that a likely scenario, should both EDTV and HDTV be approved together, would be Thomson's introduction of EDTV receivers with 16:9 screens in 1993 or 1994. The HDTV receivers would become available as soon as the first HDTV programs are available, probably around 1995 or 1996, he said.

But speakers from outside the ATRC tended to oppose approval of two new transmission standards at the same time. "Any type of duel approach would definitely confuse customers," said Wayne Luplow, executive director, electronic systems R & D and engineering services, Zenith Electronics Corp.

Greg DePriest, vice president, advanced TV technology, Toshiba America, predicted that sales would be lower, not higher, if two standards are chosen. But he said that Toshiba would provide both if U.S. broadcasters showed a desire for such a system.

Many of the possible technical impediments to establishing a simulcast system could be solved if a digital or partially digital system is adopted. Because a digital transmitter would operate at lower powers, in theory, the spacing between HDTV transmitters with other HDTV and NTSC transmitters could be much closer than current regulations allow with less risk of adjacent-channel interference.

"I think the odds shifted because we now have a digital proponent and I think the chances are that we are going to see other digital proponents, perhaps from our existing core," Wiley said. The one all-digital system now on the table, DigiCipher, was submitted three months ago by General Instrument Corp. (BROADCASTING, June 4). Zenith Electronics Corp. is currently proposing a hybrid analog-digital system, Spectrum-Compatible HDTV.

The member companies of the ATRC are also working together to develop an all-digital simulcast HDTV system. Its current plan is to submit an analog simulcast system developed by Philips, HD-SNA, for testing by the ATTC. But if the digital system can be perfected by the ATRC's appointed test slot (which will fall in late 1991), that system will be tested instead. Bingham said that the chances are now 50-50 that ATRC will send a digital system.

But he warned that DigiCipher and the current level of ATRC digital research have an important weakness. Rather than a "graceful" failure, characterized by gradually declining picture quality in a station's fringe areas, digital systems tend to fail suddenly. Either a perfect picture is received or no picture at all. That problem must be solved before the FCC chooses a digital system, Bingham said.

Wright also approached the all-digital solution with caution: "Digital HDTV looks very promising to us in the long run. It may be where we go years down the road. But nobody has shown anything to me that guarantees that it's going to work for broadcasters. That fact makes enhanced-definition television a valuable transition tool." -RMS,MAJ

NFL, NETWORKS PUT HOLD ON SCRAMBLING

League says move is to allow for more study, others suggest PPV deal

Just one week before the kickoff of the National Football League (NFL) season last weekend, some last-minute huddling among the NFL and the networks produced a new game plan for televising the league's games. The plan will delay a proposed scrambling of regional telecasts. But the NFL suggested the revision was just a delay until further study could be done, and there still loomed a confrontation over whether free access should continue to be given to one of the nation's pastimes. Some suggested the NFL wanted to lay the groundwork for pay per view for games other than those involving the local team.

The controversy has even involved at least one major NFL advertiser, Anheuser-Busch, whose products were threatened with boycott by sports tavern owners as a means to get the beer company to pressure CBS and NBC not to scramble. Anheuser-Busch issued a statement 10 days ago saying it was opposed to scrambling: "We are sympathetic with tavern owners and fans..."

Scrambling would help the NFL own-

ers preserve the "blackout" rule—that keeps home games from being televised unless the stadiums are sold out 72 hours prior to kickoff—and to generally preserve home-town loyalty. But some think what the league may really be doing is setting the stage for a pay per view arrangement with the sports bars. Greg Aiello, director of communications for the NFL, acknowledged that pay per view with sports bars is a possibility but that there are no plans currently on the drawing board. The NFL could also bypass the bars entirely and try to take payer view directly to the consumer.

The NFL has said there was a "mutual agreement" between the league and the two networks that it was in the best interest of both parties to scramble. But if that is the case, both NBC and CBS seemed confused about how to pursue that interest—ABC is unaffected because it only broadcasts national games. Presumably the networks have known for a long time that the league, by agreement, was expecting the signal to be scrambled. Yet an NBC sports spokesperson said, "We certainly could never

have gotten our signal scrambled at the beginning of this year, and now it doesn't appear the signal will be scrambled at all this year." One observer suggested there might in fact be a disagreement between NBC and the league over what proportion of the scrambling costs—estimated at \$3 million to \$5 million annually—each party should bear. For NBC the costs would be higher since it does not currently have scrambling equipment in place.

CBS declined to specify what "competitive issues" remained to be resolved before it could scramble its regional feeds, although presumably it would feel disadvantaged to scramble its signal before NBC did. Since NBC apparently never intended to scramble for at least part of the season, it was unclear why CBS recently told affiliates it would scramble with the first kickoff. As for "technical issues" CBS affiliates are presumably equipped with commercial, not consumer, descramblers, since most of the network's schedule is already scrambled. But NFL spokesman Greg Aiello said CBS told the league that the network had "insufficient descrambling equipment at the affiliates."

Most signals scrambled to home viewers use VideoCipher II, which has been plagued by signal piracy. Although manufacturer General Instrument (GI) has introduced a purportedly more secure upgraded system, VC-II Plus, into the market, systems other than VC-II or VC-II Plus have been chosen by Major League Baseball (MLB) to scramble its backhaul feeds (using GI's commercial VC-IB system), NBC to scramble its limited C-band feeds to Hawaii and Alaska (using a commercial Leitch system) and CBS (also VC-IB).

It is the home dish owners who constitute another voice in the scrambling debate. Congress may not look favorably on requiring such constituents to purchase VC-IB descramblers currently costing about \$3,000.

In a letter sent last week to NFL Commissioner Paul Tagliabue, the Satellite Broadcasting and Communications Association (SBCA) home satellite lobby requested a meeting with the league. The NFL, it said, could be inviting a repeat of the piracy problem by locking out potential paying home dish owners. The SBCA will propose to the NFL that it begin instead creating copyright procedures and a system to deliver games to and bill

MIXED RESULTS FOR NEW SYNDICATED FARE

Last week marked the season premieres of several first-run syndicated shows—Buena Vista Television's *The Challengers*, Twentieth (Fox) Television's *Personalities* and King World Productions' *Instant Recall*—but the traditionally lower HUT levels in September and the strength of incumbent programming somewhat soured their debuts in the top metered markets.

Challengers, the half-hour topical game show hosted by Dick Clark, debuted in WNBC-TV New York's 7:30 p.m. slot by dropping almost two rating points off its lead-in, *NBC Nightly News* (6.0 share/12 rating), and after the first three days (through Sept. 5) of Nielsen (NTI) overnights, *Challengers* fell into single digit shares with a 4.3/8 average. In Chicago, *Challengers* dropped 8 share points off its 2:30 p.m. lead-in, *General Hospital* (9.0/27), while the quiz game averaged a 6.4/19 on ABC O&O WLS-TV.

Similar three-day losses were recorded by Twentieth's *Personalities*, with the Charlie Rose-hosted interview/magazine losing half of its lead-in on New

York Fox O&O WNYW-TV (its hour 10 *O'Clock News* averaged a 5.2/9), with *Personalities* posting a 2.5/6 average at 11 p.m. Fox-owned KTTV-TV Los Angeles and WFLD-TV Chicago saw lead-in ratings almost cut in half, with *Personalities* averaging a 2.8/5 in L.A. at 7 p.m. and a 2.6/6 in the Windy City at 11 p.m. Lead-out gains were only posted in four of the 21 markets *Personalities* premiered in.

King World's less publicized *Instant Recall*, a half-hour nostalgia strip hosted by Jim Palmer, fared somewhat better. On Philadelphia's KYW-TV it edged its 3 p.m. *Joan Rivers Show* lead-in (4.5/12) with a third-ranked 4.8/12 among six stations. On Los Angeles' KABC-TV, *Recall* held tight to KW companion *Inside Edition* (5.4/10) with a 4.3/8 at 7:30 p.m. In St. Louis, *Recall* tuned in a 4.7/18 average, compared to *The Tonight Show's* 6.4/20 lead-in on KSDK-TV, but it beat KMOV-TV's *Arsenio Hall Show* (4.5/18) and ranked second in the market at 11:30 p.m. Overall, *Recall* held or beat its lead-in programming in 10 of 18 metered markets.

home dish owners. The SBCA's Harry Thibedeau conceded that, to create a service to home satellite, the league or rights holders would have to provide feeds additional to or other than the VC-IB-encrypted transmission.

Ironically the networks have recently been complaining that ratings services were not measuring sports program viewers in bars and one person suggest-

ed that scrambling would be in the networks' interest by forcing more viewers to watch at home, where their viewing would be measured.

Supporters of scrambling regional games include the networks' affiliates. Certainly, whichever station carries the hometown pre-season schedule benefits from having as loyal an audience as possible. Also the NBC and CBS affiliates

benefit from having their locally inserted commercials and station news talent also get the widest possible viewership.

Even for affiliates the move to scrambling could perhaps use more advance planning. The sports desks of at least some station news departments are said to use the unscrambled backhaul feed for putting together NFL highlights for their newscasts." -JF, PDL, GF

PILOTLESS POVICH SHOW PREPARES TO FLY IN '91

The race to clear new talk shows debuting in fall 1991 is on, and Paramount Domestic Television appears to be out in front with about a dozen stations, including WNBC-TV New York, and the Post-Newsweek and Great American groups, committed to a one-hour talk strip with Maury Povich.

It may be a signal of Povich's marquee value that the stations signing up so far have signed up for two-year license agreements, unusual for a show that exists only on paper. No pilot has been shot and won't be until Povich completes his stint with Fox's tabloid magazine, *A Current Affair*, at the end of the 1990-91 season.

Meanwhile, a company spokeswoman confirmed that King World is currently shooting the pilot for a proposed talk show starring Tim and Daphne Reid. The company is now negotiating with stations to test the show this fall. And Orion has completed the pilot for a proposed talk show with Chuck Woolery, and is expected to start making sales pitches soon. Neither of those shows has been sold to stations yet.

According to Bill Carroll, vice president, director of programming, Katz American Television, Paramount is positioning the program as a serious, issue-oriented show. Orion, meanwhile, is positioning the Woolery project as a nonissue show that is "more in the entertainment vein," said Carroll. "And *Tim and Daphne* is somewhere in between, along the lines of an *Hour Magazine* or *Home Show*."

All four stations in the Post-Newsweek group, including WDIV(TV) Detroit, WPLG(TV) Miami, WFSB(TV) Hartford, Conn., and WJXT(TV) Jacksonville have picked up the Povich show for two years starting in September 1991. Three stations in the Great American Broadcasting group have also picked the program up: KTSP-TV, WKRC-TV Cincinnati, and WDAF-TV Kansas City.

Other stations picking up the program

include KRON-TV San Francisco, WRC-TV Washington and KCRA(TV) Sacramento.

Some of those stations have told Paramount they intend to put the show in time periods currently occupied by either *Geraldo* or *The Joan Rivers Show*, both of which are produced by Tribune Entertainment, but sold to stations by Paramount under an agreement that is due to expire October 15.

There has been a lot of speculation that Tribune will not renew its agreement with Paramount to sell the two shows because of the obvious conflict posed by Paramount's intention to get

the best time periods it can for its own Povich show. The key selling target for all three shows is early fringe time periods on affiliates.

As of last week, however, Tribune Entertainment had not decided who would service and distribute *Geraldo* and *Rivers* beyond Oct. 15. "We haven't resolved it yet," said David Siford, executive vice president, Tribune Entertainment. "There has been a lot of speculation about us selling the shows ourselves or doing a deal with Columbia, and none of it is true. We just haven't decided yet." -SM, RG

LEAR DROPS LATE NIGHT CBS PROJECT

Speculation is network will use 11:30 slot for news series

Possibly paving the way for CBS News's entry into the late night arena, Norman Lear pulled out of his CBS commitment to produce *Jody Gordon and the News*, a late-night comedy, last week. The move by Lear strengthens the possibility that the occasional CBS News specials, covering the Iraq situation at 11:30 p.m., will develop into a nightly feature, similar to the path taken by ABC's *Nightline* which grew out of the Iran hostage crisis in 1979.

Citing a desire to concentrate on his prime time projects, most notably *Sunday Dinner*, a half-hour comedy for CBS, Lear asked the network to be let out of his late-night commitment and the network agreed. A CBS spokeswoman said that Lear's decision was based on a desire to put his energies in his prime time development, and that the time required to oversee the production of a daily series did not allow for that.

Jody Gordon and the News, which had a 13-week, 65 episode commitment, was to air at 12:30-1 a.m. following a checkerboard of action-adventure series.

The CBS spokeswoman said the production of the five hour-long projects was going forward as planned, and would be ready to air in January, also as planned.

However, one source said CBS is now considering keeping the news show in the 11:30-midnight slot and moving the action-adventure wheel back a half-hour to midnight-1 a.m. But CBS officials stressed that no decisions had been made, and no formal proposal by Eric Ober, president, CBS News, regarding a late night news series had been made to Howard Stringer, CBS president.

Whatever mix of late night fare the network puts together, it will continue to find the going tough with affiliate clearance. Tony Malara, president, affiliate relations, CBS, said the goal is to have 85% clearance for the new programming in January. Although the current clearance figure, 80%, is well above the approximate 65% clearance the network faced after *The Sajak Show* was dropped, the 85% that CBS is hoping to have in January is still below the 92% clearance it had when Sajak's show debuted in January 1989. -SC

FCC ISSUES NEW LOWEST UNIT CHARGE GUIDELINES

Commission takes action after audit of radio and TV stations in July turns up number of violations

Having found "widespread" non-compliance with the "lowest unit charge" political advertising rules among the 30 broadcast stations "audited" by the FCC in July, the commission warned last week that some of the stations may be hit with fines. In addition, it kicked off an informational campaign, including the issuance of new guidelines, aimed at helping stations comply with the rules.

The statutorily mandated rules require stations to charge political candidates for campaign spots the lowest rate charged commercial advertisers during the 45 days prior to primary elections and the 60 preceding general elections.

The release of the results of the audits and the guidelines during a press conference at FCC headquarters in Washington last Friday was timed to coincide with the first day of the 60-day political broadcasting period for the Nov. 6 general elections, according to FCC Mass Media Bureau Chief Roy Stewart who presided at the briefing.

With no more than one day's notice, FCC agents last July inspected the political advertising files of 20 television and 10 radio station in five markets (BROADCASTING, July 23) and left behind letters requesting other information on the stations' practices.

After digesting the information, the FCC said in an eight-page release, it found that at 16 of the 20 audited TV stations, candidates "paid more for broadcast time than commercial advertisers in virtually every daypart or program time period analyzed."

Candidates fared better at the audited radio stations, the FCC said, paying more than commercial advertisers at only four of the eight that sold any political time. The FCC attributed the non-compliance to sales techniques that encouraged candidates to buy higher priced classes of time.

Before levying any fines, Stewart said, the FCC will send letters to stations suspected of violating the rules to give them a chance to defend themselves. The National Association of Broadcasters, in a letter to FCC Chairman Alfred Sikes, had asked for such consideration.

Within hours of the FCC press conference, the NAB's Fritts, in a prepared statement, said it is "unfortunate that the commission had issued a report which

gives the impression that it has made final conclusions when it has not."

The NAB is confident most broadcasters make "a good faith effort to comply with the "complex and difficult rules," Fritts said.

In the new compliance guidelines, the

FCC says broadcasters should disclose to candidates "all rates and the availability of package options available to commercial advertisers." It also prohibits broadcasters from creating new classes of time for candidates that result in higher rates for them. —HAJ

FTC COMES OUT FOR FIN-SYN REPEAL

In comments to FCC, it lines up behind Justice in saying rules have outlived their usefulness

The Federal Trade Commission last week became the third federal agency to comment in the FCC review of its 20-year-old financial interest and syndication rules and the second to suggest that the rules should be repealed.

"[A] compelling economic case does not exist for continuing to impose a *per se* ban on the networks' acquisition of certain broadcast rights to newly produced television programs," the FTC said in 53 pages of comments submitted to the FCC last Tuesday (Sept. 4). "Competition would be better served by removing the restrictions and addressing instances of alleged monopolization through application of conventional anti-trust enforcement powers."

The FTC comments echo those of the Justice Department. In comments filed last June, Justice said: "Available evidence tends to support [the finding]...that network ownership of [fin-syn] rights would not be anticompetitive" (BROADCASTING, June 18).

Rather than undercutting the justification for the rules, the third agency—the Commerce Department's National Telecommunication and Information Administration—recommended relaxing the rules to allow the networks to share to a much greater extent in the hundreds of millions of dollars generated annually from the syndication of off-network programs (BROADCASTING, Aug. 6).

The broadcast networks, which have been pushing for repeal or relaxation of the rules, were heartened by the FTC comments. "We are gratified that the FTC...determined that the changes in the marketplace call for repeal of the rules," said Bob Hynes, NBC's Wash-

ington representative." In essence, he said, the FTC concluded that the rules "no longer make sense in the world of telecommunications as it exists today."

The producers, who would like to keep the rules intact, dismissed the FTC filing. "I don't think the FTC comments are going to impact the debate very much," said Mickey Gardner, attorney for the Coalition to Preserve the Financial Interest and Syndication Rules. Despite the FTC's views, he said, "I would hope the five FCC commissioners appreciate the public interest benefits of...the fiercely competitive and diverse production community and [recognize] that they outweigh the supposed efficiencies of further vertical integration of already giant multinational corporations."

As now written, the rules prohibit the networks from acquiring financial interest in programs they license from unaffiliated producers. They also prohibit the networks from actively engaging in the syndication business.

The rules allow the networks to syndicate overseas programs they produce themselves, but the number of such programs is limited by related consent decrees the networks entered into in the mid-1970's to settle antitrust suits brought by Justice. The caps of in-house production are set to expire in November.

The NTIA proposal, which has attracted the attention of FCC Chairman Alfred Sikes (see story, page 94), would allow the networks to acquire financial interest in all programs under certain conditions and to enter the foreign syndication business. It would continue to bar them from the domestic syndication business. —HAJ

TAKING STOCK ON THE EVE OF RADIO 1990

BROADCASTING takes the industry's pulse in five major markets prior to NAB's convention

Visit with us at **RADIO 1990**
Room 3218 Westin Copley Place

THE
MAHLMAN
COMPANY



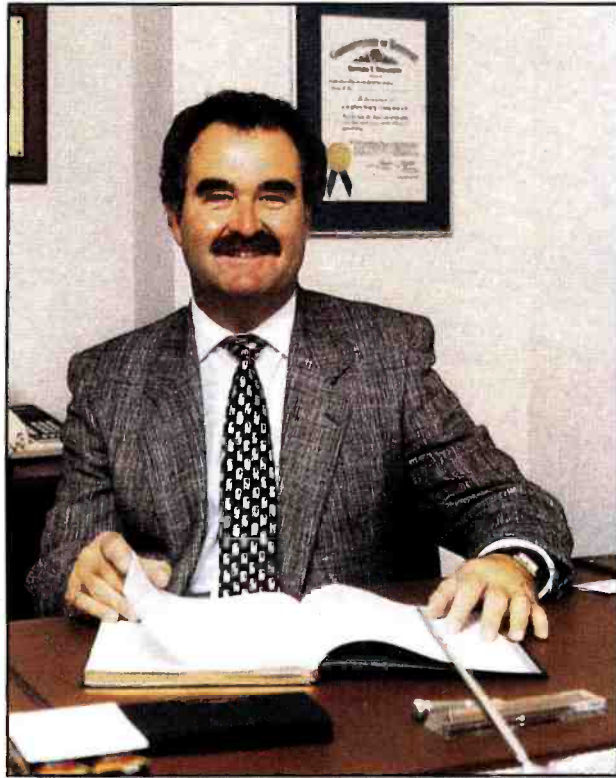
Radio's Blue-chip Broker

THE COMPLETE MARKET STRATEGISTS

Lou Faust • Lucille Ferrara • Nick Imbornone • Bob Mahlman

Bob Mahlman, Jr. • Nancy Mahlman • Pat Nugent

Why buy through Americom?



WILLIAM L. STAKELIN
President & CEO
Apollo Radio, Ltd.

"Americom has consistently presented us quality, financeable deals highlighted in a logical, professional presentation. Americom's financial expertise, operational knowledge and creative problem-solving helped us close a complicated \$12,000,000 three-party, like-kind exchange when we purchased Salt Lake City's number-one rated station, KKAT-FM, earlier this year.

The partners at Americom are pros, and we are pleased to work with them."

Call us today to discuss your growth plans for the 90's.



Bill Steding



Dan Gammon



Paul Leonard



Peter Handy



Ed Kiernan

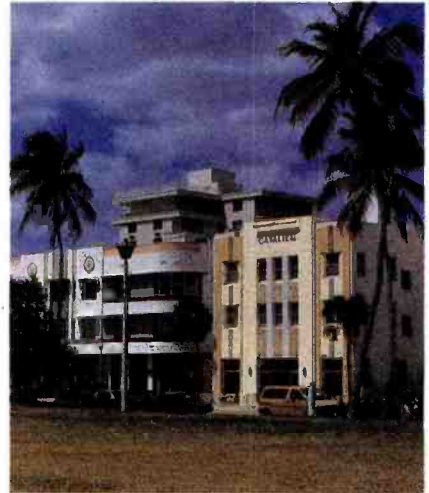
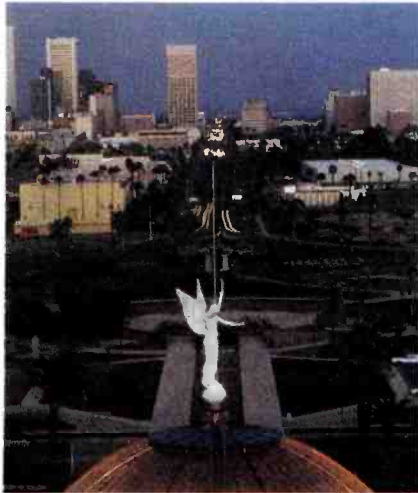
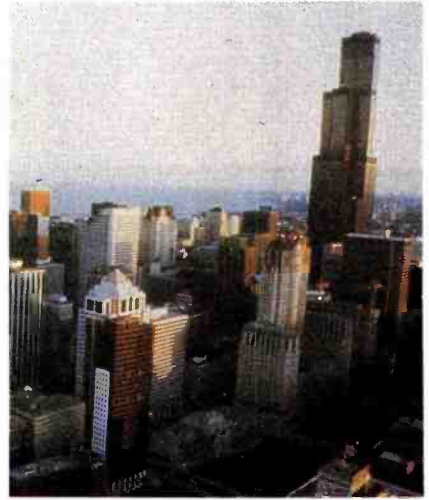
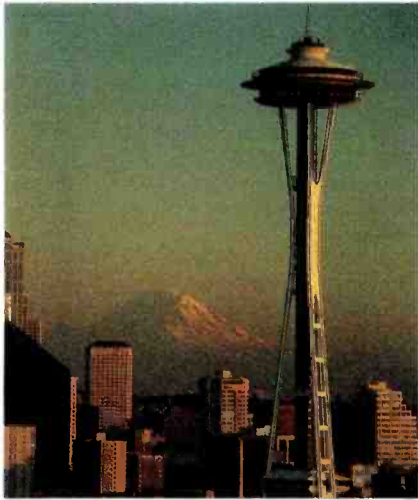
AMERICOM

Americom Radio Brokers, Inc.

1130 Connecticut Avenue, N.W. / Suite 500 / Washington, DC 20036 / (202) 737-9000

RADIO

SPECIAL REPORT



POSTCARDS FROM THE CUTTING EDGE

While much discussion of radio over the past few years has focused on cash flow multiples, debt load and tenuous prices, the fundamental value of the medium remains a constant. In an industry where business is anything but usual, innovation, creativity and consistency are the kinetic elements that characterize radio's success stories. To capture the mood of American radio today, BROADCASTING hit the road on a five-market, 30-station tour of Boston, Chicago, Miami, Phoenix and Seattle. The prevailing sentiment among radio managers and listeners alike was that radio is alive, and kicking harder than ever. No matter the format or the target audience, the common threads among these radio station success stories were creativity and localism. First stop on the tour: Boston.



James A. Gammon, President

COMPETENCE AND INTEGRITY

Identifying
the Objective

Negotiating
the Transaction



**GAMMON
MEDIA
BROKERS, INC.**

Radio & Television Brokerage
1925 K Street, NW, Suite 304
Washington, DC 20006
202-862-2020

Member: National Association of Media Brokers
(NAMB), NAB



BOSTON

Ask just about any radio broadcaster in Boston and they'll tell you the same thing: The Massachusetts Miracle is over. They'll tell you that the forces that earlier transformed the city into a jewel of high tech and higher education have faded. An explosive housing market that three years ago gave Boston some of the highest U.S. property values has fizzled, as have many of the industrial and retail giants of the area. In the wake of a \$1 billion state budget deficit, Boston once again has earned the dubious title of Capital of Taxachusetts. Reflective of the regional business climate, local ad revenue is flat—with little or no sign of improving within the next few years.

At market-leading, CHR-formatted WZOU(FM), Vice President and General Manager Alan Chartrand agreed that "without a doubt, Boston is suffering." But, he said, "the way I look at it, there's always worms in the ground—sometimes they're right there at the surface, sometimes they're a little deeper. And when the market is dry, you just have to dig a little deeper."

Right now Chartrand is digging a little deeper. In the spring Arbitron book, the market was locked in a tight CHR ratings race, with WZOU earning a 7.4 share and cross-town rival WXKS-FM pulling a 7.2 in adults 12-plus. "Two-and-a-half years ago we were a fly-on-the-wall station ranked 13th in adults 12-plus and 10th in 18-34," Chartrand said. "Now we're first 12-plus and third 18-34. Boston may be in a slump, but we'd rather be a station going up in a down market

than a station going down in a down market."

"The key to survival—and success—in Boston is continuity and consistency, Chartrand said. "We're up against a station that's been in the market for 10 years, and we felt we had to sound the best. We knew the way to do that was to maintain great programming, so we set out to find a new program director—and we found that in Steve Rivers. He has a real knack for the CHR game; we brought him in last October [from KISS-AM-FM Los Angeles] and he gave the station a real facelift. He made a big impact in our 12-plus, he increased our 18-34 share, and helped us move up to 5th or 6th in 25-54."

Rivers said that the CHR format in Boston is "pretty mass-appeal, but a lot of what we play is dance because that's the direction mass appeal CHR is heading right now." To stay on top of market tastes, WZOU conducts "extensive call-outs, conducts a lot of retail research, plus we tabulate our own station requests to get a good feel for what our listeners want. We need to have a pulse on Boston and know where events are so we can get the call letters out wherever we go," he explained.

The prime target demo at second-ranked CHR WXKS-FM is women 25-34. "but when we promote we're 18-49," said General Manager Lisa Fell. "Because we have very strong demo distribution, in that sense we're more in a war with [AOR-oriented] WBCN(FM)." She said that WZOU's emergence in Boston "really hasn't had the impact on WXKS-FM, because they have a 45 share among teens, and we're a little more adventurous with our music. We both research



Mark Reiner WRKO(AM) Boston

**NOW YOUR
RADIO STATION
CAN
BECOME...**

**THE
IMAGINATION
STATION™**

A **NEW FORMAT** FOR KIDS UNDER THE
AGE OF 12 AND THEIR FAMILIES — ENTERTAINING,
INTERACTIVE, INFORMATIONAL AND FUN!

LEARN HOW YOU CAN PLUG INTO THE
LARGEST UNSERVED RADIO MARKET IN THE
HISTORY OF AMERICAN RADIO... OVER
\$60 BILLION STRONG!



COME TALK TO US AT THE NAB
BOOTH #225 / 227
HOSPITALITY SUITE #3214 AT THE
BOSTON MARRIOTT / COPLEY PLACE
OR CALL BOB BRUTON, V.P. / AFFILIATE SALES
TOLL FREE AT **(800) 762-1624** FOR MORE INFORMATION

**THE
IMAGINATION
STATIONS™**
RADIO JUST FOR KIDS™

heavily, but they play a lot of recurrences in a repetitious rotation, while we'll break an import and bring it to the top." She credited program director Sunny Joe White with having a "great set of ears, and he knows what the listeners want."

Fell characterized WXXS-FM's personality as "a hip station, always on top of what's going on." With typical CHR pride, she credited the personalities, the music and the features as lending to an overall sense of market leadership. "We have a certain Hollywood flair, a famousness that goes beyond just a delivery of music. That's the difference in the CHR war here. There's a great market expectation for WXXS-FM to deliver."

Part of this delivery, Fell said, was coming out on top in the promotion war. "There's no question we win hands down in the market promotion-wise," she said. "We sponsor a number of summer concerts at Great Woods, and we do our own anniversary concert in the spring. We've had New Kids, MC Hammer, Smokey Robinson, Donna Summer, Bel Biv Devoe, Aerosmith—about 20 different acts. It's a coveted ticket in the city."



Scott Apple



Alan Chartrand



John Irwin

Despite the rivalry between the two stations, "competition isn't down and dirty in the sense of sales," Fell said. "We're an original station, an enigma. And that's why we're so successful—we don't do everything by the book. We feel we have some very creative minds here, so we have some innovative original ideas." She said that WXXS-FM concedes a lot of teen-age business to WZOU, but "when we look at revenue, a great deal of it is reflective of 25-54 business."

In a heritage market, nothing can be quite as important to an AM station as heritage call letters, said Mark Renier, WRKO(AM) executive vice president and general manager. The former RKO Radio station, purchased in 1988 by Atlantic Ventures, has held its market position "largely as a focus of our talk hosts," Renier explained. "The thrust of the programming has always been the issues, but the hosts still have to stick out their necks to stimulate conversation. The hosts are the product and we leave them alone to do their thing."

In addition to the talk element, news also is hot—and to that end WRKO maintains a strong news presence. "The Research Group recommended that we include more news and we're doing that," Renier said. WRKO has signed a new affiliation deal with the CBS Radio Network, following a long-term relationship with WEEI(AM).

Renier said that the station's target demo is 35-plus, "specifically the 35-64 white collar listener." This helps the station on the street, where advertisers are looking for a slightly upscale, more mature audience. Because of the sluggish economy "we do a lot of conceptual selling; we talk a lot about the lifestyle of the listener and the consumer," Renier said. Reflective of that conceptual sell, he said, is WRKO's position as the flagship station for American League East-leading Red Sox, and its involvement in the "Raise The Roof For The Homeless" promotion currently being conducted with the cooperation of the Mayor's office. "That promotion has created terrific visibility for the station, and a great reputation for community service. It's what we call a win-win-win promotion," Renier said.

Winning also is the name of the game at full-service WBZ(AM), said John Irwin, vice president and general manager. "We try to make the station a win for the listener, a win for the client, and a win for the community," he said. To

August 15, 1990



Katz Communications Inc.

has acquired the assets of



Eastman Radio

The undersigned initiated the above, assisted in the negotiations and acted as the exclusive broker for the transaction.

Gore Broadcasting Incorporated

Media Brokerage

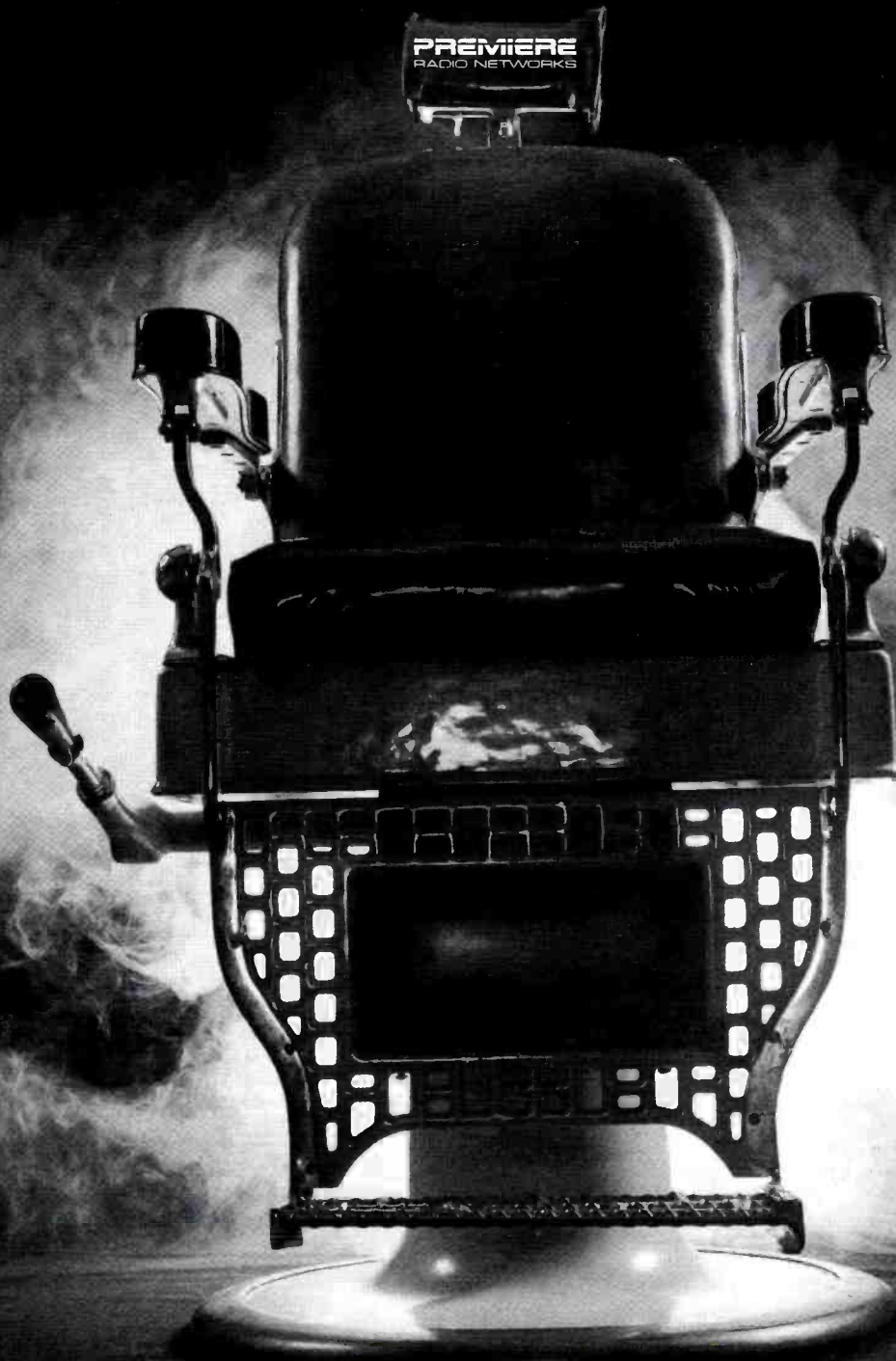
11285 Elkins Road

Suite J-8

Roswell, Georgia 30076

404-442-5711

Sit Down, Relax... Let's Talk Radio



Visit Our NAB Hostupidity Suite 3615
Boston Marriott, Copley Place

PREMIERE
RADIO NETWORKS
NEW YORK • LOS ANGELES • CHICAGO

achieve this market image WBZ works actively with a number of local charities, primarily Boston Children's Hospital. "One of the biggest promotions we do every year is [morning personality] Dave Maynard's Farm Stand, which was started a few years ago when a farmer wanted to give us some unsold produce." Irwin said that Maynard took the cue and sold the produce, with all proceeds going to the hospital. "Last year

the event drew 15,000 people and raised some \$72,000 in six hours."

Irwin said that WBZ has been experiencing a planned evolution for the last two years. "The station used to be a full service AC featuring the sounds of the 70's, and the first thing I realized when I got here in April of 1988 was that it needed to be contemporized without destroying the market legend it had been." Irwin instituted some

changes, among them bringing in Tom Bergeron to replace Dave Maynard, if and when Maynard decides to leave the station.

Irwin also added Howard Smith on Sunday mornings, offering what Irwin termed "a frank second opinion" on medical matters. The doctor was so well accepted that he was given a slot on weekdays following the noon news, Irwin said.

Also, to enhance the station's news image, Irwin extended the 5 p.m.-6 p.m. news block to 4 p.m.-6 p.m., and introduced *First Day*, a weekend magazine show scheduled for Sunday mornings. These elements, combined with a full news staff that works in cooperation with that of co-owned WBZ-TV, as well as the services of the ABC Information Network, and the network personalities Paul Harvey and Tom Snyder, "reinforce our full service profile," Irwin said.

Scott Apple, program director at soft AC-oriented WJIB(FM), said that Boston's economic downturn helps the station position itself in the minds of its listeners. "We remind our audience that, with all the headaches we've got here in Massachusetts today, 'couldn't you use a little JIB today?'" Apple said that the station primarily targets a 35-54 audience, skewed heavily toward women but, because of a severe drop-off in those demos after 5 p.m., "we also pay attention to the lower demos." As a result, the station developed *Nightsapes*, an instrumental-based program featuring contemporary instrumental music geared toward younger listeners with "pro-active listening habits."

WJIB(FM) had served as Boston's leading "doctor's office music" station for a number years, Apple said. "Our programming still comes largely from the Bonneville music library, but we now have fewer than 300 cover instrumentals. We have a music rotation just as stations in other formats do, with an eight-week push-pull rotation and some 1200 records on the pallette."

WJIB(FM)'s market image is perhaps most enhanced by Harborfest, a summer celebration that serves as "the rallying point for the station, our advertisers and our listeners," said station manager Margaret Murphy. She told BROADCASTING that "to win big—to stand out—we have to win with our promotions. Agencies are looking for creative marketing. A good idea will sell better than just the ratings. Because we tend to skew older than many of the other stations in Boston we rely more on a conceptual, qualitative sell." —REB

YOUR SUCCESS IS OUR BUSINESS.

Middle market communication companies often find that when it comes to borrowing money for acquisition or recapitalization, financial institutions simply aren't in tune with their special situation. But at Greyhound Financial, you're assured of serious consideration from specialists who know your business and can approve the financing you need to succeed. Backed by the multi-billion dollar resources of Greyhound Dial



Corporation, we offer competitive rates and flexible lending guidelines which allow us to structure loans to accommodate your special situation. If your financial institution says "no" when you need to hear "yes," call

MATT BREYNE
(602) 248-2808

CHRIS WEBSTER
(602)248-6955

or **JEFF KILREA**
(312)855-1900
Chicago Office.

SOLUTIONS
THROUGH SERVICE

GFC

Greyhound Financial Corporation



Greyhound Tower— 1160 Phoenix, Arizona 85077

WSGW
790AM Saginaw

WGY
810AM Albany

WRKO
680AM Boston

WRMR
850AM Cleveland

WBEN
930AM Buffalo

WTIC
1080AM Hartford

WBAL
1090AM Baltimore

KOMA
1520AM Oklahoma City

The **CBS Radio Network** is proud to announce the latest addition of these outstanding radio stations to our impressive affiliate lineup. For information about the advantages of affiliating with the CBS Radio Network, contact Peter Moore, Vice President, Affiliate Sales (212) 975-6085.

CBS

RADIO
NETWORK

WFLA
970AM Tampa

CHICAGO

Chicago, the third largest market in terms of revenue, is home to some of the country's most innovative broadcasters. AM is still very much a force in the Chicago radio marketplace, with the nation's leading biller WGN(AM) at the top of the ratings market; WLUP(AM) drawing national attention with its personality-driven programming, and WMAQ(AM) taking on WBBM(AM) in the all-news arena.

On the FM band, the last two years have seen traditional market leaders challenged as well, with the emergence of black adult contemporary on WVVAZ(FM) taking on WGCI-FM and the "Killer Bee" at WBBM-FM outpacing WYZZ(FM).

WVVAZ(FM) went on the air with a black adult contemporary format in October, 1988. Programming a mix of "dusties, jazz, reggae, gospel, blues and contemporary music," the station shot to the top of the market in one year. Barry Mayo, president and general manager, describes the format as full service adult



Barry Mayo and Tony Kidd

contemporary for blacks. The station targets Chicago's approximately 1.3 million blacks, aged 25-54.

In Mayo's plan, the station's target is the untapped potential of the black, middle class, professional population. "The disposable income and economic buying power of black adults have been grossly understated," said Mayo. "Some of the stigmas that have been attached to mainstream black and urban formatted stations apply even less to our format."

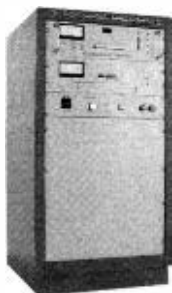
WVVAZ has been extremely successful, doubling its revenue and profit in their first full year in operation. Mayo attributes its performance to the staff that he and Lee Simonson, co-principal of Broadcasting Partners Inc., licensee of WVVAZ assembled. In Mayo's words, "we took the blinders off and brought people in because of their talent, intelligence and professionalism," he said, adding: "I am most proud of that."

The station is involved with many "high profile" audience and sales promotions that Mayo believes show the progress that black radio has made. Recently, in conjunction with United Airlines and the Department of Defense, WVVAZ(FM) put on a full U.S.O. tour and live show for the troops in West Germany. Five couples were awarded a weekend in Frankfurt and free use of a Mercedes Benz car.

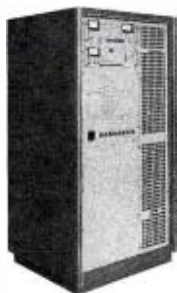
"As much as we are about advertising," said Mayo, "we are about service to the community on a scale that has not been done before. The station is fun, but sophisticated—and it is service."

Mayo would like to see advertisers acquire a better knowledge of how to

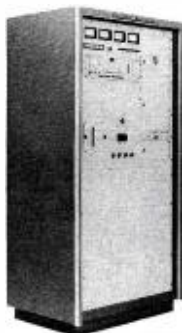
COMPLETE YOUR DEFINITION OF "CLASS A," CALL CONTINENTAL ELECTRONICS



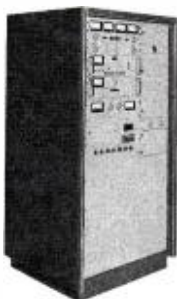
500/1000W



3.8 kW



2.5 kW



5 kW

Continental Electronics is here to assist you with your new definition of "Class A." You can increase power, increase revenue base, and expand your listening audience by upgrading your transmitting facility.

Continental has engineered four transmitters to meet your needs. The 500/1000 Watt transmitter is single phase and is only 42 inches tall. This transmitter and the 3.8 kW are totally solid-state and designed for high efficiency and reliability.

The 2.5 kW and the 5 kW transmitters are single tube transmitters. All Continental FM transmitters include an internal harmonic filter and the Ultimate 802A Exciter.

For service after the sale, call the Continental 24-hour tech line. At Continental, service is an attitude, not a department.

So, call your Continental Sales Manager to get the complete definition of "Class A."

varian 

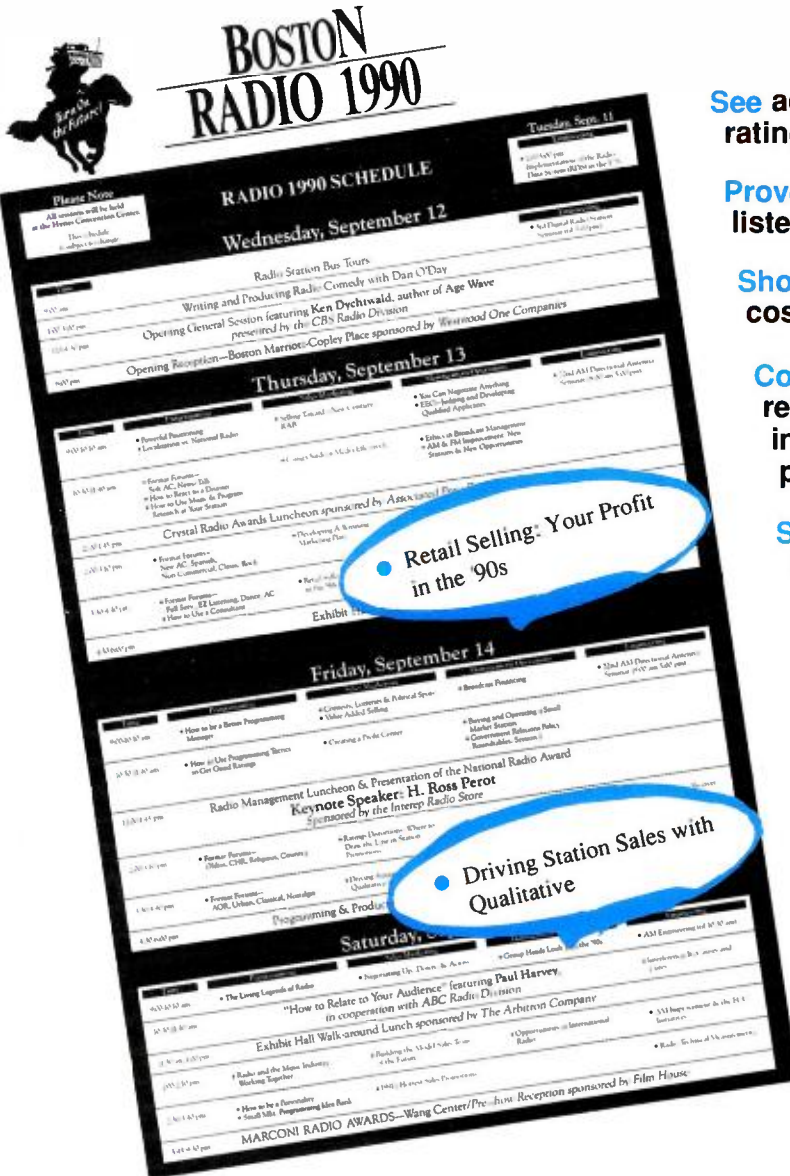
continental electronics division

P.O. Box 270879 Dallas, Texas 75227
Telephone: 214-381-7161 Fax: 214-381-4949 Telex: 73398



You've Heard What It's All About
 Now Come Apply What You've Learned

PROFIT IN THE '90s THROUGH RETAIL SELLING



See actual retail and *EMRC-accredited ratings information for your station

Prove to advertisers that YOUR listeners are THEIR consumers

Show advertisers your value beyond cost per rating point

Confirm that Birch/Scarborough retail and accredited ratings information is all you need to profit in the '90s

STOP BY BOOTH #833 for hands-on demonstrations



A  BUSINESS INFORMATION SERVICES COMPANY

See you at Booth #833

*Electronic Media Rating Council



Brandmeier and Matthews

buy black radio. It is up to the station operators, he believes, to help buyers and clients understand how big the market is.

It is a frustration shared by Marv Dyson, president and general manager of WGCI-AM-FM, Mayo's chief competition in Chicago. The radio stations, he said, are becoming the educators of the clients, on both the buying habits and earning potential of black consumers. Looking at the overall marketplace, Dyson



Berry and Jefferson

said that WVAZ's entry has made both stations better and brought more money to black radio.

The station has been in the urban format for more than 11 years. For WGCI, that means "a radio station that plays contemporary music for urban dwellers." The top-ranked numbers they achieve, said Dyson, would not be possible without black as well as nonblack listeners. Dyson also attributes the success of the station to the quality of the

music over the last 10 years.

WGN(AM) has been on the air since 1924. "'WGN is Chicago' is one of our slogans," said Lorna Gladstone, program manager. "We hope that people associate us with the station they can depend on for all of their needs."

Describing the radio station is a tougher task, said Gladstone. "Unlike most radio stations, we don't have just one format and we don't do just one thing," she said. The station is more a variety of things, including talk, news, sports, music, weather. WGN is not a talk station in the conventional sense of the word, she said, stating that they hire personalities and then let them do whatever they do well on the air.

As for a music policy, Gladstone said the only policy is that "it be immediately recognizable to somebody, somewhere." As for the rest, a personality can play anything from any era. "What we mostly do," she said, "is react to the mood and the feel of any given day."

The station portrays itself as "unabashedly adult," but has no real format competition in the market. The station belief, she said, is that better radio



Seated: Glenn Serafin, Kathy Marien, Tim Menowsky. *Standing:* Ken O'Rorke, Brayton Johnson. *Not Pictured:* Jeanette Tully, Jay Goodwin.

BUY. SELL. TRADE. FINANCE.

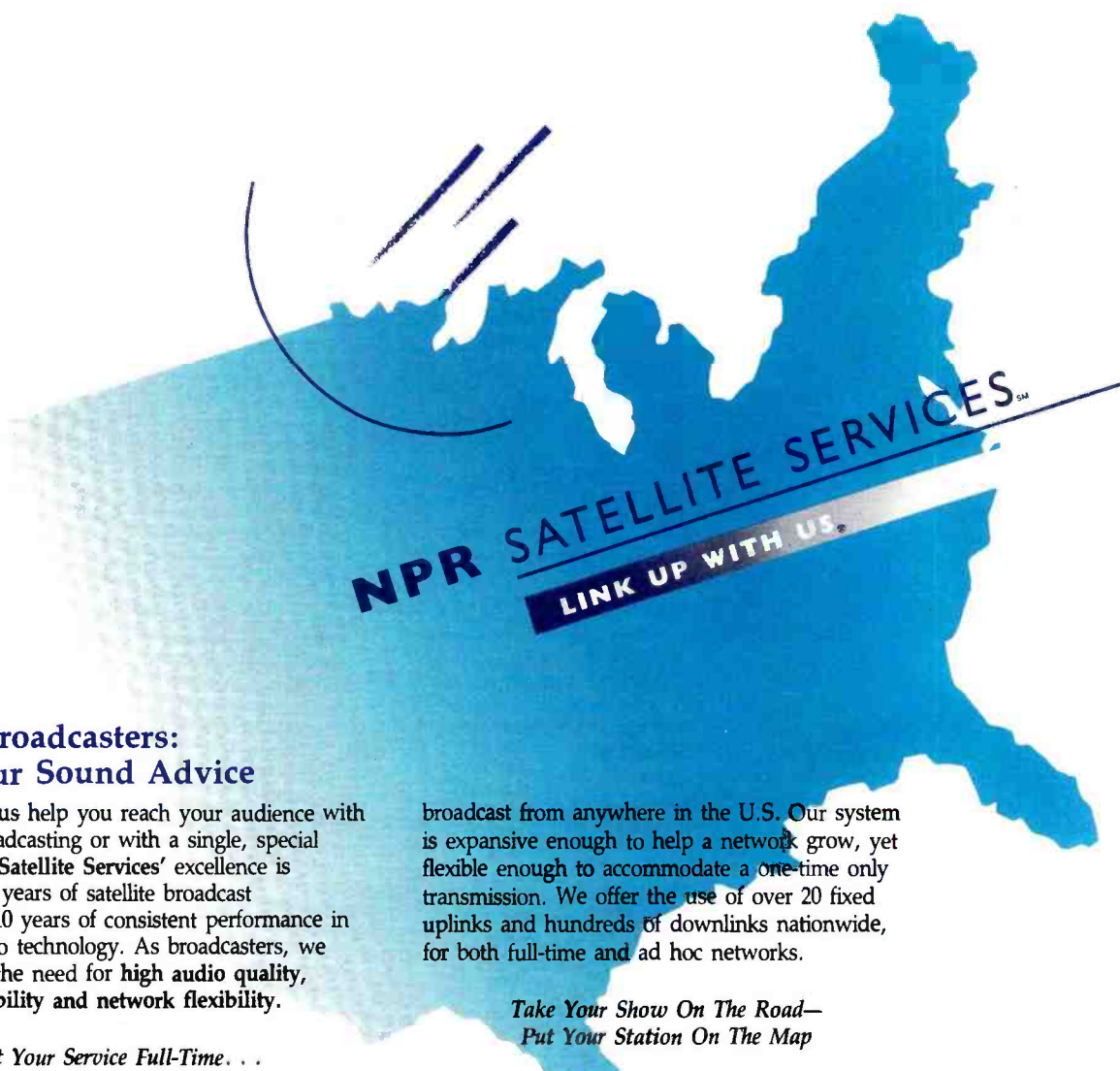
See us at the Westin Hotel Copley Place
in Suite 2812



COMMUNICATIONS
EQUITY
ASSOCIATES

(813) 222-8844

CEA is a member of the National Association of Securities Dealers, Inc.
and its professional associates are registered with the NASD. Member SIPC.



NPR SATELLITE SERVICESSM

LINK UP WITH US.

Radio Broadcasters: Take Our Sound Advice

... and let us help you reach your audience with full-time broadcasting or with a single, special event. NPR Satellite Services' excellence is rooted in 10 years of satellite broadcast experience, 10 years of consistent performance in satellite audio technology. As broadcasters, we understand the need for **high audio quality, system reliability and network flexibility.**

At Your Service Full-Time...

We operate the first full-time, multiple channel radio satellite distribution system in the nation with the flexibility to provide **superb technical quality and instantaneous reach to both regional and national markets.** We offer full-time space on Westar IV—space tailored to your station's or network's needs. Our broad range of services includes single channel per carrier (SCPC) service for high-quality, wideband and narrowband audio.

At Your Service on Occasion...

NPR Satellite Services provides occasional audio transmission via a number of satellites, including Westar IV, Satcom IR, and Galaxy II. By using both fixed and transportable uplinks, NPR Satellite Services can deliver a high-quality

broadcast from anywhere in the U.S. Our system is expansive enough to help a network grow, yet flexible enough to accommodate a one-time only transmission. We offer the use of over 20 fixed uplinks and hundreds of downlinks nationwide, for both full-time and ad hoc networks.

Take Your Show On The Road— Put Your Station On The Map

NPR Satellite Services can help you originate programming from anywhere in the nation and deliver it right to your doorstep. By using both fixed and transportable uplinks, NPR Satellite Services makes it possible for you to **transmit live coverage of the nation's most entertaining and newsworthy events—** from Mardi Gras to the 1990 Economic Summit of Industrialized Nations, in Houston.

Remote broadcasts from exotic locations, music conventions and sporting events are known audience and revenue builders. Share costs with other radio stations, arrange tradeout with sponsors, and use our contacts. Expand and grow by **taking full advantage of our system's flexibility, versatility, and affordability.** The bottom line will never look better.



NPR SATELLITE SERVICESSM

2025 M Street, NW, Washington, DC 20036 (202) 822-2626

on AM is a plus for them. As a testimonial to that belief, there is a story told by WMAQ(AM) staff that WGN welcomed them to the market with a dozen pizzas in the newsroom, with a note attached that read: "Do well, but don't do too well."

Another mainstay in the Chicago market for 23 years is CBS' all news WBBM(AM). Wayne Jefferson, vice president and general manager, sees the station as having created a "niche" for itself over the years. "We are the place people tune to when they want to find out what affects their lives, be it in Baghdad or down the street," he said. For the industry in general, and for the station in particular, the aging of the population is a benefit. "As the audience becomes more educated and informed, they tune to us," he said. "That is why stations like ours will continue to be healthy."

Chris Berry, director of news and programming, believes they have created a "real Midwestern feeling to the station. We don't just throw the news at listeners. We try to present it in a way that is friendly," he said.



Spike O'Dell, WGN(AM)

As for the entry of Westinghouse into the marketplace, Jefferson admits some concern, but believes in the strength of WBBM's product. "Traditionally, Westinghouse does a very good job with news," he said, "and I will admit there is some exposure there, certainly not to be ignored, but they have 22 years of catching up to do—and it won't be easy." Said Berry: "In some ways, it has made our on-the-street staff more

competitive."

Westinghouse seems ready for the challenge. WMAQ(AM) has moved to state-of-the-art studios in the NBC Tower. "It is in the culture of Group W to do news radio," said Rick Starr, vice president and general manager. "We are facing a very good competitor, but we think both WBBM and WMAQ can survive very nicely."

From a programming standpoint, the station has been programmed in the traditional Westinghouse mold: no features, no carriage of network news, but 20-minute news cycles. The station is affiliated with NBC Radio, Associated Press Network News and the CNN Radio Network.

According to Starr, the station is right on track with its ratings projections. "We signed on with a 400,000 cume, we now have 750,000," said Starr. "that is not enough. Eventually we need over a million." A study of their audience, he said, reveals that half of them do not listen to WBBM. More importantly, that means that the station has designed a product which is distinct enough from their competition to attract

Let's Talk Facts

Fact: Due to tensions in the Middle East, over 20,000 U.S. Army Reservists are being called to duty.

Fact: They will be performing critical missions both in the United States and overseas.

Fact: They are trained and willing to serve our country in the event of any emergency.

Fact: These soldiers and their families live and work in your local community. They deserve your support.

Army Reserve soldiers—along with their families, friends and neighbors—live and work in your market area. Your audience wants to know the facts.

A complete series of video and audio PSAs and news releases, short subjects and even full-length, half-hour programming on the Army Reserve is available free to media outlets. These products highlight the skill and training of Army Reserve soldiers and their unique contribution to our changing national defense.

To obtain your free products, simply clip out the coupon below and mail to: Chief, Army Reserve, Office of Public Affairs, Room 1E432, The Pentagon, Washington, DC. 20310.

I am interested in receiving copies of the following:

- | | |
|--|--|
| <input type="checkbox"/> Video News Releases | <input type="checkbox"/> Radio PSAs |
| <input type="checkbox"/> Radio News Releases | <input type="checkbox"/> Video Short Subjects |
| <input type="checkbox"/> TV PSAs | <input type="checkbox"/> Video Half-Hour Programming |

(Please Print or Type)
(Name) _____

(Station/Company) _____

(Address) _____

(State) _____

(Zip) _____

(Daytime Phone Number) _____

STEVE KNOWS RADIO!

SHOULDN'T YOU GET TO KNOW STEVE?

"It's what the people want! We're talking about information the average person can't get without listening to Steve. Sounds like a powerhouse for the future!" — *Bill Mitchell, General Manager, WKEW, Greensboro, NC*

"Good, intelligent calls, good intelligent talk radio; issues people really care about. We're very happy!" — *Mart Webber, Operations Manager, WPBR, Palm Beach, FL*

"Straight, smooth, informative, entertaining without trying to sensationalize! It's doing very well for us!" — *Mike Edwards, Program/News Director, KTBB, Tyler, TX*

"Albany, Schenectady, Troy—the whole New York Capital District—loves the diversity, Steve's ability to deal with a wide range of issues . . ." — *Gary Austin, Program/News Director, WQBK, Albany, NY*

"The Michi-ana audience has given a phenomenal response to the addition of Steve Crowley to the Talk Radio 1580 line up!" — *Debra Van Mele, VP/General Manager, WAMI, South Bend, IN*

These programmers already know that "Steve Crowley's American Scene" is a big hit—with listeners and advertisers. His Main Street style makes issues, information and advice timely and understandable.

Steve's 2-hour show delivers come and mid-day revenues, too! Broadcast live Monday-Friday, 2:00-4:00 pm on SATCOM 1R. Call Ben Avery at (800) 783-2772, and be in the know.

STEVE CROWLEY'S "AMERICAN SCENE"

Live From The Walt Disney World Radio Studios • Crowley Broadcasting Company, Inc., 5100 N.W. 33rd Avenue, Suite 155, Ft. Lauderdale, FL 33309 (800) 783-2772



a new body of people who never listened to all-news radio before. The station also carries the Chicago White Sox games, which gives it more opportunities for promotional involvements.

Apart from designing the news product, the station has invested heavily in an extensive marketing campaign. Said Starr: "The marketing is entirely different than that of any other of the mature

Westinghouse properties. We need to induce trial and sampling by people who have never seen the need to use a news station."

Yet another station on the move on the AM band is WLUP. Anchored by morning drive personality, Jonathan Brandmeier, the station boasts a blend of "broadcast funnymen." Among its lineup: Kevin Matthews, comedian and im-

personator; Steve Dahl and Garry Meier, social satirists and comedians, and Chet Coppock, sportscaster.

Lawrence Wert, vice president and general manager of the AM and co-owned FM station, believes the audience has come to expect "the unexpected, fun, intelligence and craziness," from "The Loop AM."

The programming can be heard in 37 states at night, said Wert, the station has a 50 kw, easterly directional antenna. Wert said he has received letters from listeners as far away as Norway.

As for the Chicago community, the station is perceived as "the hip, cool place to listen," said Wert. "We have fun; at times we are irreverent. The level of creativity and spontaneity is infectious. We work very hard to be all this, and we plan to continue and hope we can grow."

"The Loop FM" as WLUP-FM is called, is programmed as personality-oriented rock, said Wert. The morning show is a simulcast of Jonathan Brandmeier. "The rest is a blend of rock 'n' roll and personality," Wert said.

"The Killer Bee" as WBBM-FM is known in Chicago, broke into CHR in May, 1982. Tom Matheson, vice president and general manager, took over in May, 1989, with the premise of turning the station into a "giant, monstrous, legendary CHR station. That is what Chicago has lacked for years," he said. "The charge was to build from our million come and try to break some ground with new listeners."

The station has established a "real street attitude" said Matheson, with promotions running from a bumper sticker campaign to a presence in local clubs and city festivals.

The morning team, Ed Volkman and Joe Bohannon (Eddie and JoBo) have a weekly feature called *Confessional Wednesday*. Listeners call in to the station and confess their transgressions on the air. The calls, said Matheson, are "amazing." He cited one example of a Chicago Transit Authority worker who called to confess that he occasionally pocketed \$300-\$400 by placing an out-of-order sign on the fare box of the bus he drove and keeping for himself the money he collected for a day.

On a more community-oriented note, they are overseeing the progress of a woman they sent back to college on a scholarship. Her only condition: she must get all B's.

Said Matheson: "The image of the station is fun, excitement, entertainment—Chicago. People turn us on when they want to have a good time." —LC

NewsTALKRadio

NETWORK

Looking for something fresh in Talk Radio? Need programming to replace ABC? Want to really excite your listeners?

Live, from the nation's capital, the Newstalk Radio Network now provides 20 hours of top notch, issue oriented programming every day.

- Interesting and thought provoking hosts, no shock radio here!
- Providing your listeners the chance to talk daily to the movers and shakers.
- Choice of four unique, lively shows with strong listener appeal.
- Network product with local stations in mind.
- Reduced inventory load of three network minutes per hour.
- Offered on Satcom 1R.

For market exclusivity and a demo call today.

Ask for Bill Trombley at (301) 587-9222.

NTR

NAB Radio '90 - Booth 504

HEALTH NEWSFEED

RADIO REPORTS VIA SATELLITE FROM
THE JOHNS HOPKINS MEDICAL INSTITUTIONS

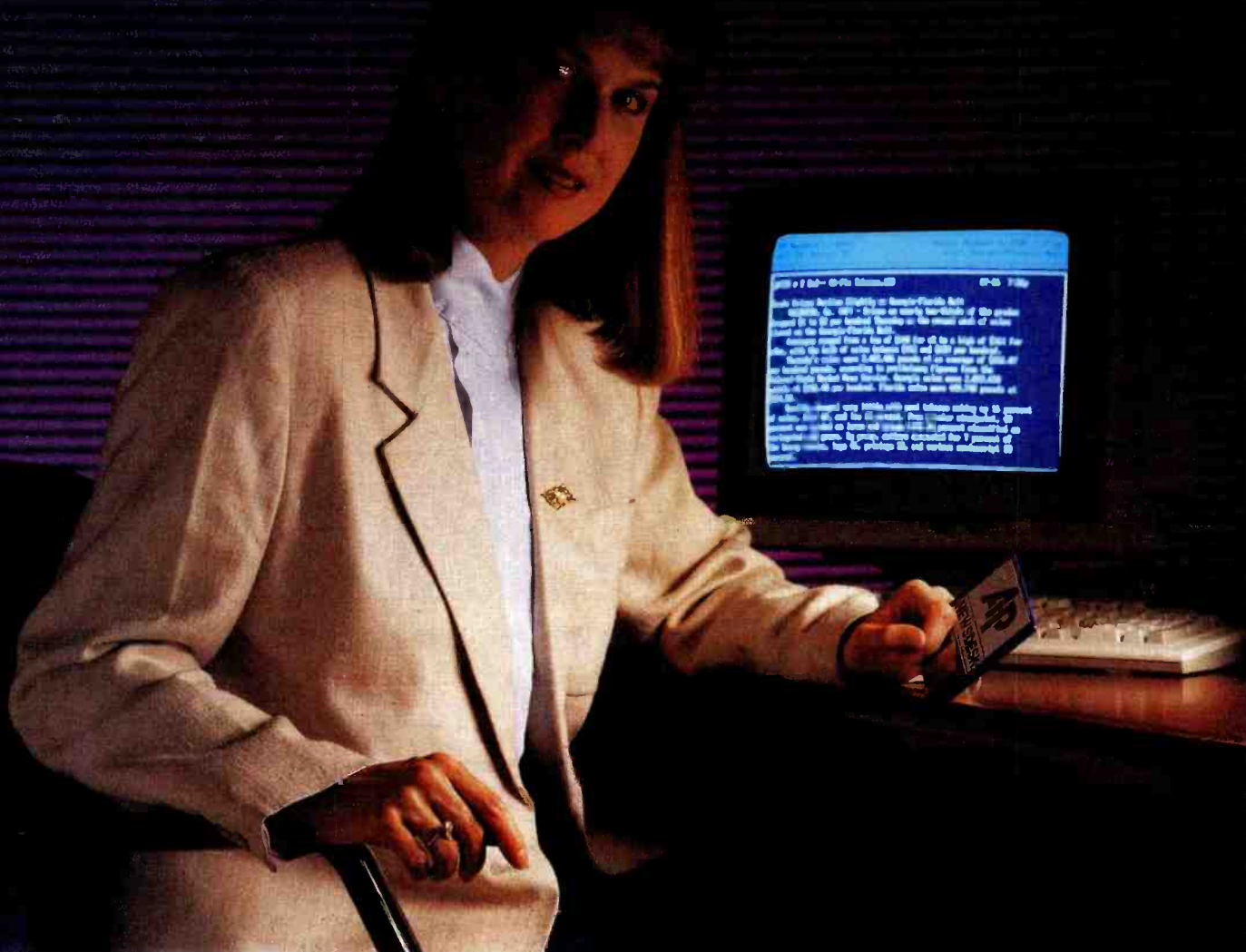
Broadcast-quality wraps and cuts on timely medical and health topics, designed to fit into your newscasts. Information your listeners want, on subjects such as:

- AIDS
- ALZHEIMER'S DISEASE
- HEART TRANSPLANTS
- HIGH-RISK PREGNANCY
- HEALTH CARE COSTS
- ALCOHOLISM
- CANCER
- BIRTH CONTROL
- and much more.

The service is free, fed weekly in bulk via SATCOM 1R and WESTAR IV.
To find out more, call 301-955-2849.

“AP NewsDesk Is Like Having An Extra Pair Of Hands In The Newsroom.”

— Gail McKnight, News Director
WLTJ-FM, Detroit, Michigan



Time is precious in a one-person news department, especially when deadlines are tight.

AP NewsDesk helps you speed through updates of the latest news in seconds, making it easy to find those stories that appeal to the special interests of your audience.

And AP NewsDesk saves you more than time. It also saves you money. Designed to run on any IBM-compatible personal computer, AP NewsDesk lets you review, edit and print only the information you need.

See for yourself why AP NewsDesk is broadcasting's best-selling news management software. For a free demo disk and more information, call the Marketing Department of AP Broadcast Services at 1-800-821-4747.

AP Associated Press
Broadcast Services

This is where it all starts.

Developing ideas about world affairs is not always as simple as Black and White. You need a different perspective in order to relate. The Merida Report is a comprehensive five-minute report featuring Kevin Merida, a former White House correspondent who will offer an African-American perspective on news, through in-depth analysis on topical issues.

For more information and a FREE DEMO TAPE call (301) 925-4513.

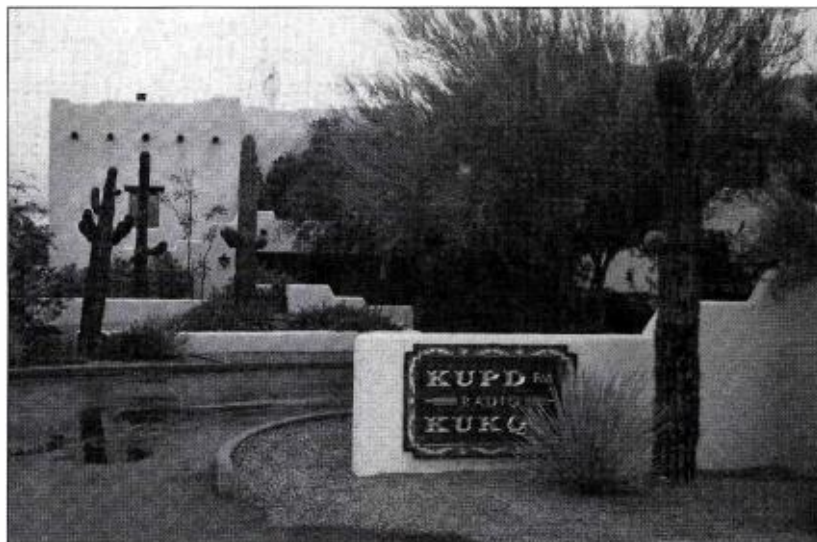
This great report is FREE to your station.



Brown Berry Productions, Inc.

1300 Mercantile Lane, Suite 139N
Landover, Maryland 20785
(301) 925-4513 • FAX (301) 925-8917

PHOENIX



KUKQ(AM)-KUPD(FM) Phoenix, Ariz.

The latest 1990 U.S. Census estimates show that Phoenix has grown to 971,565 residents since 1980, an explosion earning the Sun Belt city status as the nation's eighth largest metro area. Arbitron still ranks Phoenix 23rd in market size, but this is expected to shift upwards when final Census figures are tallied. Fueling this growth is the warm winter climate, relatively inexpensive housing and newly created jobs. As a result, the market enjoyed a prolonged period of double-digit economic growth—that is, until last year when the market's growth faltered, slipping it into stagnation.

Michael Owens, vice president and general manager of Phoenix market leader KNIX-FM, described the market as oversaturated and highly competitive. "It's pretty cut-throat," he told BROADCASTING. "It has been a growth market in the past and we're anticipating that it will be a growth market again, but it's pretty flat this year." The powerhouse country station, owned (with KCWW[AM]) by Owens' father, Buck Owens, got a 9.1 share in adults 12-plus, and consistently ranks first or second in its 25-54 target demo.

"Everything we do is geared to the 25-54 country adult listener," Owens said. "Our radio station is a very mass appeal station and we've been able to capitalize wonderfully on the popularity of Country. So in 25-54 we've been very dominant." Owens said the two keys to remaining on top of current country trends are research and consistency.

"We have to test the music with the audience, and we have to have continuity with our on-air presentation. We've been very consistent with our people here; many of our staff have been with us over 10 years. Listeners know what they're going to get when they tune in."

According to market research, KNIX-FM's listeners tune in for what Owens calls "stationality." While conceding that listeners primarily tune in for the music, he said that "the presentation, the information, the traffic watch, the morning guy, and just enough news, is what gives the station its personality. The listeners want to know what they're going to hear when they tune in, and we give it to them." For this reason, Owens said, the station's programming remains consistent throughout the day. "We don't daypart—what you hear is what you're going to hear 24 hours a day."

To maintain dominance in a highly competitive market situation, promotion is crucial, Owens said. Thus, KNIX uses heavy television 40 weeks a year, featuring station endorsements with such country artists as George Strait, Randy Travis and The Judds. KNIX also publishes *Country Spirit*, a monthly newspaper available free throughout the market. The station also maintains a direct mail data base of 60,000 listeners. "We're trying to be more than just a radio station," Owens said. "Clients can buy commercial spots, but they can tie it in with a print ad in *Spirit* magazine, or they can send out a coupon to our data base. This has given us a real

advantage in putting us above the competition in this town."

News/Talk formatted KTAR(AM) and AC KKL(FM) both ranked among the top five stations in Phoenix, pulling an 8.6 and 5.1, 12-plus shares, respectively. KTAR operations manager Scott Burton said that the station's great success rests on resident's need to know what's happening both locally and statewide. "They want to keep in step with what's going on, more than just listening to the news," he said. "We're an information source and we go more in-depth than the newspapers or TV, and we let the listeners be a part of it."

KTAR programs a full morning drive news program from 5:30 a.m. to 9 a.m., plus a full complement of sports. Following the news block the station runs talk programming from 9 a.m. to noon, and between 1 p.m. and 3 p.m. This is complemented with network talk programming, including Mutual's Larry King and *America in the Morning* with Jim Bohannon. Weekends are inundated with sports, including the Phoenix Cardinals and Arizona State University football and basketball.

Burton said that the station's top priority is to provide the most comprehensive news possible, and to this end the news department is expanding. "We have three news vehicles on the streets and have just put a new traffic helicopter in the sky. We also do a lot of investigative work. We covered the [former governor or Arizona] Evan Mecham impeachment hearings, and during the upcoming campaign we're going to have the two gubernatorial candidates on the air on a live call-in program."

Across the hall, KKL(FM) (K-Lite) operations director Marc McCoy characterized the "pursuit of the 25-54 listener" as his greatest challenge. "We have a lot of stations fighting for the 25-54 adult," including four AC's. "K-Lite is the softest of the four, and while our target generally is the middle of 25-54, we're specifically going after adults 35-44. The other AC's tend to target a little bit younger, but our older target tends to make us softer."

Consistency, longevity and experience in the format help make KKL(FM) the success that it is, McCoy said. "We've been the most consistent station in this format staying on target with our marketing and on-air positioning," he said. When AC newcomer KMEO-FM altered its programming to slip into the AC format, McCoy said, he made a conscientious effort to make "no on-air adjustment, other than to remain constantly aware of what the competition... was do-



Michael Owens

ing."

That competition includes Group W's KMEO-FM, which, over the past 18 months has evolved from an easy listening station into an AC one—with a short stint as an "Adult Spectrum Radio" station in between. Rick Green, vice president and general manager, said that the shift to ASR, and eventually AC, resulted first from a Group W decision to use the company's extensive library of custom-produced instrumental covers, followed by a research-driven decision to play up to 75% vocals. "Our research told us to concentrate on the favorite songs of the core demo, which is 35-54 adults, skewing toward women," Green said.

KMEO-FM's music is locally programmed, incorporating a heavy mix of vocals with some commercial and custom instrumentals.

"We're a soft AC, much softer than a Hot AC," Green said. "The marketing difference is in how you select the era of the music you feature. K-Lite is soft AC with 1960's and some current music, while our focus is '70s and '80s. We do feature some new instrumental artists, but they have to fit in with what we are. We also play some current music, like Linda Ronstadt and Aaron Neville, but we don't 'feature' it on the station."

The leading AOR outlet in Phoenix is Tri-State Broadcasting's KUPD-FM, which pulled a 6.7, 12-plus share in the spring Arbitron book. The station's target demo is 18-34, "but we have dominated the 18-24 niche for years, especially those listeners in high school and college," according to vice president and station manager Lloyd Melton. He said that KUPD-FM's image is that of a "take it to the street, get down and dirty" station. "We want to be wherever our listener eats, plays, and goes for entertainment and relaxation. We're at the races, the concerts—everywhere he is. We go after the 18-24 core listener,



Nancy Reynolds

positioning ourselves as the place to tune to have fun."

Melton described the station's programming as a "democratic setup ruled by a dictator." The station focuses on "grass-roots AOR, fluctuating between currents and some classic rock cuts," but Melton said he feels no obligation to add a specific amount of new music each week. The democracy part of the station's autocratic programming rests with the air personalities, who have "com-

"Zapnews is the answer to a small market owner's prayers"

**- John Bulmer
President,
Bulmer Communications:
WZOO, Ashtabula, Ohio
WHMQ, Findlay, Ohio
WBZR, Logansport, Indiana**

**Warning: The savings
may be habit-forming.**

1-800-525-2175

**Z
zapnews**

**The news you need.
No more. No less.**

plete freedom within their show, as long as they follow a prescribed music structure," Melton said.

The CHR battle in Phoenix is being waged between KOY-FM and KZZP-FM. In the spring Arbitron book, KOY-FM came out on top, largely because of the popularity of morning jock Bruce Kelly, whom KOY-FM picked up when the competition dropped him. "They shot themselves in the foot and we picked him up," said Nancy Reynolds, KOY-FM vice president and general manager. "When Power [KZZP-FM] let him go and we got him, almost immediately we went from worst to first."

Reynolds candidly admits that KOY-FM's rapid rise in the ratings is due primarily to Kelly's phenomenal market appeal, but she also credits operations manager/program director Jay Stevens and consultant Jerry Clifton as having the ears to program the "right on-air mix." The station's target demo primarily skews toward women 18-34, "but we like to think of ourselves as womb-to-tomb, basket-to-casket," she said.

The Edens Broadcasting outlet has a long-standing community service image,



Andy Ludlum

which Reynolds said is maintained in every KOY-FM promotion. "Our attitude is promote, promote, promote." Recent examples of this spirit range from the week Bruce Kelly spent living on the Phoenix streets in order to illustrate the plight of the city's homeless, to a Bowl-A-Buddy event, where listeners rolled their friends on skateboards into bowling pins.

The music, which leans toward dance CHR, is researched through call-out



J. Shannon Sweatte

tests of music hooks, record sale data, passive call-out research, "and a lot of gut feel," said Stevens. He said that the CHR war in the future is going to be much more focused on the station than the music, "so we have to remain very promotion-conscious and maintain a presence at every major community event."

-REB

SEATTLE

Double-digit economic growth is the main story in Seattle, where a great population influx from southern California has led to great disdain for the "C" word. The city has a population base of 512,094 residents, with a metro population of 2,186,300. The surge of employment in the aeronautic and computer industries, primarily at the Boeing plant just south of the city and the new "Silicon Valley" in Bellevue, as well as expansion of Pacific rim shipping, has fueled a new industrial orientation for this Northwest boomtown. Additionally, the city's scenic location on Puget Sound, with Lake Washington and the Cascade Mountains to the East and Mount Rainier to the South, create a geographic beauty that holds newcomers and natives alike.

The top station in the market, according to the spring Arbitron book, was Bonneville's News/Talk outlet KIRO(AM), Andy Ludlum, station vice president, news and programing, said that KIRO's great strength lies in "identifying the key service areas that Seattle listeners are looking for, so we can provide them with what they want." These include traffic, time, weather, sports and local and national news, and the station imparts an "interrupt-the-news-for-the-news" philosophy, he said.

The station leads with news programing in morning drive, beginning at 4:30 a.m., followed by midday talk with Jim

Chesley Maddox & Associates, Incorporated

Creative Solutions for a Changing Environment

The rules may have changed, but you can still play the game.

Chesley Maddox & Associates, Incorporated offers broadcast investors creative options in a complicated financial environment.

- new acquisitions
- refinancing
- restructuring credits
- financing equipment purchases and leases

Chesley Maddox & Associates, Incorporated

CMA

3202 Terminal Tower
Cleveland, Ohio 44113
216.241.0900

476 Murdock Avenue
Meriden, Connecticut 06450
203.634.2310

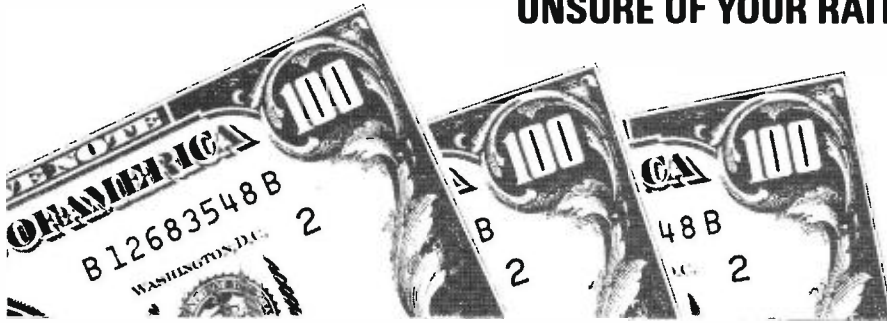
General Managers & Sales Managers

ARE YOU:

SOLD OUT BUT UNDER BUDGET?

HOT IN THE MORNING, COLD IN MID-DAY?

UNSURE OF YOUR RATE STRUCTURE?



Now available from RCS, a simple software solution that takes the guesswork out of pricing and managing your inventory. Designed from the ground up by radio broadcasters to make your station make more money, starting now.

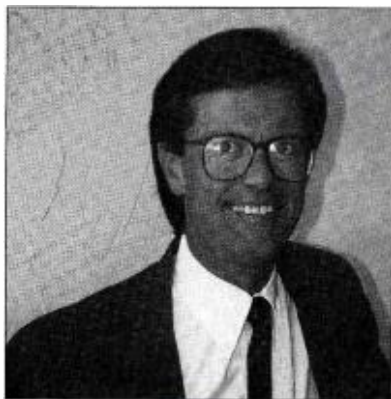
INCREASE PROFITABILITY.

MORE REVENUE FROM UNDERSOLD DAYPARTS.

INCREASE YOUR RATES.

PRO-RATE
MEGA RATES SOFTWARE FOR RADIO

RCS—The Selector People 2 Overhill Road, Suite 100, Scarsdale, NY 10583 (914) 723-8567



Fred Schumacher

French. An hour-long news update is broadcast at noon, followed by afternoon talk with Dave Ross, and then four more hours of news from 3 p.m. to 7 p.m. Night time programming consists of *KIRO Sportstalk* from 7 p.m. to 10 p.m., with NBC's Talknet filling the overnight hours. "We believe strongly that news is as much of a personality format as is CHR," Ludlum said.

KIRO's programming formula earned it a 9.5, 12-plus share in the last book, helping it rank first in metro cume, as well as its key 25-54 demo and its core 35-plus demo. Still, because of the nature of the news format, the station suffers from low time spent listening. "News/talk feeds more like a whale—it's not as targeted as other formats, so it has to take in a lot of plankton. News listeners usually tune in to get their fix, then move on. Our goal is to convert that cume to listening, so we have to continually evaluate each element of our programming."

The second-ranked station in Seattle, 12-plus, is Golden West's CHR-formatted KPLZ-FM. Characterizing the Seattle market as aggressive and progressive, J. Shannon Sweatte, vice president and



Mike O'Shea

general manager, said that his station has to be "more streetwise and more active than our competition," KUBE(FM). Sweatte said that KPLZ-FM is the "David Letterman of CHR stations, while KUBE is the Johnny Carson. We're hipper and fresher and we appeal to a younger, more hip listener."

KPLZ-FM program director Casey Keating said that the homogeneity of the Seattle market forces the station to program mass appeal music. "We play hits right down the middle, without leaning toward too much dance," he said. "Actually, KPLZ-FM and KUBE do such a good job covering the CHR audience that a dance-leaning station would have little chance in the market."

As with most high-powered CHR stations, KPLZ-FM maintains a strong market presence. Sweatte said that the station targets the standard 18-34 CHR demo, but leans a little more toward 18-24 at night. "We have to be on the cutting edge with our programming and the station has to be both visible in the marketplace and memorable in the listeners' minds," he said.

KUBE Michael O'Shea, vice president and general manager, echoes Sweatte's

comparison of the competing stations to Letterman and Carson, respectively. "We have an older, more mature, legacy-oriented air staff," he said. "Our morning guy, Charlie Brown, is much more established like Johnny Carson, compared to their David Letterman. Our prime demo is 18-34, but 25-34 is our biggest cell—and women 18-34 is our target. KPLZ gets about 50% of all teens in the market and we strategically target an upper demo mix." It is this subtle difference, O'Shea said, that keeps the two stations from engaging in all-out war.

KUBE's programming is guided heavily by research, all of it done in-house. "We test music hooks for currents and recurrences, and we research the market for attitudinal and perceptual feel," O'Shea said. "The music and the jocks are the product, but to distinguish ourselves we have to win in promotion. We make a conscious effort to be Seattle's CHR radio station, reflective of everything that happens in this city," he said.

The fourth-ranked station 12-plus (and second-ranked in the 25-54 demo) is Country-formatted KMPS-FM. Vice president and general manager Fred Schumacher said that, lacking an exceptionally high cume, the station's strength is based on a loyal country audience. "The key to our success is recycling our audience and increasing our time spent listening," he said. "You build audience loyalty over a long period of time, and if you do something wrong you can blow it very easily. People want to be a part of the listening experience and a lot of them leave the station on all day. Because of this, in exclusive cume we're almost always number one in our target audience."

The station targets the "straight-ahead 25-54," Schumacher said. "It used to lean more toward 30-50, but now we're starting to fill in the younger demos. We're a contemporary country station moving a little toward country rock, and our listeners are more interested in artists like Clint Black than Johnny Cash. We use a lot of perceptual studies, but much of the music is selected on gut feel and market knowledge." Schumacher credits program director Tim Murphy and music director Tony Thomas as being the backbone of a "smart, creative programming team."

Despite a strong on-air line-up, Schumacher still believes that the vitality of a country station lies in its product. "In terms of the four elements of what's important on-air, music ranks one through four," he said. "Personalities are important, but we keep talk to a

Right at Home

WITH MIKE McCLINTOCK

Right at Home is a free, saleable 60-second daily feature on topics ranging from home improvements, maintenance and repair to buying, selling, financing and much more. Provide your listeners with advice from the experts — the nation's home builders!

For more information on satellite and toll-free telephone distribution, call 24-hours **800-221-6242** (In Washington, D.C. and suburbs, 202-861-2970).

Right at Home is underwritten by the National Association of Home Builders.

minimum. The listeners want music, so we run songs 12 in a row, except for morning and afternoon drive."

Within the next few months Schumacher expects to have the first all-digital production studio in the market, "unless someone beats us to it." Components will consist of a PC and a DAT machine, which he said will preclude the need for big audio boards and tape machines.

In addition to Seattle's CHR tug-of-war, the market's top two AOR stations also are locked in battle. As Beau Phillips, general manager at KISW(FM), explained, "We have two AOR's and a classic rock, an EOR—if that really still exists—a new age station and two strong CHR's, as well as five oldies stations, all going after the same audience."

The state of war between KISW and rival KXRX(FM) is grounded in the state of AOR music, which Phillips characterized as "dismal." The product being dealt to AOR stations is so bleak, he said, that personalities are becoming as critical to the listeners as the music. Still, Phillips said that the music position still is first and foremost in the listeners' mind and guided considerably by program director Steve Young and, despite the "lack of good AOR product, we feel we're strongly positioned musically."

KISW targets an 18-34 audience, focusing on 18-34 men after 7 p.m. "A well-programmed AOR clearly should do major

damage to men 25-38, and that's the target we're all gunning for, including [Classic Rock-formatted] KZOK," Phillips said.

Because of the commonality in current music product between the two AOR's, Phillips said the battle largely is won and lost in marketing strategy. "You need to manipulate the methodology to market to a perception, to keep your station top-of-mind. If your product is healthy, the marketing is going to be the differentiation."

Steve West, general manager at KXRX, agreed that competition between the two AOR's was "fierce," but downplayed the heat between the two because KXRX "goes after a much more upscale listener than KISW, and we're personality-oriented."

Community involvement is what West says makes KXRX stand out with its listeners. "We're very actively involved in just about anything that comes along," he said.

KXRX's target demo is 23-40, skewed 65%-75% toward men. The station conducts no call-out research, relying instead on strategic studies of the marketplace, focus groups and testing. In lieu of a dearth of good AOR product, West said that the personality aspect "creates a tremendous loyalty factor to the air staff, so we just try to balance whatever the best product is that's available at any given time—and let the music stations do their thing."

-REB

NAB'S BIGGEST-EVER RADIO SHOW

The National Association of Broadcasters is counting on a record attendance, a sold-out exhibit hall, and a stellar lineup of speakers to make Radio '90 its best radio-only convention yet. Commencing this week in Boston, the four-day show (Sept. 12-15) sports an expansive agenda that is designed to address the needs of all segments of the industry.

Again this year, the NAB will feature a keynote speaker for each area of interest. On Wednesday, Sept. 12, the opening general session will feature Ken Dychtwald, author of *Age Wave*; radio management executives can hear entrepreneur and billionaire H. Ross Perot, and programing advice comes from ABC Radio Networks news commentator, Paul Harvey.

Broadcast equipment manufacturers

have booked a record 40,800 square feet of exhibit space for the convention. According to the NAB, 185 companies will be exhibiting their wares.

Radio programers will have a varied agenda to choose from as well, with 29 sessions scheduled for their area. The NAB is featuring 18 format forums: soft A/C; newstalk; new A/C; Spanish; non-commercial; classic rock; CHR; AOR; A/C; full service; easy listening; dance; religious; country; urban; nostalgia; classical, and oldies.

Closing the gathering will be the second annual Marconi Radio Awards Show. The NAB is making tickets available for radio broadcasters wishing to attend the Marconi's, even if they are not attending the Radio 1990 Convention.

The complete agenda and list of exhibitors follows.

THANKS BROADCASTERS!

We're celebrating our 11th year of uninterrupted broadcasting!



Sonny Bloch

is America's premiere consumer advocate on radio. He talks with your listeners about Money, Business, Real Estate and Life.

Here is what we can provide you now:

- 18 hours, six days per week, live two-way talk programming.
- A one-hour per day live afternoon drive time business news show with lots of holes for your local traffic, weather and news. (Optional, no dead air!)
- Several satellite feeds to choose from.
- 12 local avail spots for your advertisers per hour.
- A proven ratings and revenue builder. (Documented)
- We are now heard in over 150 cities!

Call me for clearance in your market!

Susan Passarelli 1-212-582-1500

Scott Lockwood Enterprises

International Broadcast Consultation

new ideas

FOR AMERICAN BROADCASTERS

call us today ...

714/241 - 1111

ON THE AGENDA IN BOSTON

Wednesday, Sept 12

All sessions are in the Hynes Convention Center, unless otherwise noted.

12:15-12:45 p.m. (Room 301, Hynes Convention Center) Radio 1990 "Sneak Preview" for International Guests and Newcomers.

1-3 p.m. (Rm. 306) Writing and Producing Radio Comedy with Dan O'Day.

3:15-4:30 p.m. (Rm. 302) Opening General Session featuring Ken Dychtwald, author of "Age Wave" (presented by the CBS Radio Division).

4:45-5:45 p.m. (Rm. 302) Digital Audio Broadcasting: Friend or Foe?

6 p.m. (Marriott Copley Place, Grand Ballroom) Opening Reception—Boston Marriott/Copley Place (sponsored by Westwood One).

Thursday, Sept. 13

8 a.m.-5 p.m. (Rm. 200) 22nd AM Directional Antenna Seminar

9-10 a.m. ■ PROGRAMING: (Rm. 313) *Finding Your Niche.*

■ SALES/MARKETING: (Rm. 311) *Selling Toward a New Century.*

■ MANAGEMENT/OPERATIONS: (Rm. 309) *Secrets of Power Negotiating*; (Rm. 310) *Judging and Developing Qualified EEO Applicants.*

10:30-11:40 a.m. ■ PROGRAMING: *Format Forums—Soft AC* (Rm. 313), *News/Talk* (Rm. 309); *How to React To A Disaster* (Rm. 301); *How To Use Music and Program Research at Your Station* (Rm. 302).

■ SALES/MARKETING: *Using Outdoor Media Effectively* (Rm. 310); *Telemarketing Trendsetting* (Rm. 306).

■ MANAGEMENT/OPERATIONS: *Tough Calls! Making Ethical Business Decisions* (Rm. 311); *AM and FM Improvement: New Stations and New Opportunities* (Rm. 312).

Noon-1:45 p.m. (Hynes C.C. Ballroom) Crystal Radio Awards Luncheon (sponsored by AP Broadcast Services).

2-3:10 p.m. ■ PROGRAMING: *Format forums—New AC* (Rm. 309), *Spanish* (Rm. 303), *Noncommercial* (Rm. 301), *Classic Rock* (Rm. 310).

■ SALES/MARKETING: (Rm. 311) *Developing A Winning Marketing Plan.*

■ MANAGEMENT/SALES: (Rm. 313) *Washington Update: Who Are the Players and What Are the Issues?*

3:30-4:40 p.m. ■ PROGRAMING: (Rm. 311) *How to Use a Consultant: Format Forums—Full Service* (Rm. 313), *Dance* (Rm. 301), *EZ Listening* (303), *AC* (309).

■ SALES/MARKETING: (Rm. 302) *Retail Selling: Your Profit in the '90s.*

■ MANAGEMENT/OPERATIONS: (Rm. 306) *How to Take Your Station Close to the Customer*; (Rm. 312) *The '90s—Financial Workouts: The Good...The Bad...The Creative.*

■ ENGINEERING: (206) *Engineering Management: Dealing with Difficult Employees.*

4:30-6 p.m. Exhibit Hall Carnival

Friday, Sept. 14

8 a.m.-5 p.m. (Rm. 200) 22nd AM Directional Antenna Seminar

9-10:10 a.m. ■ PROGRAMING: (Rm. 311) *How To Be a Better Programming Manager.*

■ SALES/MARKETING: (Rm. 310) *Contests, Lotteries and Political Spots: New Advertising Laws for Broadcasters*; (Rm. 302) *Value-Added Selling.*

■ MANAGEMENT/OPERATIONS: (Rm. 312) *Finding Money in the Credit Crunch.*

10:30-11:40 a.m. ■ PROGRAMING: (Rm. 302) *How to Use Programming Tactics to Get Good Ratings.*

■ SALES/MARKETING: (Rm. 309) *Creating a Profit Center From Your Promotions Department.*

■ MANAGEMENT/OPERATIONS: (Rm. 312) *Buying and Operating a Small Market Station*; (Rm. 310) *DAB and the Future of Radio: A Federal Perspective*; (Rm. 309) *Creating a Profit Center from Your Promotion Department.*

Noon-1:45 p.m. (Hynes C.C. Ballroom) Radio Management Luncheon & Presentation of the National Radio Award. Keynote Speaker: H. Ross Perot (sponsored by the Interep Radio Store).

2-3:10 p.m. ■ PROGRAMING: *Format Forums—Oldies* (Rm. 306), *Country* (Rm. 313), *Religious* (Rm. 301), *CHR* (Rm. 309).

■ SALES/MARKETING: (Rm. 302) *Ratings Distortions: Where to Draw the Line in Station Promotions.*

■ MANAGEMENT/OPERATIONS: (Rm. 312) *Healing Business Diseases*; (Rm. 310) *Profits and Losses—America's Balance Sheet and Yours.*

■ ENGINEERING: (Rm. 206) *The Progress of Radio Receiver Technology.*

3:30-4:40 p.m. ■ PROGRAMING: *Format Forums—AOR* (Rm. 311), *Urban* (Rm. 313), *Classical* (Rm. 303), *Nostalgia* (Rm. 301).

■ SALES/MARKETING: (Rm. 302) *Driving Station Sales With Qualitative Research.*

■ MANAGEMENT/OPERATIONS: (Rm. 312) *The Effect of Debt and Leverage on Station Operations.*

■ ENGINEERING: (Rm. 206) *FM Engineering* (until 5 p.m.).

4:30-6 p.m. Programming and Production Showcase/Exhibit Hall Party

Saturday, Sept. 15

9-10:10 a.m. ■ PROGRAMING: (Rm. 302) *The Living Legends of Radio.*

■ SALES/MARKETING: (Rm. 309) *Negotiating Up...Down ...and Across.*

■ MANAGEMENT/OPERATIONS: (Rm. 312) *Group Heads Look Into the '90s.*

■ ENGINEERING: (Rm. 200) *AM Engineering* (until 10:30 a.m.).

10:30-11:40 a.m. (Rm. 302) "How to Relate to Your Audience." Speaker: Paul Harvey (sponsored by ABC Radio).

11:30-1 p.m. Exhibit Hall Walk-Around Lunch (sponsored by The Arbitron Co.).

1-2:10 p.m. ■ PROGRAMING: (Rm. 302) *Radio and the Music Industry Working Together.*

■ SALES/MARKETING: (Rm. 309) *Building the Model Sales Team of the Future.*

■ MANAGEMENT/OPERATIONS: (Rm. 312) *Opportunities in International Radio.*

■ ENGINEERING: (Rm. 206) *Increasing AM Quality and the FCC Proposals.*

2:30-3:40 p.m. ■ PROGRAMING: (Rm. 309) *How To Be a Personality*; (Rm. 312) *Small Market Programming Idea Bank.*

■ SALES/MARKETING: (Rm. 311) *1991's Hottest Sales Promotions.*

■ MANAGEMENT/OPERATIONS: (Rm. 302) *Digital Audio Broadcasting: Friend or Foe?* (repeat).

■ ENGINEERING: (Rm. 200) *Radio Technical Measurements.*

5:45-9:30 p.m.

Marconi Radio Awards—Wang Center/pre-show reception (sponsored by Film House) and awards show.

FREE Health News Feed

from the Children's Health News Network, a free, weekly radio news service, concentrating on prenatal, pediatric and adolescent health and medical topics.

The radio newsfeed service is offered by Children's National Medical Center in Washington, D.C., one of the nation's premier pediatric health care facilities.

For more information on this newsfeed, contact the

Children's Health News Network
at Children's National Medical Center,
(202) 939-4500.



WARNING:

DON'T COME TO BOOTH 128 ALONE.

Nobody will believe you when you tell them about *RadioTrack*—the amazing new airplay monitoring system that can help you out-program the competition.

You've been warned. Bring a witness.

RADIOTRACK
Play to win!

Radio '90 Booth 128-132

1515 Broadway, New York, NY 10036 □ 212-536-5378

WHERE THE EXHIBITORS ARE AT RADIO 1990

Accu-Weather	536	Dictaphone	1125	National Guard Bureau	1309,1311
AFCCE	735	Dielectric Communications	231	National Supervisory Network	1416
Aircraft Music Library	456,458	Direct Mail Express	1113,1115	Nautel	1227
AKG Acoustics/Orban	400	Discovery Systems	143	Navel Reserve Recruiting	1321
Alatronics	1222,1224	Drake-Chenault	644	News Technology	636
Alto Communications	528	Eagle Marketing	318	Northeast Broadcast Lab	1227
American Radio Networks	157,159	EG&G Electro-Optics	413	NPR Satellite Services	540
American Women in Radio & Television	1327	Electronics Research	750,752,754,756	NTR Network	504
Apex Incentive Travel	1031	Eventide	654	Olympia Networks	1117,1119
Arbitron	152	Explosive Promotions	1132	Omnia Group	1129
Toby Arnold & Associates	102	FCC/FEMA	1313	OMNIMUSIC	1208
Arrakis Systems	512,514	FIDELIPAC	356	Dick Orkin's Radio Ranch	1212
AP Broadcast Services	801	Film House	163,165	Otari	1221
Associated Production Music	240	FirstCam	1109,1111	Parsons Audio	1222,1224
ATI-Audio Technologies	546,548	Flash Technology	1210	Production Garden Library	652
Audio Broadcast Group	245,247	FMX/Broadcast Technology Partners	314,316	Profit Plus	647
Audio Precision	1222,1224	Focal Press	315	Promotional Ventures	1409
Audiopak	757	GE Amerigon Communications	311,313	QEI Corp.	746,748
Auditronics	1128	Gentner Electronics	300	Radio Advertising Bureau	751,753
Autogram	511	Gerstmann Software	658	Radio Computing Services	317,319,321
Automated Media Research	1033	Gold Media Group	744	Radio Et cetera	454
AVR	1413	Holland Broadcast Services	1232	Radio Express	179,181
BIA/Frazier, Gross & Kadlec	1014	Harris Allied Broadcast Equipment	350	RadioMail	415
BPME	1303	Hazel's Fantasy Factory	161	Radio Systems	112
Barrett Associates	508	HLC/Killer Music	1204,1206	Radio Track	128,130,132
Belar Electronics	515	Hospitality Promotions	137	RadioWare	167,169
Benchmark Media Systems	738	Hungerford, Aldrin, Nichols	1317	Register Data Systems	306
Berry Best Services	212,214	IDB Communications	1215	RRN	218
Birch/Scarborough Research	833	IGM Communications	811,813	S&S Broadcast Software	1011,1013
Bonneville Broadcasting Systems	552	Image Point Productions	145,147	Sacred Heart Program	919
BPI Entertainment News Wire	513	Imagination Stations	225,227	Satellite Music Network	1019
Bradley Broadcast	649,651	In All Seriousness	104	SCA Promotions	411
British Broadcasting Corp.	1325	International Demographics	406	Scientific Atlanta	1133,1135
Broadcast Communications	740	International Tapetronics	320,322	Sentry Systems	419,421
BFMA/BCA	1315	Intraplex	1216	Sheridan Broadcasting Networks	755
Broadcast Data Systems	128,130,132	JAM Creative Productions	1127	Shively Labs	1016,1018
Broadcast Electronics	1003	Jampro Antennas	1123	Sound Ideas	749
Broadcast Marketing Services	516,518	Jefferson-Pilot Data Services	244	Strata Marketing	120
Broadcast Products	823	Kahn Communications	229	Studer Revox	551,553,555,557
Broadcast Programming	419,421	KEEPERS	645	Sun Radio Network	139,141
Broadcasters General Store	1412,1414	Kidwave Radio Network	736	SWR	1112
Broadcast Supply West	220,222	Kingdom Technology	1036	Tapscan	1203
Burk Technology	1027,1029	Kintronic Laboratories	1034	TeleMax Voice Systems	200
Business Radio Network	236	LDL Communications	815,817	Telos Systems	649
Cartwright Communications	1411	Lester Audio Labs	417	Teleplex	526
CPC Associates	1305	Leukemia Society of America	1329	Tennaplex Systems	1400,1402
CCA Electronics	1307	LPB	911	TFT	530
Central Tower	819	MacroMedia	1228	Edward Thompson Group	635
Century 21 Programing	914,916,918	Marketron	556	360 Systems	1408,1410
Church of Jesus Christ Latter Day Saints	183	Markits/SRCS	1214	TM Communications	337,339
Circuit Research Labs	1227	Marti Electronics	1218	Tri-Tech	1220
Columbia School of Broadcasting	1327	Master Software System	243	2B System Corp.	1202
Columbine Systems	136	Moxagrid	312	Unheard Of	1234
Communication Graphics	175,177	McClain Enterprises	643	U.S. Air Force Recruiting Service	502
Communications Data Services	517	Media Touch Systems	100	U.S. Army Reserve	1319
Computer Concepts	1032	Charles Michelson & Sons	1012	U.S. Tape & Label	171,173
Computer Engineering Associates	742	Modulation Sciences	1418	Unidyne Communications	1114,1116
Comrex	412	Mosley Associates	737,739	United Press International	226
Concept Productions	144,146,148	Motorola	1103,1105	Valentino Music & Sound Effect	1126
Continental Electronics	910,912	MRN Radio	149,151	W0Z	133,135
Corporate Computer Systems	216	Music Director Programing Service	1010	Weather Services	549
CRN International	452	National Association of College Broodcasters	1226	Welwood International	1107
Custom Business Systems	420	National Association of Home Builders	1323	Wheatstone	913,915,917
DALET	637,639			Worldwide Specialty Sales	640
Datacount	1209				
DATAWORLD	335				
Decision Inc.	206				

PROGRAMMING

PBS PACKS SOME FALL FIREWORKS

The Public Broadcasting Service is bringing out the heavy artillery in what PBS President Bruce Christensen has characterized as a "battle with mighty forces" (BROADCASTING, June 25). The programming service is introducing a number of programming and operational "firsts" designed to enhance and strengthen its 1990-91 season and market it more competitively against its commercial competition. In fact, it is fighting fire with fire.

These new strategies, a response to the increasing competition among an increasing number of programming outlets, include a "Showcase Week," advertising on commercial and cable networks, the launch of a home video label and the stripping of original, dramatic series.

PBS's first-ever Showcase Week will be held September 30-October 6, during which viewers will be encouraged to sample public television's returning "signature" series, including new episodes of *Masterpiece Theatre*, *Mystery*, *Frontline*, *Great Performances* (hosted by Spike Lee and Debbie Allen in a look at a cappella vocalizing), *Live From Lincoln Center*, *Nova* and *Nature*. Actor Paul Winfield will serve as on-air host for Showcase Week, appearing in prime-time breaks to talk about upcoming programs and promoting PBS.

According to Neil Mahrer, executive vice president and chief executive officer, PBS, "We've been the 'I only wish I'd known' network. Showcase Week gives us the opportunity to focus attention on what's coming up, and to let people know we have something for everyone."

John Grant, vice president of program scheduling and administration, said, "We're basically giving you the best of what's on PBS [during Showcase Week]. We decided to frame it in a way that might draw new viewers to us."

During the previous week, September 23-27, PBS will officially kick off its fall season with the airing of Ken Burns' nine-part *The Civil War* on five consecutive nights. PBS hopes to duplicate the critical and ratings success achieved with the stripping of *The Ring Cycle* last June, and attract viewers to its regular programming lineup.

Other series planned for stripping dur-



ing the season are *Race to Save the Planet*, a 10-hour examination of today's important ecological questions (airing the week following Showcase Week as the "third leg" of the fall season's kickoff, Grant said) and Peter Brooks' *The Mahabharata*.

To promote the 1990-91 season, and Showcase Week specifically, PBS will invest in national tune-in advertising on commercial TV and cable networks, for the "first time in over a decade at this level," according to Grant. "We will advertise in different dayparts," Mahrer told BROADCASTING, "as part of the campaign that begins a week before Showcase Week," during the airing of *The Civil War*.

Still being formulated, the campaign will adopt a "try us, you'll like us" approach, Mahrer said. PBS is currently working on its media plan with its advertising agency, Young & Rubicam, and is looking for "who among our fellow broadcasters and cablecasters will give us the best deal," Mahrer said. These ads will "be a little more creative in their approach, more high impact than, 'tonight at 8, a wonderful drama,'" Grant said.

In terms of its regular series, PBS will also deviate from its standard week-to-week presentation of multi-episode programs, as another way to attract new viewers. Examples include a three-hour

"Nixon" on *The American Experience* (October 15) and a two-hour premiere of "Mother Love" on *Mystery* (October 25).

During an average week, approximately half of all U.S. television households sample PBS, said Mahrer, a figure that rises to 77.2% during an average month. "We'd like to increase this number," Mahrer said. "There are a lot of [programming] services out there calling for people's attention, and we want to make sure they know what we have."

As part of its effort to expand viewer awareness of its product, PBS will launch PBS Home Video on September 26, in association with Pacific Arts Video (former Monkee Michael Nesmith's company). "We need to make our programs available in whatever form viewers want them," Mahrer said.

Among the 12 initial offerings are episodes of *The Frugal Gourmet*, *Nature*, *This Old House*, and *Wall Street Week*, two documentaries hosted by Bill Moyers, and a special hosted by Jim Lehrer entitled *My Heart, Your Heart*, focusing on the journalist's recovery from a heart attack.

PBS Home Video will be marketed directly to consumers through point-of-purchase displays at local video stores as well as through an 800-number order and fulfillment system maintained by local stations. Displays will, in many

cases, provide consumer information on how to become a public television member. Each tape will be available for \$19.95, with new titles expected to be

released in November.

Other series and specials premiering later this fall on PBS include *Fire on the Rim*, a look at volcanos; *The Seasons of*

Life, focusing on human development; *Korea: The Unknown War*, an examination of the Korean War; and *The MacNeil Lehrer 15th Anniversary Special*. -RG

ITC ALREADY AT WORK ON '91-'92 SHOWS

Company is producing pilots for game and talk shows

Looking to break out of the blocks early, ITC Distribution Group revealed that it has already gone into production on two first-run pilots in development for the 1991-92 season—an early fringe/access game show and an early morning talk show. The company has amassed a development war chest that Ritch Colbert, ITC's senior executive vice president, says has \$8 million-\$10 million in it to fund 1991-92 first-run series projects.

Earmarking \$600,000 apiece for the pilots, Colbert has steered ITC into a production partnership with Tiburon Entertainment, which like ITC, is based in Los Angeles. Before the camera is *Love Bugs* (a half-hour game show strip that Colbert described as a cross between ABC's *America's Funniest Home Videos* and Lorimar Television's *Love Connection*) and *Success Stories*, a half-hour talk show being targeted to early morning (5-7 a.m.) upscale viewers.

Tiburon Entertainment founder Ed Madison says his company has an exclusive production deal with ITC "over the life of the two series, depending on how well they sell." Colbert says presentation tapes will be taken to stations this fall and will also be screened at this January's NATPE International conference in New Orleans. Admitting that ITC is probably the first distributor to be producing pilots for the 1991-92 season,



Ritch Colbert

Colbert did not seem worried about the much-talked-about "failure rate" of new first-run programs; he said six of 10 shows failed coming out of development last year. "Just getting up to bat is the toughest step, so having a head start could give us a jump on our competitors," Colbert said.

Madison, who is serving as co-executive producer with Kim Swann on *Love Bugs*, said that although the game show is a *Love Connection* and *Funniest Home Videos* "derivative," *Love Bugs* is differentiated by featuring married couples who have long-standing gripes about each other's idiosyncracies. Af-

ter screening couples, Madison says 40- to 50-second field pieces are taped and will be shown, then each couple will explain why that particular habit grates on his or her nerves. The studio audience arbitrates the argument through electronic polling devices, much like those used on *Love Connection*. At the show's conclusion, the audience votes for the most amusing of the three couples, and the winning spouses get an expense-paid vacation to various exotic locations.

The show is hosted by Scott Herriott, a standup comic Madison and co-creator Swann discovered at a Santa Monica, Calif., club.

Colbert says that *Love Bugs* meets criteria he uses to guide program development at ITC. First, he said that the spousal jousting fits several "program applications"—teenagers, unmarried couples, newlyweds and long-time wedded couples. Second, although *Love Bugs* is targeted for early fringe and access, it, like *Love Connection*, can also be played in late fringe or early morning. The last criteria that cannot be fully answered until the end of the sales season is whether station sales were strong enough "to promise enough barter and licensing revenue to support production costs."

Madison met *Success Stories* host Janet Langhart while she was hosting a morning talk show, *Good Day*, on WCVB-TV Boston. Madison, 32, started his broadcast career as an intern on *Good Day*, and "always felt that Janet [Langhart] was talented enough to host a syndicated talk show." Currently, Langhart is East Coast and European correspondent for Paramount Domestic TV's *Entertainment Tonight*.

Colbert describes *Success Stories* as "offering advertisers a way to target upscale, motivated early morning viewers," including working women and men. Madison refers to *Success Stories* as a magazine rather than a talk show because the program will consist entirely of field pieces on how entrepreneurs succeeded and failed in various business and investment ventures. -MF

RADIO BROADCASTERS:

Stop Paying More For Music Than You Have To!

Let Jack Zwaska, a longtime industry expert, show you how to cut \$ off your fees to ASCAP/BMI/SESAC. Subscribe now to ZNEWS, the bimonthly newsletter devoted to lowering license fees for the radio broadcaster. For \$175 per year, learn the secrets of saving money on your annual ASCAP/BMI reports and audits. Your reports are due April 1. Call today to rush your subscription.

ZNEWS

226 East 54th Street • New York, NY 10022
212 371-8743

Who's Angel Cordero's favorite star on ABC Sports?

Those 'Super-speeding' racers
like Al Unser Jr.
in the Indianapolis 500!

"I'm the biggest sports fan there is!
I like football, basketball, tennis, boxing...
but my first love is still racing.
Not horse racing, auto racing.
Drivers like Al Unser Jr. are terrific
with all that horsepower.
But, of course, I'm still bigger than
they are, when I'm in the saddle!"



Auto Racing is one of the stars on ABC Sports!

Atlanta 500 (March 17)
Grand Prix of Monaco (May 12)
Indianapolis 500 (May 26)
International Race of Champions
(May 11-Aug. 25)
Michigan 500 (Aug. 4)



ABC Sports Superstar Lineup!

ABC'S MONDAY NIGHT FOOTBALL
ABC'S COLLEGE FOOTBALL
NEW YORK CITY MARATHON
SKINS GAME
ABC'S COLLEGE BASKETBALL
BOWL DAY '91
ROSE BOWL, FLORIDA CITRUS BOWL
AND USF&G SUGAR BOWL
NFL PLAYOFFS
SUPER BOWL XXV
WORLD SWIMMING & DIVING CHAMPIONSHIPS
ABC'S WIDE WORLD OF SPORTS
30TH ANNIVERSARY SEASON
PROFESSIONAL BOWLER'S TOUR
WORLD CHAMPIONSHIP BOXING
WORLD ALPINE SKIING CHAMPIONSHIPS
U.S. FIGURE SKATING CHAMPIONSHIPS
WORLD LEAGUE OF AMERICAN FOOTBALL
CHRYSLER TRIPLE CROWN CHALLENGE
KENTUCKY DERBY, PREAKNESS STAKES
AND BELMONT STAKES
INTERNATIONAL SPECIAL OLYMPICS
MEMORIAL TOURNAMENT
INDIANAPOLIS 500
U.S. OPEN
TOUR DE FRANCE
U.S. WOMEN'S OPEN
BRITISH OPEN
U.S. SENIOR OPEN
WORLD GYMNASTICS CHAMPIONSHIPS

Be a part of it! Call Jim Wasilko
at (212) 456-7070

'MEMORIES' DEBUTS

Memories magazine, which won awards as the best new magazine of the year last year, has become a memory itself, with word last week it was ceasing publication immediately. Diamandis Communications Inc., publisher of *Memories*, said it may appear in special editions twice yearly.

The magazine was published bi-monthly. NBC and LBS have developed a new first-run weekly show, *Memories...Then and Now*, which the producers said last week would be unaffected by the shutdown of the magazine. "We are really independent of the magazine," said Therese Byrne, vice president, NBC News Productions, producer of the show.

The TV program debuts today (Sept. 10) on 125 stations covering 82% of the country.

Byrne said the association with the magazine was limited to a licensing agreement that allows the program to

SYNDICATION MARKETPLACE

According to **Fox Syndication**, Maureen O'Boyle will anchor *Current Affair Extra*, new one-hour version of program designed for weekend broadcast. Spokesman said *Extra* will have mostly original material, including investigative pieces and gossip segment, as well as some updates of past major *Current Affair* stories. O'Boyle has been substituted for Maury Povich in July when he was on vacation, and is considered candidate to replace him when he departs show at end of next season. *Extra*, debuting Sept. 8, has been cleared in 98% of country, spokesman said.

Turner Broadcasting confirmed that its new syndicated animated half-hour strip, *Captain Planet and the Planetears*, will also air on superstation WTBS. Show will air in syndication on most stations on Saturdays, while WTBS(TV) Atlanta will double run program on Sundays. TBS said 13 advertisers have agreed to sponsor show, including Burger King, Galoob, Hasbro Milton Bradley, Hershey, Keebler, Kellogg, Lego, Mars, Mattel, Nintendo, Procter & Gamble, RJR Nabisco, and 7-Up. Show debuts week of Sept. 10. Program is co-venture of Turner and DIC Enterprises.

use the *Memories* title and the names of some segments featured in the magazine. "We were hoping to work on some things together, but we are wholly producing it ourselves," said Byrne. "We are sorry to have it happen at this time," she said. "I think the show could have helped the magazine."

LBS, which distributes the show, has cleared it in over 80% of country on 125 stations. Diamandis cited lack of advertising as the reason for the shutting down of publication. Byrne said the television show was "sold out" in the upfront advertising sales market, but referred

other questions on the programs ad sales to Mike Weiden, president of LBS's barter sales company, TV Horizons.

Several months ago, just before LBS started selling *Memories* upfront, Weiden reported the company would offer discounts to advertisers buying schedules of both TV spots and print ads (BROADCASTING, May 14). With the suspension of publication of the print magazine, it would appear advertising sales made on those terms would have to be renegotiated. Weiden did not return calls to his office by deadline last week. -SM

ACCU-WEATHER® PRESENTS

the complete system for providing the public with information by telephone.

FEATURE FONE™

GENERATE A PROFIT and provide a valuable public service. Commercial messages are heard with every call.

LEASE AND PURCHASE PLANS are attractively priced. Purchase FeatureFone's turnkey system starting at \$9900, or lease it with no capital outlay.

COMPLETE SERVICE and support from Accu-Weather.

SERVICES

- Accu-Weather Forecasts
- Sports Scores/News
- Soap Opera Summaries
- Lottery Results
- National News/Headlines
- Business News/Headlines
- Daily Horoscopes
- Entertainment Update

- Stocks/Metals/Interest Rates
- Movie/Music/Video
- Resort Weather
- Ski Reports
- And much more

CAPABILITIES

- Talking Classifieds
- Local News/Features
- Polling
- TDD/TTY

Accu-Weather, Inc.

619 W. College Ave., State College, PA 16801

CALL (814) 234-9601

NAB Radio Booth #536

UNIVERSAL LOGO

MCA's WWOR-TV New York has a new on-air identity. Last week, the station began identifying itself to viewers as "Universal 9." According to Michael Alexander, the station's executive vice president and general manager, the new identity will "associate what we're doing with our parent more closely." He was referring to the increasing number of programs the station will air from MCA, whose production arms include Universal Pictures and Universal Television. The on-air spots promoting the new identity show glimpses of MCA's various entertainment activities, including movies, records, theme parks and television. "We're trying to create a sense of something new," said Alexander. "And that we have the resources to entertain you."

Also last week, the station released its prime time schedule for the fall,

which will have more first-run shows than in the past and just two movie nights—Sunday and Thursday. On Tuesdays, the station has scheduled two of three new hour-long shows (co-productions of MCA, WWOR, and KCOP-TV Los Angeles): *They Came From Outer Space* at 8 p.m. and *She Wolf of London* at 9. A third new hour from the same partners, *Shades of L.A.*, is scheduled for Wednesday at 9 and will be followed by a weekly series of locally produced specials. On Friday at 8, the new *Super Force*, from Viacom, will air, followed by Blair Entertainment's *Dracula* at 8:30. On Saturday a new hour drama from Hearst Entertainment, *Neon Rider*, will air at 8. New episodes of *Adam-12* and *Dragnet*, from MCA, which debuted in prime time last season, have been bounced to Saturday afternoon at 1-2.

NOW THERE'S

A WAY TO KEEP

FM LISTENERS

FROM DOING

THIS WHEN

LISTENING TO

THE RADIO.

Upscale listeners are fickle. But we have a cure for fickleness.

We're the Dow Jones Report, and we help prevent dial-hopping by providing your FM listeners with what they want.

And independent research shows that what 72% of them want are updates on the economy: late-breaking reports on the economic stories and trends that affect their lives.

The kind of reporting, in short, that Dow Jones has specialized in for over 100 years.

But the Report won't just help to "anchor"

your listeners. It will help attract advertisers as well. Because they've found the Report to be an appealing vehicle for reaching upscale audiences.

So if you're concerned about listener defections, call Jonathan Krongard at (800) 828-6397. He'll gladly discuss how your station can become the exclusive source of the Report in your area.

And how it can create the kind of loyalty that

 **puts an** **end to**
this type **of listening.**

Dow Jones Report

RATINGS ROUNDUP

NBC won the week of Aug. 27-Sept. 2 with a 10.6 rating and 20 share average. It held a 1.8 rating point advantage over second-place CBS, which averaged an 8.8/17. ABC was third with an 8.7/17 and Fox averaged a 5.3/10. In winning the week, NBC took Monday, Tuesday, Wednesday, Thursday and Saturday. CBS won Sunday and ABC won Friday. NBC had four of the top five (including number one, *Cheers*) and seven of the top 10 shows, while CBS had two (*Designing women* and *Murphy Brown*) in the top 10 and ABC one (*Roseanne*).

The second square-off between *Cosby* and *The Simpsons* resembled the first, with *Cosby* (ranked number 11) winning handily over Bart and company (53) in the Thursday, 8 p.m., timeslot. (A *Cosby* special on Monday night performed even better, ranking fifth overall for the week.) *The Simpsons* slipped from the week before's second place to third in the

time period, however, with CBS's *48 Hours* (42) taking second with a 9.1/17. At 29th place, *Married...with Children* (10.3/20) was Fox's best performer of the week, besting several premiere outings for new and returning Fox shows, including *In Living Color*, *Haywire*, *Totally Hidden Video* and *Parker Lewis*.

Dan Rather's exclusive interview with Iraqi leader Saddam Hussein (Wednesday night, 10 p.m.) tied with *The Simpsons* at 53rd. In the prime time news magazine race, CBS's *60 Minutes* was the highest ranked at number 15, followed by the network's *Face to Face with Connie Chung* (30), ABC's *Primetime Live* (38); and CBS's *48 Hours* (42).

On the home video front, *America's Funniest* at number 50 was a far cry from the halcyon top 10 days of its initial airing, while Fox's *Totally Hidden Video* ranked 68 and 83, respectively, in special and premiere airings.

Week 49

Aug. 27-Sept. 2

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	16.6/28	N	Cheers
2		15.7/27	N	Heat of the Night
3	▲	14.6/24	C	Designing Women
3	▲	14.6/31	N	Empty Nest
5		14.0/26	N	Cosby Spec.
5	▲	14.0/23	C	Murphy Brown
7	▲	13.8/30	N	Golden Girls
8	▲	13.6/23	A	Roseanne
9	▼	13.4/23	N	Movie:Steven, Pt.2
10		13.3/24	N	A Different World
11	▼	13.1/25	N	Cosby
12		12.8/23	A	Family Matters Spec.
13	▼	12.7/23	N	Matlock
14	▼	12.6/22	A	Doogie Howser, M.D.
15	▲	12.3/21	N	Grand
15	▼	12.3/30	C	60 Minutes
17	▲	12.1/22	A	Growing Pains
17	▲	12.1/23	A	Who's the Boss?
19	▲	11.8/21	C	Jake and The Fatman
19	▼	11.8/22	N	Unsolved Mysteries
21	▼	11.7/25	N	Carol & Company
21	▲	11.7/20	A	Coach
23		11.1/20	A	NFL Pre-Season Football
23	▲	11.1/21	A	Wonder Years
25	▲	11.0/20	C	Face to Face w C. Chung
26	▲	10.8/21	N	Hunter
27	▲	10.7/19	C	Doctor, Doctor
28	▼	10.4/18	N	Night Court
29	▼	10.3/20	F	Married...With Children

30	▲	10.2/21	A	Family Matters
30	▼	10.2/21	C	Murder, She Wrote
32		10.1/18	N	Dear John
32	▲	10.1/22	A	Full House
34	▲	9.8/18	N	L.A. Law
34		9.8/18	C	Rescue: 911 Spec.
36		9.7/17	N	Guys Next Door Prev.
37	▲	9.6/17	A	Anything But Love
38	▲	9.5/18	A	Primetime Live
39	▲	9.3/16	C	Police Academy 4
39	▲	9.3/17	C	Major Dad
41	▼	9.2/18	A	Tim Conway
42	▲	9.1/17	C	48 Hours
42	▼	9.1/19	A	Perfect Strangers
42		9.1/20	N	T.V Or Not T.V.
42	▼	9.1/19	A	20/20
46	▼	8.9/17	C	Northern Exposure
47	▼	8.8/18	A	New Attitude
48		8.7/16	C	Valvoline Drv. Test
49	▲	8.3/16	A	Equal Justice
50	▼	8.2/18	A	Amer. Funniest Videos
51		8.1/16	F	Parker Lewis Prev.
51		8.1/19	N	This Is Your Life Spec.
53		8.0/16	C	CBS News Spec.
53		8.0/16	C	Who Gets The Friends
53	▲	8.0/15	A	Young Riders
57	▲	7.9/14	C	Eddie Capra Mysteries
58		7.8/16	F	True Colors Preview
59	▲	7.4/14	A	Father Dowling

60	▼	7.3/16	C	Primetime Pets
61	▼	7.1/15	F	In Living Color
61		7.1/14	N	Midnight Caller
63		6.9/15	N	Movie:Goonies
63	▼	6.9/14	N	Movie:Mad Max/T'Dome
63	▲	6.9/13	A	thirtysomething
66	▲	6.8/15	A	Twin Peaks
67		6.7/14	C	Candid Camera
68		6.6/15	C	NFL Pre-Season Football
68		6.6/12	F	Tot.Hidden Video-Thu.
70		6.4/13	C	Newhart
71		6.3/13	C	Magic Castle
72	▼	6.2/15	A	Super Jeopardy!
73	▼	6.1/12	A	Love Among Thieves
73		6.1/12	F	Comic Strip Primetime
75		5.7/12	N	Quantum Leap
76	▼	5.2/12	A	Monopoly
77	▼	5.0/11	F	Cops
78		4.9/11	C	Paradise
79		4.8/10	C	Partners In Life
80	■	4.7/11	F	Haywire
81	▲	4.6/10	A	China Beach
82	▲	4.3/7	F	Glory Days
83	■	4.2/10	F	Totally Hidden Video
84	▲	3.9/7	F	21 Jump Street
85		3.7/9	A	Amer. The Beautiful
86	▲	3.6/6	F	Alien Nation
87		3.0/7	F	Pure Insanity Spec.
88		2.9/6	F	Tracey Ullman

Is Local Advertising Becoming an Issue After Issue?



Winning over local newspaper advertisers can be an important new source of revenue for your television station. The Local Multimedia Report is a new tool to help you target newspaper advertising dollars and move them into television.

With the Local Multimedia Report, you can identify which advertisers are concentrating their buys in newspaper, how much they're spending and when they advertise. Using trends provided in the Report, you can time your sales proposal to get to advertisers before they make

their media plans.

The Local Multimedia Report is just one more example of the Arbitron commitment to the business of local market television. So when you want local market tools that solve local market problems, turn to the champion who's been at it since 1949. Contact your local Arbitron representative for answers to the issues.

ARBITRON
The Local Market Champion

CABLE



ESPN COULD RAISE AVERAGE IN YEAR TWO OF MLB

Indicators are that cable network will not lose as much money in 1991 in first year of baseball, but analysts think it may have to charge operators surcharge if it wants to turn profit over four-year life of contract; it says it won't

With the first year of its Major League Baseball contract winding down into its final days, ESPN has something new to which it can look forward: year two of the contract.

Analysts and advertisers predict ESPN will lose less money than it did last year if the sports market doesn't further deteriorate and the economy doesn't collapse.

The package, for which ESPN paid \$400 million for four years, could come close to breakeven if they do what analyst Jay Nelson, Brown Brothers Harriman, calls a "wild card": institute a surcharge to operators for baseball coverage. But a CapCities/ABC source maintains that ESPN, as it has repeatedly said, has no plans to institute an affiliate's fee to cover the network's baseball losses.

The source also said that ESPN is currently in its budget process, and has

yet to determine how baseball will fare next season, although the network is indeed prepared for losses. If, however, ESPN was to implement an affiliate fee next year, it would need to start talking to affiliates now, who are also just entering their budget process. Cable operators hate surprises, as was evident by the industry's reaction when TNT landed an NFL contract. TNT instituted a rate increase this year for which operators had not budgeted, but the network has been flexible in its contract renegotiations.

According to Nelson, ESPN, without instituting a surcharge, should expect to lose between \$20 million and \$30 million, down from the \$40 million in losses the network is expected to rack up this year. But an affiliate fee, such as three or four cents a month during the six-month baseball season, could bring in an additional \$15 million in revenue, according to Nelson. To compare, ESPN's NFL surcharge is 14 cents, rising a penny a year over the

next four years.

A lot of the package's success will depend on the overall state of the broadcast and cable advertising economies, according to John Reidy, media analyst, Smith Barney. He too thinks an affiliate fee of perhaps five or six cents could be in order. Next year will look a lot better financially if ESPN does institute a fee, although such an increase could come in the third year. "I would not expect them to go through all four years and lose money," Reidy said.

Ratings should rise slightly next year, said Nelson, as viewers find the programming and because next season won't be plagued by the owner lockout that greeted the opening of this year's baseball season. Some advertisers, however, don't expect ratings to increase at all next year, saying viewers have already found the programming. And while advertisers expect ratings to pick up in September due to increased interest in the

Galavisión

Galavisión proudly salutes
its new broadcast affiliate
Channel 22
in San Jose, California.

In Spanish, 24 hours a day,
Galavisión celebrates its roots
in Mexico, where a great majority
of U.S. Hispanics trace their
heritage.

You knew Galavisión as the
country's first Spanish-language
cable network. Meet the nation's
newest Spanish-language
broadcast network.



MORE CABLE IN BROADCASTING

□ TCI will extend Fox Broadcasting coverage in areas unserved by broadcast Fox affiliates, but carrying satellite-delivered Fox programming feed (see "Top of the Week").

pennant races, those are not the ratings ESPN can show off to advertisers next year, said one ad executive.

ESPN will have to work off this year's second- and third-quarter ratings to determine the guarantees it will present to advertisers next year, the executive said. Advertisers expect both rates and guarantees to be lower next year. Even after the guarantees were lowered by ESPN at the end of May for third-

quarter buys, the current guarantees are still a little high, said the executive. "The ratings are still a little low, and they're still doing make-goods," he said. While guarantees have come down from a 5 rating to a 3 on Sunday, which is what ESPN is achieving, Wednesday's guarantee, which was brought down from a 4 to a 3, and Tuesday and Friday, which were brought down from a 2.5 to a 1.9, are still slightly underde-

livering, he said. (Jack Bonanni, ESPN's senior vice president, advertising sales, declined to comment on the ratings/advertising situation.)

The possibility that the entire four-year package will never break even exists. ESPN has in the past alluded to breaking even in the last year of the contract, after losses in the first few years. Paul Isacson, executive vice president, broadcast programming and purchasing, Young & Rubicam, thinks it possible that ESPN could break even after four years, but with "the inflation in sports rights, it's difficult for anyone to make money," he said. "And the current sports depression and economic outlook aren't too encouraging." —SDM

ESPN SUCCESS TOUGH ON BROADCASTERS

Competition from ESPN has hurt local stations carrying baseball games

ESPN's ratings may not have turned out as the network anticipated, but the nights of exclusivity the network negotiated have given ESPN its highest ratings. But what has helped ESPN has made life more difficult and costly for local broadcasters who have rights to baseball coverage in their markets.

As of Aug. 27, ESPN's exclusive Sunday night game has had a 3 rating. Wednesday night, which allows no broadcast games but does have competition from regional cable networks, has averaged a 2.6. Nonexclusive Tuesday and Friday games, both of which feature doubleheaders, each have averaged a 1.7 rating to date.

A study conducted by KTLA-TV Los Angeles and TeleRep, based in New York, for the first two months of the baseball season, shows eight of 12 broadcasters featuring American League teams down an average of one rating point on Tuesday and Friday when they have competition from ESPN. Peter Walker, KTLA-TV vice president and station manager, attributes much of this decline to ESPN: "With so many baseball games on the air, local stations have lost some of their cache."

Exclusivity as well as competition is hurting local broadcasters' attempts to schedule, promote and even carry games. While Sunday night exclusivity is not a problem because so few games are played then, Wednesday night exclusivity has proved to be a thorn in the side of local broadcasters.

KTVT-TV Fort Worth, which carries Texas Rangers baseball, lost carriage of 12 or 13 games because of ESPN's exclusivity, according to Ed Trimble, vice president and general manager. KTVT-TV owns the broadcast rights to all Rangers' over-the-air away games, but could not air the ones on Wednesday nights. Trimble predicts the station will lose the same amount of games next season as well.

Not airing those games can be costly for the station, which resorts to movie scheduling on Wednesday. Although ratings for the movie are about the same as baseball, which averages a 7.2 rating, "baseball commands higher advertising rates and CPM's," according to Trimble.

Local stations also have run the risk of displeasing fans, since the Wednesday blackout often interrupts carriage of a team's three or four game series. Just finding room for the games has been difficult and has forced broadcasters to renegotiate with teams to switch games, or, as in the case of WTXF-TV Philadelphia, to carry more afternoon games, which do not get the ratings or ad prices of prime time games. Wednesday night is particularly crucial as a baseball night to WTXF-TV, according to Lonnie Burstein, director of programming, since it is a Fox affiliate and Fox has no programming on Wednesday nights.

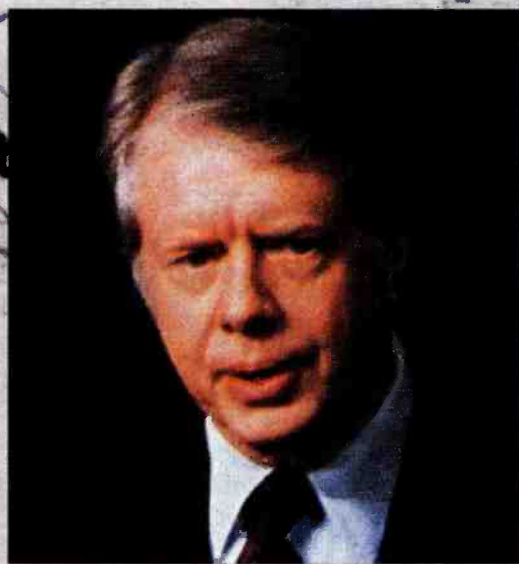
Less shelf space for baseball has created scheduling conflicts in two-team cities such as Los Angeles and New York. WPIX-TV, which carries the New York Yankees, was forced to have more games scheduled head-to-head. WPIX-TV

has had 25 of 75 games this season up against Mets games, as opposed to half that last year, according to Marty Appel, vice president, public relations and sports. Both the California Angels and Los Angeles Dodgers, both carried by Los Angeles stations, have seen a drop in ratings under both Nielsen and Arbitron because of dilution of the baseball marketplace and head-to-head scheduling, according to Walker. On both Arbitron and Nielsen, KTLA-TV's Angels' games have dropped from a 4 to a 5 rating, and the KTTV-TV's Dodgers' ratings have dropped from an 8 last year to a 6 this season.

It can be difficult to measure whether a ratings drop is the result of increased competition or the result of a team's performance. KPLR-TV St. Louis has seen its Cardinals year-to-date ratings drop 20% to 25%, according to Edward Kopljar, president. The team's performance has been lackluster this season, but the added baseball coverage does not help. "The whole direction of where baseball is heading is leading toward dissolution and that's bad for everyone," Kopljar said.

While local ratings are affected by a team's performance, Walker said ESPN's carriage "is making it even more a win-lose situation in terms of a team's performance." For teams in the middle or end of their division, he said, ESPN means there is another baseball game to choose, and another game to take viewers away from their home-team games. —SDM

IN THE FACE OF CRISIS, A WORLD CITIZEN SPEAKS OUT.



A DISCOVERY CHANNEL® WORLD AFFAIRS EXCLUSIVE
**A CARTER CENTER BRIEFING:
THE CRISIS IN THE GULF**

Not since the fateful Iraqi invasion of Kuwait has there been such a unique Presidential-caliber briefing. Former President Jimmy Carter and a global panel of experts explore the complexities of the geo-political climate of the Middle East.

What are the consequences of a stalemate—or military action? The history of turmoil and the bitter boundary disputes plaguing the region. Likely diplomatic initiatives for an ever-changing situation. The Iraqi military machine and its deadly arsenal. The pressing fate of the hostages. Impact on the Israeli-Palestinian conflict. The changing relationships between the U.S. and Arab nations. Increased American financial and military obligations in the region.

It's a program of consequence made possible by a network dedicated to giving viewers a more enlightened look at the interconnected world in which we live. And it's only on The Discovery Channel.



World Television Exclusive.

**Sunday, September 16th
8:00–10:00 pm ET and Midnight–2 am ET
Saturday, September 22nd
2:00–4:00 pm ET**

CABLECASTINGS

VOICE OF EXPERIENCE

After turning down several hundred requests for interviews on the Iraqi crisis, former President Jimmy Carter will hold a briefing on that topic, *A Carter Center Briefing: Crisis in the Gulf*, on Sunday, Sept. 16, which will be shown in full on the Discovery Channel, with excerpts likely to appear on other news shows, including CNN.

Carter, who has experience with both Middle East diplomacy—the Camp David accord—and protracted hostage situations—the Iran Embassy seizure—will lead a roundtable discussion among some 12 high-ranking officials from his administration. The dis-



Carter

ussions will focus on military and diplomatic issues, historical, cultural and religious issues, the impact on the world's economies and the morality of hostage taking.

The press will be allowed to view the discussions live and excerpt three minutes of material. Discovery will carry the full two hours on Sunday evening from 8 to 10 p.m., and repeat it at midnight.

Carter, in a prepared statement, said: "Working with the Discovery Channel, I believe this special briefing can provide insight into the long-term impact of these events." The program will be taped at the Carter Presidential Center in Atlanta, with production handled by Discovery.

CNN anchor Bernard Shaw will tape a half-hour interview with Carter on the Iraqi situation on Saturday, Sept. 15, as part of a reception in Atlanta. That interview will be carried on CNN on Sunday at 10:30 a.m., with an acknowledgement to the Discovery Channel.

GOOD WILL FOR GOODWILL

Turner Broadcasting picked up a vote of confidence for continuation of the Goodwill Games from Glenn Jones, chairman of Jones Intercable. He has written trade publications calling the games "a significant success. They were exciting, inspiring programming that enhanced our industry's reputation for quality and integrity. I am convinced that the financial measure of this success will come in time. It is up to the cable industry to nurture this worthy effort, just as we have helped so many other visions become reality."

CABLE VS. TAPES

A new survey by the Chicago Cable Marketing Council says that tape rentals are perceived as less economical than cable service. The results came from June telephone interviews following up a cable marketing and awareness campaign.

Compared to 1988, the survey found fewer people had rented tapes in the past four weeks, and those that had rented were renting fewer tapes. Recording of television programs and movies were also down. VCR's were still seen as providing a lot of entertainment value for the money and a convenient way to view entertainment, but the perceptions that VCR tape rentals were more economical than cable had declined since 1988. One reason, the authors say, may be that people rented "too many tapes" in the past and realized that the cost was too high.

Perceptions of broadcast television were still "much lower" than perceptions of VCR rentals, the survey found, while cable subscribers rated cable higher than broadcast television. Nonsubscribers rated cable and broadcast television the same. Nonsubscribers primary reasons for not signing up were that they don't watch enough television and that cable wasn't worth the money.

The study found that basic onlys were the only segment that increased, driven by new subscribers in the suburbs. Pay, as a category, was not growing, although pay subscribers watch cable more than broadcast channels and they show little inclination to discontinue service. The study said, however, a "definite proportion" consider downgrading. Basic only-subscribers used cable

channels less than pay subs and were more likely to discontinue service.

CABLE REP REPORT

Cable Networks Inc. has signed news sales representative agreements in five markets giving it access to 1.2 million homes. CNI will be selling local advertising to national advertisers on a variety of different programming services from its nine sales offices.

The agreements include Cable AdNet, the regional rep for the Dallas-Fort Worth interconnect (308,000 homes); Simmons Cable of Long Beach, Calif. (68,000 homes), and Monmouth and Riverview Cablevision in northern New Jersey (128,000 homes).

CNI also renewed agreements with Adelphia and Sammons in northern New Jersey, Cable Advertising Metro Atlanta and Memphis Cablevision, totaling 735,000 homes.

NOTES FROM ALL OVER

This week is Local Cable Programming Week, as designated by National Academy of Cable Programming. Its goal is to raise awareness of cable's local programming efforts through a video and print campaign. NACP said cable systems carry an average of 450 hours of local programming per year, and that the entire industry spends \$250 million a year on nonrevenue producing local origination programming. Coinciding with LCPW, Channel America, an LPTV network, is devoting prime time this week to showcase the best locally produced cable programming. ■ The Nashville Network will carry the 65th birthday celebration of the Grand Ole Opry live on Saturday, Oct. 13, at 8 p.m. It will also premiere *Video PM*, a 5-8 p.m. weekday music video program hosted by Cathy Martindale and Gary Beaty. ■ The International Channel is targeting local ethnic media outlets to spread the word on its new programming service. Ads will run in mid-September in Boston and San Jose, Calif., coinciding with launches of the service on Cablevision Systems and Heritage systems there, respectively. ■ Nick at Nite began its TV Land Tour last weekend in Miami. Stops include St. Louis (Sept. 14-16); Atlanta (Sept. 21-23); Indianapolis (Sept. 28-30); Dallas (Oct. 5-7); Houston (Oct. 12-14); Phoenix (Oct. 19-21), and Los Angeles (Oct. 26-28).

'DREAM ON' COULD BE HBO SLEEPER

Sitcom combining black and white clips from vintage TV shows with adult comedy is one of top draws ever for new HBO series; producers look to possible off-cable back end

After eating his way up half the leg of a naked young woman covered in whipped cream and surveying how much more cream awaits consumption, Martin Tupper looks up and surmises "I feel like we could use some pudding here." Such is the life of the main character from HBO's new original series, *Dream On*, the sexy adult comedy dubbed the show about life in the '90's.

The above situation is one of many that follow Tupper (played by Brian Benben) as he goes about putting his life back together after a 12-year marriage ends in divorce. Other episodes have seen the mid-30's Tupper dealing with the idea of his younger sister's relationship with his best friend, and Tupper faced with the task of discussing sex with his 12-year-old son.

In an episode titled "Death Takes a Coffee Break," Tupper finds himself recuperating in the hospital after collapsing while in a compromising situation with a 20-year old college girl. "Tell me what you want" says the coed. "911, 911," replies Tupper. "Baby, I've never done that," she replies, unaware of his condition.

The Tupper character grew up with television in the 1950's, and his thoughts and feelings on the series are often illustrated with black-and-white clips from television series, dramas and specials of that decade. Most of the time, the clips are used to point out the radical change of attitudes and social customs from his childhood era to situations he faces in the present.

Debuting on the premium cable channel in July, the hip, risqué show has been met with critical acclaim and an enthusiastic response from HBO viewers. "It had one of the most successful series launches in HBO history," said Larry Aidem, vice president, original programming, HBO. Aidem added that the show regularly beats network competition in HBO homes.

"I don't know if I'd go so far as to say that this series is what cable was created for, as one of my colleagues said, but they do a very good job with the show," said Phil Rosenthal, television critic, *Los Angeles Daily News*. Rosenthal says one of the things that sets the show apart from either its cable



HBO's 'Dream On'

counterparts or many network series "is that this is a show that's adult in approach as well as in content. The key to the show is that it treats its viewers like adults."

It was the vintage clips from such 1950's series as *Jane Wyman Theatre*, *G.E. Theatre*, *Alcoa Premiere*, and *Ford Startime* among others that were the inspiration for the series.

According to Chris Albrecht, senior vice president, original programming west coast, HBO, MCA/Universal went to director-producer John Landis and asked him to develop a project putting to use some of the old footage in their vast television library. The original idea was to produce a special for HBO highlighting the clips with a comic host introducing the pieces. Among the actors seen in the vintage footage are James Stewart, Shelley Winters, Ronald Reagan, Alan Ladd, Bette Davis, Joan Crawford, Charlton Heston, and Jack Benny. "They met with writers and producers and came back to us with the idea for the *Dream On* pilot," said Albrecht. "From there it pretty much followed the traditional pilot-to-series-development path," he said. Landis directed the first episode and has since remained involved by overseeing script develop-

ment and keeping a hand in post-production.

The series is filmed with one camera, using 35 millimeter film and without a laugh track or audience. Sources have put the show's budget at about \$400,000 per episode. That would be about \$300,000 less than the per-episode budget of *The Wonder Years*, according to Albrecht.

While the budget is lower than many network comedies, the license fees for *Dream On* are also lower, according to Kevin Bright, producer of the series, who says "our license fee is about a third less than what network license fees are." Bright said the cost of the show would be considerably higher if he produced the show like many of the network comedies. "We only use one camera, no laugh track, and we finish an episode and a half in a week's time rather than taking a week to complete one," he said.

Produced by Kevin Bright Productions in association with MCA Television Entertainment, the project has been given an initial 14-episode order by HBO—of which eight have aired—and Bright says the prospects look good for an additional order. "Although you can never be sure, things look pretty certain [for another order]," he said.

Although Albrecht also said it's too early to make a decision on the show, more scripts have been ordered. "If we gave it up, ABC or Fox would jump on it," he said, "but they wouldn't be able to portray relationships as realistically."

Albrecht is referring to the show's occasional use of profanity, nudity and adult situations which would not make it through the standards and practices divisions at the networks. Despite those aspects of the show that set it apart from its network counterparts, the producers have prepared for the show's afterlife in the broadcast syndication market.

Like any series produced for television, the show is made with a deficit that won't be recouped until it is sold in syndication. To that end, the producers have filmed alternative scenes for those with profanity or nudity. "We've certainly prepared for the afterlife on broadcast television. We've shot double coverage on anything that might have language or nudity concerns," said

Bright. "However, even with the double coverage filming, our show will be sexier than most," he said.

Bright also believes his show might be a better candidate for syndication than many off-network series. "If you look at *It's Garry Shandling's Show* or *Brothers*, there definitely is a market for off-cable. In fact I think it's more desirable than off-network because the cable audience is smaller and fewer people will have seen it," he said.

The Los Angeles Daily News's Rosenthal said the show won't lose anything in the translation from cable to broadcast

television. "To the show's credit it doesn't rely on the nudity or language. The show would be wonderful without that or the the old clips," he said, adding that the show's strength is in its writing and cast.

Each episode is currently shown four times a week, with each new episode premiering on Sunday night at either 10:30 or 11 p.m., depending on the length of the HBO movie that night. The show also usually is shown on Tuesday nights. "We're looking for several anchor time slots so that audience can find us," said Albrecht.

Each of the episodes will be rerun a fifth time in October, and if another order is placed with the producers, Albrecht said fresh episodes would be ready by December.

Albrecht said the success of this series and others that have run on HBO won't turn the channel into a series-heavy service. "You're never going to see 20 series on HBO. We're committed to series as part of our efforts toward original programming. We look at this series as a tool for viewer retention; if the viewers like *Dream On*, then they'll keep HBO," he said. **-SC**

EASTERN CABLE SHOW MARSHALS FORCES IN D.C.

As Congress prepares to vote on cable reregulation bills, industry gathers for major convention

When the National Cable Television Association scheduled its 1990 annual convention for Atlanta, traditionally the site of the Eastern Cable Show each summer, the organizers of the Eastern Show decided to move its 1990 convention to Washington. It was a fortuitous choice.

Both houses of Congress are preparing to vote on cable reregulation bills as the Eastern Show opens this Sunday, Sept. 16, in the Capitol, which will give

attendees an opportunity to lobby their congressmen and senators.

Organizers expect about 4,000 attendees. All but 500 square feet of the 35,000 square feet of exhibit space at the Washington Convention Center has been sold to the show's 150 exhibitors.

The convention opens on Sept. 16 with a Community Antenna Television Association open forum hosted by CATA President Steve Effros and featuring Representative Billy Tauzin (D-

La.), a member of the House Telecommunications Subcommittee. It will be followed by the opening general session: "Network Globalization and the International Agenda." The session will be moderated by Bob Wussler, president and chief executive officer of Comsat Video Enterprises, and feature Robert Evans, global trends forecaster; Daryl Harms, chief operating officer, Masada Corp., and Susan Harris, Bank of Boston.

Sunday evening, the Washington chapter of Women in Cable will hold its annual black-tie fundraiser, and it will honor Sidney Topol, chairman of Scientific-Atlanta.

Monday, Sept. 17, opens with a session featuring FCC staffers, followed by two sets of three concurrent sessions. The first three will focus on customer service, political advertising and PPV. They will be followed by three on DBS, sports and regulation. The DBS panel features Leonard Cyphers, president, Cox Home Video; Jeff Smith, vice president, marketing, K Prime, and Richard Ducey, senior vice president, research and planning, National Association of Broadcasters.

Tuesday morning, the opening session will feature staffers from the Hill. It will be followed by two sets of sessions, the first including Cable in the Classroom, Cableforce 2000 and what customers want from cable. The latter will feature William Workman III, mayor of Greenville, S.C.; Gloria Webb, mayor of Portsmouth, Va., and Eric Smith, city councilman in Jacksonville, Fla.

Later that morning there will be sessions on broadcast-cable partnerships and the modified final judgment, plus six legal roundtable discussions. **-MS**

More PPV gospel from Bleier

To mix food metaphors, movies are the bread and butter of pay per view, and events are the icing on the cake. That's according to a study conducted by Warner Bros. Pay TV over the last three years in the top nine PPV systems in the country.

Of the top 25 programs on PPV in the last three years, 14 were events and 11 were movies. Of the top six, five were movies, following behind the highest rated program, the Spinks-Tyson fight in June 1988, which earned a 12.7% buy rate. Warner conducted the study using only its own movies, and according to Ed Bleier, president, Warner Pay TV, Animation, and Network Features, if other studios' buy rates were included, the Spinks-Tyson buy rate would probably be exceeded, and "knock out all but two of the events in the top 25."

The Warner movies in the top 25 earned between a 9.7% and a 4.3% buy rate, and the events ranged between 12.7% and a 2.7% buy rate.

Bleier acknowledged, however, that movies are not a greater source of revenue than events. Movies take at least a week of exhibition, while events show for only four to eight hours. Retail prices for the movies range from \$4 to \$5, compared with \$10 to \$35 for events.

The purpose of the study, said Bleier, is to demonstrate that hit movies, preferably shown in a movie-of-the-week schedule (which Warner Bros. and Viewer's Choice are testing in eight markets), can generate good buy rates for systems which know how to promote, market and schedule PPV. The study, he said, proves movies are capable of generating 10% buy rates when shown by systems which are sophisticated in PPV. Systems should and can earn from \$3 to \$7 a month per addressable subscriber, according to Bleier. But he stressed that only those systems willing to commit at least two PPV channels and a barker channel should enter the category.

BUSINESS

RADIO: RIDING (CAPITAL) GAIN

Study of radio station resale values finds good money still to be made; divergent results for AM's and FM's

FM radio on average remains a good investment despite weakening of station multiples and financing problems. That is the conclusion of a report released this week at Radio '90 in Boston by David Schutz, vice president of Hoffman Schutz Media Capital, who has tracked resale prices of stations.

For roughly 500 stations sold from 1988 through the first half of this year, the average (mean) price appreciation over the prior sale was 5.3%. While that compound growth rate does not seem high given an inflation rate roughly the same, Schutz pointed out that there is an important difference between the station's value, and the owner's return on investment. The New York-based financial consultant noted that the use of debt to acquire stations serves to effectively multiply the appreciation rate.

As an example, if a station buyer puts down \$200,000 equity on a \$1 million station, which then appreciates in value at the average 5.3% rate over four years, the station will be worth more than \$1.2 million, and the owner will have more than doubled his equity investment. The "return on investment" in such a case is thus 21% compounded, and that does not include any excess cash flow that might have accrued to the station's owner.

The report, "Trends in Radio Station Sales: 1988-1990" was aptly titled as it showed divergent trends, including one of average AM prices declining by 2.9%, which in a leveraged situation would work the same mathematical logic, this time to the station owner's detriment. But Schutz cautioned against drawing conclusions about the current operating strength of the AM sector: "The price depreciation does not necessarily show that the medium is expected to lose revenue and audience, but reflect more the fact that AM owners are finally realizing prior depreciation in value...it is shaking out at the bottom of the market."

The report shows that FM stations had good resale value, with an average mean appreciation rate of 13.2%, while more



David Schutz



Mark Fratrik

than a third of the FM's showing appreciations greater than 15%. Results for AM-FM combinations were less than FM stations but were still well above the industry average.

Schutz noted that the price increases of the combos, largely reflected the performance of the FM half: "We went back and pulled the audience levels in rated markets and in almost every case it was the FM which drove the deal, sometimes with 80% of the audience. In quite a few cases the AM stations were throw-aways, either Class IV's or daytimers, but still technically a part of an AM-FM combination."

Published by the National Association of Broadcasters under the direction of Mark Fratrik, vice president/economist, research and planning department, the report comes during at least a partial confidence crisis among the media and financial investment community. Said Schutz: "There are still many people out there with a 'the sky is falling' attitude. I have been in this industry for 22 years and my response is to say that the 1980's...the go-go days, the speculative days...they were abnormal. Now we are seeing growth rates much like they were in the 1960's and 1970's."

The return to normalcy is clearly evident from the study's results. AM prices, that had shown a 5% average appreciation in 1985, declined over the next two years, followed by a roughly flat performance in 1988, a 2.6% decline in 1989 and a 7.4% decline in the

Continued on page 82

SOLD!

KWKT (FOX), Waco, Texas, KVEO (NBC), McAllen-Brownsville, Texas and KPEJ (FOX), Midland-Odessa, Texas have been sold by Southwest MultiMedia Corporation to Associated Broadcasters, Inc., Thomas R. Galloway, Sr., President for \$30,000,000.

Brian E. Cobb
Broker

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

RANDALL E. JEFFERY
407-295-2572

ELLIOT B. EVERS
415-391-4877

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

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Subject to F.C.C. approval.

NAB Suite 3606, Westin Copley Place
appointments requested

CLOSED

PAUL BENDAT
has acquired
WKLL-FM / WABY-AM
(Albany, New York)
and
WOUR-FM / WUTQ-AM
(Utica, New York)
for
\$13,500,000
from
PREMIER BROADCAST GROUP, INC.
(William J. Selwood, Jr., President)
We are pleased to have served
as exclusive broker in this transaction.

BLACKBURN & COMPANY
INCORPORATED
Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

CLOSED

BAUM BROADCAST GROUP, INC.
(Theodore Baum, President & Dick Rakovan, Vice President)
has acquired
WLMX AM/FM
Chattanooga, Tennessee (Rossville, GA)
for
\$7,000,000
from
CHATTANOOGA RADIO LTD. PARTNERSHIP
(The Zietman Group, General Partner)
We are pleased to have served
as exclusive broker in this transaction.

BLACKBURN & COMPANY
INCORPORATED
Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

CLOSED

PANASIAN COMMUNICATIONS, INC.
(Peter Ohm, President)
has acquired
LPTV Station W53AA
New York, New York
for
\$1,800,000
from
ACCORD COMMUNICATIONS, INC.
(Benjamin Ichinose, President)
We are pleased to have served
as exclusive broker in this transaction.

BLACKBURN & COMPANY
INCORPORATED
Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

CLOSED

ROGER A. NEUHOFF
has acquired
KODE-TV
(Joplin, Missouri / Pittsburg, Kansas)
for
\$10,750,000
from
GILMORE BROADCASTING CORPORATION
(James S. Gilmore, Jr., Chairman/CEO)
We are pleased to have served
as exclusive broker in this transaction.

BLACKBURN & COMPANY
INCORPORATED
Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

CLOSED

ABS GREENVILLE PARTNERS
(Keruth A. Brown and Jon Stinton, Principals)
has acquired
WAIM/WCKN-FM
Anderson (Greenville/Spartanburg), South Carolina
for
\$6,000,000
from
CAROLINA BROADCASTING, INC.
(John C. Ellenberg, Chairman and Blake Shewmaltz, President)
We are pleased to have served
as broker in this transaction.

BLACKBURN & COMPANY
INCORPORATED
Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

**MORE
CLOSINGS
THAN ANYONE
IN CALENDAR
1990...BY FAR!**

CLOSED

TRUMPER COMMUNICATIONS, INC.
(Jeffrey E. Trumper, President)
has acquired
WLVK (FM)
Charlotte, North Carolina
for
\$8,000,000
from
CAPITOL BROADCASTING CORPORATION
(Keruth S. Johnson, President)
We are pleased to have served
as exclusive broker in this transaction.

BLACKBURN & COMPANY
INCORPORATED
Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

CLOSED

MID-ATLANTIC BROADCASTING COMPANY
has acquired
\$9,250,000
Refinancing of Senior Credit Facility
The undersigned acted as financial advisor to the borrower
and arranged for the private placement of the notes.

**BLACKBURN
CAPITAL MARKETS**
BLACKBURN & COMPANY, INCORPORATED
Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

CLOSED

LAKE SHORE COMMUNICATIONS CORPORATION
(Thomas L. Bookey and Drew M. Horowitz, Principals)
has acquired
WTAX & WDBR (FM)
Springfield, Illinois
for
\$4,000,000
from
SAGE BROADCASTING CORPORATION
(Gerald A. Poch, President)
We are pleased to have served
as exclusive broker in this transaction.

BLACKBURN & COMPANY
INCORPORATED
Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

CLOSED

APOLLO RADIO LTD.
(William L. Stakelin, President & CEO)
has acquired
KLSI-FM
Kansas City, Kansas
for
\$8,250,000
from
SANDUSKY RADIO
(Norman D. Rau, President)
We are pleased to have served
as exclusive broker in this transaction.

BLACKBURN & COMPANY
INCORPORATED
Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

CLOSED

US RADIO, L.P.
(Ragan A. Henry)
has acquired
WRWA (AM) and WRFY (FM)
Reading, Pennsylvania
for
\$18,500,000
from
CITY BROADCASTING COMPANY, INC.
(Dr. Frank A. Franco, President)
We are pleased to have served
as exclusive broker in this transaction.

BLACKBURN & COMPANY
INCORPORATED
Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

CLOSED

SALEM COMMUNICATIONS CORPORATION
(Stuart W. Epperson and Edward G. Atsinger III)
has acquired
WYLL-FM
Chicago (Des Plaines), Illinois
for
\$8,000,000
from
NEW AGE BROADCASTING, INC.
(Vernon Merritt, Jr., President)
We are pleased to have served
as exclusive broker in this transaction.

BLACKBURN & COMPANY
INCORPORATED
Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

CHANGING HANDS

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

KOH(AM)-KSXY(FM) Reno, Nev. □ Sold by Modern Broadcasting Inc. to Lobster Communications Inc. for \$2 million. Price includes \$100,000 deposit with balance due in cash at closing. Stations were acquired in May 1986 for \$250,766. **Seller** is headed by Sidney and Vera Stern, husband and wife, and has no other broadcast interests. **Buyer** is W. Richard Green, John R. McRae and Donna M. Crosson, and is selling KLIQ(FM) Shingle Springs, Calif., for \$400,000 ("Changing Hands," Aug. 13). KOH(AM) has news/talk format on 630 khz with 5 kw day and 1 kw night. KSXY(FM) has CHR format on 101.7 mhz with 1.3 kw and antenna 426 feet above average terrain.

KBHS-AM-FM Hot Springs, Arkansas □ Sold by KBHS Broadcasting Co. to Great American Broadcasting Co. of Arkansas for \$550,000. Total is payable in 10 years at 10%. Stations were acquired in Dec. 1971. **Seller** is headed by William L. Mitchell, Eleanor Mackey-Ferguson and Maria Foy, who have interest in KWHK Broadcasting, licensee of KWHK(AM) Hutchinson, Kan., and KTRC Broadcasting Co., licensee of KTRC(AM) Santa Fe. **Buyer** is headed by Mack and Sherry Sanders, Ernest McRae, John and Janet Bozeman, Robbie Swinney, William L. Mitchell and Maria H. Foy. Mack and Sherry Sanders and McRae have interest in KVGB(AM)-KBGB(FM) Great Bend and KWHK(AM)-KIUS(FM) Hutchinson, Kan. KBHS(AM) has adult contemporary format on 590 khz with 5 kw day and 500 w night. KBHS(FM) has adult contemporary format on 96.7 mhz with 2.6 kw and antenna 320 feet above average terrain.

WAIVER IN MEMPHIS

FCC waived one-to-market rule and granted assignment of CP for unbuilt channel 50 in Memphis from Kyles Broadcasting Ltd. to Flinn Broadcasting Corp. for \$220,000. Flinn Broadcasting is headed by George S. Flinn and is currently licensee of WHBQ(AM) Memphis. Kyles Broadcasting is headed by Gwendolyn Kyles Griffin and her son Dwayne Kyles. Kyles Broadcasting suffered severe financial losses when limited partner failed to provide funding for construction and operation. Flinn was only buyer interested in CP.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,526,000 □ 11

FM's □ \$796,075 □ 3

AM-FM's □ \$950,000 □ 3

TV's □ \$000,000 □ 0

Total □ \$3,272,075 □ 17

Year to Date:

AM's □ \$80,332,077 □ 189

FM's □ \$390,880,062 □ 183

AM-FM's □ \$330,372,198 □ 169

TV's □ \$765,191,900 □ 77

Total □ \$1,561,976,237 □ 630

For 1989 total see Feb. 5, 1990 BROADCASTING.

WLEA(AM)-WCKR(FM) Hornell, N.Y. □ Sold by Channick Broadcasting Corp. to PMJ Communications Inc. for \$538,000. Price includes \$1,000 down payment, \$299,000 cash at closing and \$238,000 promissory note payable in 10 years at 12%. Stations went on air in Sept. 1951 and June 1981, respectively. **Seller** is headed by Herbert Channick, who has interest in Crest Hill Broadcasting Co., licensee of WCCQ(FM) Crest Hill, Ill. **Buyer** is headed by Kevin Doran, who is currently general manager of WLEA(AM)-WCKR(FM). WLEA(AM) is daytimer with full service format on 1480 khz with 2.5 kw. WCKR(FM) has country format on 92.1 mhz with 1.25 kw and antenna 512 feet above average terrain.

KSES(AM) Yucca Valley, Calif. □ Sold by Craig Broadcasting Corp. to Kevin D. Roberts for \$421,000. Price includes \$8,000 down payment and \$413,000 upon FCC approval. Stations were acquired in March 1989 for \$365,000 ("Changing Hands," Feb. 5). **Seller** is headed by

RADIO '90 Boston

*If you plan to attend the Fall NAB,
call us now at 513-791-8730 to set
up an appointment for a confidential
discussion in our suite at the
Boston Marriott/Copley Place.
Phone 617-236-5800 from Sept. 12-15.*

*THE
TED HEPBURN
COMPANY*

*Ted Hepburn, President
325 Garden Rd., Palm Beach, Florida 33480
(407) 863-8995*

*Todd Hepburn, Vice President
P.O. Box 42401, Cincinnati, Ohio 45242
(513) 791-8730*

FOCUS ON FINANCE

Media stocks showed little activity last week, although many were up slightly. Turner Broadcasting common shares split three-for-one last Wednesday. There was more activity on the debt side, where the high-yield market settled enough for price estimates to be gathered. According to Morgan Stanley & Co., virtually all high-yield communica-

tion bond prices were lower compared to prices before the Iraqi invasion of Kuwait, Aug. 2. Among those worst hit were Adelphia Communications, down roughly 13%, and issues of Price Communications, off between 10% and 15%. Effective yields of the latter were now estimated to be at 34% or higher.

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 and Poor's or as obtained by Broadcasting's own research.

	Closing Wed Sep 5	Closing Wed Aug 29	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
--	-------------------------	--------------------------	---------------	-------------------	--------------	--

BROADCASTING

N (CCB) Cap. Cities/ABC	488	5/8 478	1/2	10 1/8	02.11	16 8,455
N (CBS) CBS	173	1/2 174	3/8	- 7/8	-00.50	12 4,105
A (CCU) Clear Channel	11	1/8 11		1/8	01.13	-74 63
O (JCOR) Jacor Commun.	2	1/8 2	3/8	- 1/4	-10.52	-1 21
O (LINB) LIN	53	1/2 52		1 1/2	02.88	-19 2,772
O (OSBN) Osborn Commun.	8	1/8 8		1/8	01.56	-11 56
O (OCOMA) Outlet Comm.	16	1/4 15	3/4	1/2	03.17	20 106
A (PR) Price Commun.	2	2 1/8		1/8	-05.88	18
O (SAGB) Sage Bsg.	1	3/8 1	1/8	1/4	22.22	-1 5
O (SCRIP) Scripps Howard	46	46			00.00	19 475
O (SUNNC) SunGroup Inc.		3/4	3/4		00.00	-1 1
O (TLMD) Telemundo	5	1/4 5	1/2	- 1/4	-04.54	-2 119
O (TVXGC) TVX Group	7	3/4 7	3/4		00.00	56
O (UTVI) United Television	29	1/8 28	1/8	1	03.55	3 316

EQUIPMENT & MANUFACTURING

N (MMM) 3M	78	3/4 79	7/8	- 1 1/8	-01.40	13 17,522
O (IATV) ACTV Inc.	3	1/2 3	1/2		00.00	2
O (ATI) Am. Film Tech.	7	5/8 7	3/8	1/4	03.38	29 74
N (ARV) Arvin Industries	16	7/8 16	5/8	1/4	01.50	23 317
O (CBL) C-Cor Electronics	8	8 1/4		1/4	-03.03	6 34
O (CTEX) C-Tec Corp.	15	3/4 15	1/4	1/2	03.27	262 266
N (CHV) Chyron	1	1/4 1	1/4		00.00	-3 14
A (COH) Cohu	9	1/4 9	1/2	- 1/4	-02.63	7 18
N (EK) Eastman Kodak	41	1/2 39	7/8	1 5/8	04.07	26 13,464
N (HRS) Harris Corp.	24	3/8 24		3/8	01.56	25 975
N (IV) Mark IV Indus.	10	5/8 10	3/4	- 1/8	-01.16	2 157
O (MATT) Matthews Equip.	1	3/4 1	3/4		00.00	87 10
O (MCDY) Microdyne	3	3			00.00	42 12
O (MCOM) Midwest Comm.	2	1 5/8	3/8	3/8	23.07	5 6
N (MOT) Motorola	69	1/8 71	3/8	- 2 1/4	-03.15	17 9,013
A (PPI) Pico Products		7/8	7/8		00.00	3
N (SFA) Sci-Atlanta	17	5/8 19		- 1 3/8	-07.23	9 393
N (SNE) Sony Corp.	50	5/8 51	3/8	- 3/4	-01.45	25 16,803
N (TEK) Tektronix	14	3/8 13		1 3/8	10.57	-4 418
N (VAR) Varian Assoc.	31	1/4 30	1/2	3/4	02.45	-35 596
O (WGNR) Wegener		7/8 1		- 1/8	-12.50	-5 6
N (WX) Westinghouse	32	1/4 32		1/4	00.78	9 9,403
N (ZE) Zenith	5	3/4 6	1/8	- 3/8	-06.12	-1 153

PROGRAMING

	Closing Wed Sep 5	Closing Wed Aug 29	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
O (ALLT) All American TV	2	1/2 2	1/2		00.00	4
N (CRC) Carolco Pictures	8	7 1/4	3/4	10.34	18 239	
A (CLR) Color Systems	2	1 5/8	3/8	23.07	-2 12	
O (DCPI) dick clark prod.	5	1/4 5		1/4	05.00	22 43
N (DIS) Disney	102	3/8 103	7/8	- 1 1/2	-01.44	17 13,631
O (FNNI) FNN	6	7/8 6	3/4	1/8	01.85	20 124
A (FE) Fries Entertain.		1/2	1/2		00.00	2
A (HHH) Heritage Ent.	1	1/8 1	1/8		00.00	-1 8
N (HSN) Home Shop. Net.	5	5/8 5		5/8	12.50	140 505
O (IBTV) IBS	1	3/8 1	3/8		00.00	17 4
N (KWP) King World	21	3/8 19	5/8	1 3/4	08.91	10 812
O (KREN) Kings Road Ent.		1/4	1/4		00.00	1
N (MCA) MCA	41	3/4 42	1/8	- 3/8	-00.89	15 3,113
N (MGM) MGM/UA Comm.	14	3/8 14	3/8		00.00	-21 732
A (NNH) Nelson Holdings	3	1/4 2	7/8	3/8	13.04	14
O (NNET) Nostalgia Net.		9/16	1/2	1/16	12.50	3
N (OPC) Orion Pictures	10	9 1/4	3/4		08.10	28 180
N (IPC) Paramount Comm.	35	5/8 35	5/8		00.00	25 4,237
N (PLA) Playboy Ent.	4	1/2 4	3/8	1/8	02.85	-64 84
O (QNTQE) Qintex Ent.		1/8	1/8	1/8	00.00	26
O (QVCN) QVC Network	7	5/8 7	1/2	1/8	01.66	-108 132
O (RVCC) Reeves Commun.				1/8	01.66	-108 132
O (RPICA) Republic Pic. 'A'	5	3/4 5	3/4		00.00	23 24
O (RPICB) Republic Pic. 'B'	5	5			00.00	55 21
O (SP) Spelling Ent.	5	4 7/8	1/8		02.56	25 165
O (JUKE) Video Jukebox	5	7/8 5	5/8	1/4	04.44	-30 55
O (WONE) Westwood One	3	3/4 3	3/4		00.00	-2 55

SERVICE

O (AGRPC) Andrews Group	2	3/8 2	3/8		00.00	-1 21
O (BSIM) Burnup & Sims	8	7 3/4	1/4	03.22	100 100	
N (CQ) Comsat	28	7/8 28	7/8		00.00	8 488
N (DNB) Dun & Bradstreet	42	1/2 42	3/4	- 1/4	-00.58	14 7,755
N (FCB) Foote Cone & B.	24	1/4 24	3/8	- 1/8	-00.51	13 259
O (GREY) Grey Advertising	155	157		- 2	-01.27	14 175
O (IDBX) IDB Commun.	7	1/2 6	3/4	3/4	11.11	25 46
N (IPG) Interpublic Group	33	32 1/2	1/2	1/2	01.53	15 1,140
O (OMCM) Omnicom	26	26			00.00	13 683
N (SAA) Saatchi & Saatchi	3	5/8 4	1/8	- 1/2	-12.12	-3 574
O (TLMT) Telemation	2	2			00.00	4 9
A (UNV) Unitel Video	6	5/8 6	1/2	1/8	01.92	-15 13

	Closing Wed Sep 5	Closing Wed Aug 29	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitl- ization Ratio(000,000)
N (BLC) A.H. Belo	33	5/8 32	3/4	7/8	02.67	28 653
N (AFL) American Family	15	14	7/8	1/8	00.84	11 1,219
O (ACCMA) Assoc. Comm.	18	1/2 18	1/2		00.00	57 345
N (CCN) Chris-Craft	27	1/4 27	7/8	-	5/8 -02.24	681
O (DUCO) Durham Corp.	25	25			00.00	14 211
N (GCI) Gannett Co.	33	7/8 33	1/4	5/8	01.87	13 5,352
N (GE) General Electric	60	1/4 62	5/8	- 2 3/8	-03.79	13 54,052
O (GACC) Great American	3	1/8 3		1/8	04.16	109
A (HTG) Heritage Media	3	7/8 4	1/8	- 1/4	-06.06	-9 175
N (JP) Jefferson-Pilot	37	5/8 38	5/8	- 1	-02.58	9 1,382
N (LEE) Lee Enterprises	22	21	7/8	1/8	00.57	12 525
N (LC) Liberty	48	1/2 47		1 1/2	03.19	11 414
N (MHP) McGraw-Hill	49	1/4 47	3/4	1 1/2	03.14	123 2,397
A (MEGA) Media General	23	3/8 23	3/4	- 3/8	-01.57	35 604
N (MDP) Meredith Corp.	24	1/4 24	1/2	- 1/4	-01.02	14 446
O (MMEDC) Multimedia	61	1/2 61	7/8	- 3/8	-00.60	18 695
A (NYTA) New York Times	19	5/8 18	3/4	7/8	04.66	6 1,495
N (NWS) News Corp. Ltd.	17	7/8 18	3/8	- 1/2	-02.72	11 4,798
O (PARC) Park Commun.	18	18			00.00	19 372
O (PLTZ) Pulitzer Pub.	24	23	1/4	3/4	03.22	9 251
O (RTRSY) Reuters	49	3/8 49	1/2	- 1/8	-00.25	23 21,284
O (STAUF) Stauffer Comm.	135	137		- 2	-01.5	48 144
N (TMC) Times Mirror	25	1/2 26	1/4	- 3/4	-02.85	13 3,277
O (TMCH) TM Commun.	1/8	1/8			00.00	-1
N (TRB) Tribune Co.	38	1/8 37	3/4	3/8	00.99	13 2,522

BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Sep 5	Closing Wed Aug 29	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitl- ization Ratio(000,000)
A (TBSA) Turner Bestg.'A'	13	37	3/8	-24 3/8	-65.21	-36 646
A (TBSB) Turner Bestg.'B'	12	5/8 35	7/8	-23 1/4	-64.80	-35 340
N (WPO) Washington Post	241	1/4 235		6 1/4	02.65	15 2,947

CABLE

A (ATN) Acton Corp.	8	8			00.00	29 12
O (ATCMA) ATC	29	1/2 28	1/2	1	03.50	30 3,216
A (CV) Cablevision Sys.'A'	17	5/8 17	7/8	- 1/4	-01.39	-2 391
A (CTY) Century Comm.	6	1/2 6	1/2		00.00	-6 424
O (CMCSA) Comcast	10	7/8 10	7/8		00.00	-7 1,227
A (FAL) Falcon Cable	12	11	1/2	1/2	04.34	-11 76
O (JOIN) Jones Intercable	7	1/4 7	1/2	- 1/4	-03.33	-4 90
N (KRI) Knight-Ridder	42	1/2 42	5/8	- 1/8	-00.29	13 2,138
T (RCLA) Rogers'A'	10	1/2 10		1/2	05.00	-17 349
T (RCLB) Rogers'B'	7	1/4 7		1/4	03.50	-12 568
O (TCAT) TCA Cable TV	12	12			00.00	-40 290
O (TCOMA) TCI	11	10	5/8	3/8	03.52	-14 3,916
N (TWX) Time Warner	79	1/4 79	3/8	- 1/8	-00.15	-5 4,555
O (UAECA) United Art.'A'	11	1/8 11	5/8	- 1/2	-04.30	-10 1,553
O (UAECB) United Art.'B'	11	11	3/8	- 3/8	-03.29	-10 734
A (VIA) Viscom	19	18	3/4	1/4	01.33	-19 2,027

Standard & Poor's 400	384.35	384.45	-0.10	-0.10
*Split 2-1 on Sept. 5.				

Richard C. and Pearl V. Plum, husband and wife, and has no other broadcast interests. Buyer has no other broadcast interests. KSES(AM) is daytimer with adult contemporary format on 1420 khz with 1 kw.

WJQZ-FM Wellsville, N.Y. □ Sold by Scenic Sounds Inc. to Erin Communications Inc. for \$400,000. Station went on air in February 1986. Seller is headed by Terry C. Swift, Michael T. Baldwin and Louis Mason and has no other broadcast interests. Buyer is headed by Jack and Elaine Murphy, who own WMNS(AM)-WMXO(FM) Olean, N.Y., and are purchasing WLSV(AM) Wellsville from Radio Services of Wellsville for \$225,000 ("For The Record" page). WJQZ-FM has adult contemporary format on 93.5 mhz with 1.45 kw and antenna 466 feet. Sale brokered by Kozacko-Horton Co.

KRVC(AM)-KBOY(FM) Medford, Ore. □ Sold by KBOY Radio Inc. to Dove Communications Inc. for \$400,000. Price includes \$45,000 deposit, \$55,000 assumption of existing leases, \$300,000 promissory note payable in 12 years at 10%. Stations were acquired in Aug. 1979. Seller is headed by Gary Grossman and has no other broadcast interests. Buyer is headed by Perry A. and Peggy K. Atkinson, husband and wife, and Dallas Rhoden, and has no other broadcast interests. KRVC(AM) has adult contemporary format on 730 khz with 1 kw day and 74 watts night. KBOY(FM) has adult contemporary format on 95.7 mhz with 100 kw and antenna 935 feet.

FIFTH ESTATE EARNINGS REPORTS

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Ackerly Communications	Second	\$45,900	7	(\$2,500)	NM	(\$0.16)
Clear Channel Communications	Second	\$16,578	34	\$71	-61	\$0.01
Lee Enterprises	Second	\$75,322	9	\$11,000	-	\$0.40
Outlet Commun.	Second	\$12,513	53	(\$590)	NM	(\$0.09)
Park Commun.	Second	\$42,772	1	\$5,873	1	\$0.28

Ackerly Communications had net income of \$400,000 in second quarter of prior year. Seattle-based group owner said second-quarter operating profit before depreciation, amortization and interest expense was flat at \$10.1 million. ■ Lee Enterprises said broadcasting revenue was up 4% while "increases in film amortization...were offset by reductions in other operating expenses." ■ Outlet Communications said that excluding effect of recently sold stations, revenue of remaining properties fell 6.4% in second quarter versus year-ago period.

We are pleased to announce FCC approval and closing of our recent transaction:

\$58,000,000

WUAB-TV (CH 43) CLEVELAND, OHIO
(Gaylord Broadcasting Company)

SOLD TO

CANNELL COMMUNICATIONS L.P.

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405

Continued from page 77

first half of 1990. For FM stations, the growth rate has slowed from a high of 28.8% in 1986 to half that in 1987, followed by an increase to 21.4% in 1988, but dropping to 7.7% last year and 9.5% in the first half of this year.

The report breaks out stations by other categories as well, including market size. Top-10 markets showed relatively strong performance of 16.5%, while un-rated markets had relatively low performance.

By region, the results are said to show a surprisingly high appreciation in areas that have long experienced economic problems. The more recent period, reflects buyers' perceptions that the markets are in the process of rebounding. Conversely, the study's results, which probably show weaker growth in the Midwest and New England, do not fully reflect continuing station price weakness in those regions. Stations on the West Coast and in sunbelt areas showed above average value gains.

Schutz said he did not break out results by format, as he has done in some

past studies. Among the problems he cited were that stations change format frequently, reducing the sample size. Also, he said some formats tend to be found on certain kinds of technical facilities, making it hard to segregate the format variable from the technical variable. As examples he said that Hispanic stations below the 100th market tend to be on AM daytimers, and that commercial religious stations and other "specialized" formats also have lower price appreciation rates and are on poorer technical facilities. Past reports have found that those stations showing the highest appreciation in value are urban contemporary, CHR and other "mass appeal" formats.

The study, being sold by NAB, lists details on each of the qualifying station transactions of almost 500 stations (about 25% of all radio stations sold) during the two-and-a-half years. The study also provides special notations for transactions in which the price included a tax certificate or where a station was sold to a nonprofit institution, which Schutz said has occurred with many AM stations.

Screened out of the study were stations which did not provide a meaningful gauge on the direction of station prices. Among those transactions excluded were sales of new stations, sales where only partial ownership was involved, multiple station sales and acquisitions where AM-FM's combo's were split between different buyers. Stations held for more than 11 years were also excluded.

Among the caveats Schutz suggested were that percentage changes regarding AM's could sometimes be distorted because of the low absolute figures. "If a station went from \$250,000 to \$500,000, for instance, that indicates a major gain in value, but really it might just reflect the owner having purchased some real estate. Fratrick and I tried to deal with dollar-weighted results...but we could never find a way to describe what was really going on," he said.

As for predicting what will happen in the near future, the study's author suggested that average price appreciation for FM's and FM-AM's would increase at a rate close to that of nominal gross national product. -6f

INVESTING IN RADIO:

The Game

The Only Game For And About Radio.

Be A High Roller!

Premiering at Radio '90 • BIA Exhibit Booth #1014

BIA Publications, Inc. • P.O. Box 17307 • Washington, DC 20041 • 800-323-1781

JUDGE REFUSES TO ISSUE INJUNCTION AGAINST HBO IN BMI SUIT

A federal judge last week rejected Broadcast Music Inc.'s request for an injunction to stop HBO from showing movies with BMI copyrighted music, an action that, in effect, would have shut down HBO.

HBO and BMI's contract expired at the end of 1989, and the two have not been able to come to agreement on the terms of a new contract, prompting BMI's current lawsuit against HBO. Since that time, HBO has been paying no license fee to BMI. BMI has also brought Time Warner's Manhattan Cable into the suit, because it wants separate license fees paid by HBO and by the cable operators who carry the service.

The judge's condition for not issuing the injunction, according to Edward Chapin, general counsel for BMI, is that HBO will have to pay an interim fee while the suit is litigated, greater than the amount it had been paying in its old

contract. On Oct. 5, when the two parties again appear before Judge John Sprizzo of the federal district court, southern district of New York, they are supposed to have negotiated an interim fee. If they are unable to, the judge will decide the fee, as well as whether one will be instituted for Manhattan Cable.

"HBO has always been prepared to pay BMI," said Bob Joffe, partner in Cravath, Swaine & Moore, which is representing both HBO and Manhattan Cable. "We don't believe they're entitled to an interim fee for Manhattan Cable. Nevertheless, we're prepared to discuss one," he said. According to Joffe, the judge ruled that an interim fee for Manhattan Cable would only be instituted if BMI could prove it will be irreparably harmed without the payment.

Until the end of 1989, HBO operated under a through-to-the-viewer license fee agreement, at the cost of \$2.8 mil-

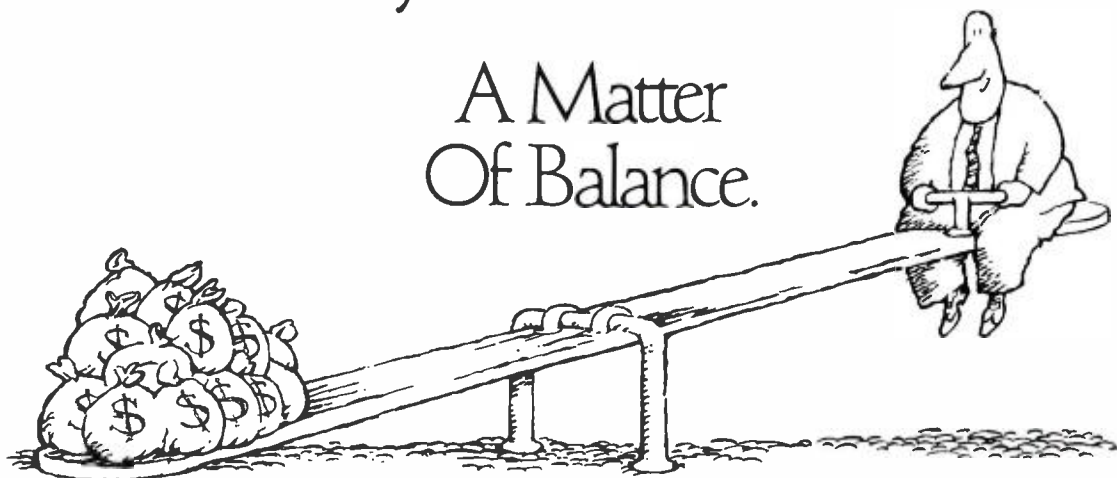
lion a year, according to Joffe. Manhattan Cable and other operators contributed to part of the fee. When the contract expired, Joffe said BMI wanted to charge HBO \$2 million for just the programmer portion of the license and "presumably seek millions of dollars more from the cable operators." If HBO wanted to continue to have a through-to-the-viewer license, it would cost \$6.5 million, he said.

Joffe said testimony from BMI executives revealed the organization now was looking to make two or three times more than it had under HBO's expired license fee agreement. Joffe said testimony had also revealed that last year BMI had earned \$10 million from the cable industry, and was looking to up that figure to \$150 million.

BMI also has suits pending against cable networks Arts & Entertainment, Lifetime and CBN, but those will wait for outcome of the HBO suit, said Chapin. He said BMI's goal is for operators to pay their own license fees for all the BMI-copyrighted music programed on their systems, in addition to separate fees paid by cable programmers. **-SDM**

Financial Reality And The Broadcast Investor

A Matter Of Balance.



In an up and down market, the prudent investor must have the benefit of solid financial advice on appraisals, stock valuation, ESOPs, tax certificates, IRS scrutiny and expert testimony.

Advice that balances the investor's enthusiasm and financial goals with an experienced perception of market dynamics.

Today, more than ever, our expert judgment can help tip

the balance in your favor.



Broadcast Investment Analysts /
Frazier, Gross & Kadlec
The BIA Family of Companies

Visit us at the NAB, Marriott Suite 1107

Post Office Box 17307 • Washington, D.C. 20041 • (800) 323-1781 • (703) 478-5880

STUDY FINDS MIXED BLESSINGS WITH 15-SECOND SPOTS

ANA says while advertisers have noticed benefits from shorter commercials, there are problems, including difficulty determining whether they are being charged 'hidden premiums'

Although the 15-second commercial is here to stay, many of the benefits that went with it—cheaper production, media costs and lower network rates—are not, according to a just-released study on 15's from the Association of National Advertisers, "Improved Marketing Productivity or Advertising's Vietnam?"

Coincidentally, the ANA comes at the same time that CBS is said to be seeking a premium for some stand-alone 15-second spots in prime time and daytime shows. Jerry Dominus, vice president, network sales, CBS, could not be reached for comment, but this is not the first time that one of the networks has tried to get premiums for 15's—in 1988, CBS reportedly put premiums on all of its sports programming.

The news that CBS may seek premiums was met with little surprise from an advertising community that is already having a hard time trying to figure whether they're paying "hidden premiums." And although 15-second spots are considered a main cause of clutter, one advertising executive questioned whether the networks, which have increased inventory across the board, aren't contradicting themselves on the clutter issue.

In theory, 15-second spots cost half of a traditional 30-second spot. However, as one network sales executive put it: "Everything we do is negotiable," making it very difficult to figure out what is and what is not a premium price, especially in a soft market, which many industry observers expect in the fourth

quarter. Those are the key factors that have media buyers feeling comfortable that a premium policy will not stick.

The ANA report said that for the most part, the cost of 15-second spots run about half of 30-second spots, but that premiums are charged by the networks in certain categories, dayparts or higher rated shows.

The report also said that it was "imperative" for advertisers and agencies to work together to establish guidelines for 15-second spots including pod lengths, pod placements, number or availabilities and pricing. Looking ahead, the report predicted that adding a cost premium (55%-65%) would slow down the growth of 15-second spots, which according to Ed Weiner, media director of Avrett, Free & Ginsberg, who worked on the report, are expected to peak at 50%-55% of all network commercial lengths by the year 2000. This is in contrast with many in the industry who think the use of 15-second spots has peaked at its current level of about 40%.

With the growth of 15-second spots, there will be more clutter. The report said that by the end of 1990, the number of total spots available will be about 370,000, up 50,000 from 1988. With the increase in clutter, the report looks for "continued consumer dissatisfaction with commercials and advertising in general and lower commercial awareness and recall levels." That, media directors said, will help increase the value of 30-second spots because they will be the exception, rather than the rule.

Looking down the road, Weiner and Jay Schoenfeld, executive vice president and media director, Backer, Speilvogel & Bates, who also worked on the report, disagreed about whether shorter commercial lengths would emerge. Weiner, the report said, is looking for 10-second and 20-second spots to surface as "viable network communication devices" replacing 15-second and 30-second spots.

Schoenfeld disagreed, citing the networks "claim that they want to reduce clutter because it is bad for their medium and their business."

In June, J. Walter Thompson released a study that also showed that broadcasters are tightening the guidelines toward

AT&T opened the first radio station in New York City nearly 70 years ago.

And today, AT&T Commercial Finance Corporation is bringing this heritage and the resources of AT&T to the broadcast industry.

So if you're looking for a lender with the experience and knowledge that comes from shaping the industry, call AT&T Commercial Finance today. We have the creativity, flexibility and resources to bring you the best financing available.

Call us today. Count on us tomorrow.

And join us for an Evening of Jazz
Friday, September 13 • 9:00 - Midnight
Westin - Copley Place • Staffordshire Room (RSVP)
Also visit our Business Suite
at the Marriott Copley, Suite 3506 (by appointment)

 **AT&T**
Capital Corporation
AT&T Commercial Finance

Media Finance Group
(404)393-2310

15-second spots. The JWT study said that in 1984 the networks were reasonably "accommodating" to advertisers, but today they are "following the lead of local stations by trying to secure cost premiums, not allowing them in some special events, not guaranteeing product separation in pods, preempting them in daytime and not giving them equitable

rotation.

Equitable rotation, the study explained, "assures advertisers that no systematic scheduling/positioning bias exists in the system." In prime time, the study reported, less than 10% of all 15-second spots appear in the first position in the pod compared to 40% of all 30-second spots. More than half (65%) are

likely to be in the middle of the pod, according to the study.

The agency still recommends 15-second commercials to its clients. With regards to clutter, the agency said that advertisers should use a heavier mix of 30-second spots in cluttered environments, especially in daytime where almost half of the spots are 15's. **-JF**

INTERNATIONAL MEDIA FUND WILL FOCUS ON TV, RADIO

IMF will aid in development of stations in Central and Eastern Europe

Based on the belief that "the existence of independent media is terribly important to democratic reform," Ambassador Robert Barry told reporters, the U.S. State Department has formed a new International Media Fund aimed at aiding the development of privately owned and operated newspapers and television and radio stations in Central and Eastern Europe. However, added Marvin Stone, fund chairman and president, former deputy director of the United States Information Agency (USIA) and former editor of *U.S. News & World Report*, the independent, non-profit IMF will emphasize TV and radio and will appoint a board of directors comprising "prominent Americans in communications."

As of last week, that board included Eddie Fritts, president of the National Association of Broadcasters, as treasurer and as chairman of a radio advisory committee, and Gene Mater, former senior vice president of the CBS/Broadcast Group and former news director of Radio Free Europe in Munich, as vice president of broadcasting.

Described as a clearinghouse for financial, technical and advisory aid, as well as for guiding policy on what kinds of organizations should get help, the fund was incorporated in Washington on July 31. Before a first board meeting scheduled for Oct. 9, Stone and several other directors will tour Eastern Europe on a needs assessment survey.

"We will be focusing on broadcasting rather than print," said Stone, pointing to active evidence of a "psychic need to export the First Amendment" among U.S. press editors not exhibited "so far" among most broadcasters, who, "regulated heavily until recently," don't share the printed press's long unregulated history nor present fervor to spread the word, he said. Describing Fritts as among the exceptions to the generalization, however, Stone said,

"I'm very confident that American broadcasters will support" the fund's goals.

Fritts, also likely chairman of a TV advisory panel, said he will schedule the first radio advisory meeting for today (Sept. 13) during the Radio 1990 convention in Boston. Creating U.S.-European sister stations and cities will be among the proposals discussed. The NAB has also invited Hungary, Czechoslovakia, Poland, Romania, Bulgaria, Yugoslavia and East Germany to send

representatives to a November conference in the U.S.

Other IMF directors include Vice Chairman Max Kampelman (former chief U.S. negotiator at the Geneva Nuclear and Space Talks), Executive Committee Chairman Leonard Marks (former USIA director) and Secretary Aurelius Fernandez (former USIA foreign service officer). The Agency for International Development and the National Endowment for Democracy are providing start-up funds. **-PDL**



**OUR RADIO 1990
CONVENTION
HEADQUARTERS
WILL BE AT**



**THE BOSTON MARRIOTT-COPLEY PLACE
SUITE 3432**

Call us for a confidential appointment or
stop by and visit with us during the convention.

QUESTCOM

Radio Station Brokerage & Financing Services

Don Bussell
Gaithersburg, MD / (301) 963-3000

Marc Hand
Denver, CO / (303) 534-3939

FIFTH ESTATE EARNINGS REPORTS

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Cosmos Broadcasting	Second	\$23,578	-16	\$4,205	36	NM
Gannett	Second	\$893,795	-1	\$105,267	-6	\$0.66
Great American Commun.	Second	\$78,885	7	\$21,108	NM	\$0.60
Lee Enterprises	Second	\$75,322	9	\$11,000	--	\$0.46
News Corp.	Fourth	\$1,894,687	4	\$170,217	-70	\$1.11
	Year	\$6,719,686	6	\$263,246	-72	\$1.85

Cosmos Broadcasting is subsidiary of Liberty Corp. Excluding results of TV station sold since second-quarter revenue was up 2% while operating expenses fell 4%. ■ **Gannett** said second-quarter broadcasting revenue was \$108.6 million, down 1%. Local TV revenue was down 8%, while national was up 4%. On pro forma basis, radio station revenue was up 1% for quarter. Company said that broadcasting expense was up 6%, "due principally to higher costs for syndicated program rights," causing operating income for segment to fall 16%, to \$30.8 million. ■ **Great American Communications** had net loss in prior-year's second quarter of \$23.6 million. Cincinnati-based group owner registered \$45 million gain on sale of marketable securities. Broadcast revenue was up 3%, to \$55.9 million, while entertainment group revenue jumped 35% to \$18.2 million. ■ **LIN Broadcasting** said that net revenue of media group declined 5%, to \$42 million, while operating income was off 13%. Decline in results included both specialty publishing and seven TV stations, which showed "increased costs associated with the expansion of news coverage." LIN said that broadcast orders for third quarter are flat with those of year ago. ■ **News Corp.** said that operations in United States accounted for 56% and 59% of consolidated revenue and profit, respectively. Company said that among TV stations, "strong profit performance was achieved in the New York, Los Angeles and Washington stations." News Corp. said that net profit includes "the write-off of previously capitalized development costs (\$284.4 million Australian) of Sky Television, about-to-be obsolete equipment, the loss on the sale of a Boston television station, and other smaller items."

FOURTH TIME'S THE CHARM?

The unsettled times at WPSO(AM) New Port Richey, Fla., may be over with the closing of its sale from Lowery Communications Inc. to T.G.A. Communications Inc. for \$229,000. T.G.A. is headed by first-time buyers Timothy G. and Diana L. Adkins, husband and wife. Lowery Communications is headed by Thad M. and Barbara Lowrey, husband and wife, and Sam Y. Allgood Jr.

In 1988 Lowery Communications announced three separate sales of \$360,000 for the station. The first two, to Stanley Broadcasting and Antioch Communications, respectively ("Changing Hands," Feb. 29 and May 23, 1988), fell and it was then sold to Ceresoli Communications Inc. ("For The Record," Sept. 12, 1988), which also couldn't close. Unfortunately, the third time wasn't a charm since Lowery had to assume Ceresoli's \$345,000 promissory note in early 1990 ("Changing Hands," July 9, 1990). Ceresoli Communications Inc. is headed by Anthony D. Ceresoli and Anthony and Anna M. Ceresoli Jr., husband and wife.

Timothy Adkins joined WPSO as an operations manager when the Ceresolis bought the station. Diana L. Adkins was a legal secretary at a prominent Tampa law firm that helped the Adkins' with the closing. She is now the company's president.

WPSO is a 250 w daytimer that serves a mostly older audience just north of Tampa. New Port Richey sits in Pasco County, the second oldest-skewing county in the U.S. with a mean age of 57.3 years old, said Timothy Atkins. The Atkinses, both 24, will implement a full service talk and news format aimed at the communities north of Tampa where around 40% of the population is over 60 years old.

Atkins feels lucky that there are only three news and talk stations: WFLA(AM) Tampa, WSUN(AM) St. Petersburg and WEND(AM) Brandon. WFLA is a 5 kw fulltimer owned by Jacor; WSUN is owned by CBS, and WEND is the flagship station for the Sun Network, a national talk radio syndicator which broadcasts out of Clearwater, Fla.

The short-term success depends on how well the Atkinses can reach the older audience, which has a large disposable income and time to spend it, said Atkins. Part of the long-term gamble, Timothy Atkins said, was that the FCC will improve the AM band. —PJS



Great American
COMMUNICATIONS COMPANY

\$150,000,000

Senior Bank Financing

Funds Provided by

Continental Bank N.A.

The First National Bank of Boston

Manufacturers Hanover Trust Company

The Bank of New York

National Westminster Bank USA

NCNB National Bank of North Carolina

Star Bank, N.A., Cincinnati

Agents



Continental Bank^{NA}

July 1990



BANK OF BOSTON

SATELLITE

NETWORK SATELLITE COMPRESSION DRAWING NEARER

Big three encouraged by exposure to work of Compression Labs

Compression Labs Inc. (CLI), provider of the digital video compression system at the heart of Seattle-based SkyPix's proposed 80-channel direct-to-home satellite service (BROADCASTING, Aug. 20), has been quietly showing its wares to the broadcast networks, said sources at ABC, CBS and NBC. More than half a dozen real and proposed CLI products range from 45- to 140-megabit-per-second high-definition television studio systems to 1- to 1.5-megabit Apple computer compatible, very low quality video systems, according to a two-page handout delivered to network operations and engineering staff in New York earlier this summer.

Confirming that CLI is developing a digital compression system that would bring 4 to 1 NTSC compression to broadcast and cable television distribution, Michael Stauffer, CLC's director of new business development, said:

"It's feasible that you'll see something next year." One network source said that, at the time of CLI's visit more than two months ago, CLI projected that the 4-1 TV distribution product would remain in development for nine to 16 months, plus two months for simulation.

Although a source said that the broadcast product had been described as using a 3-10 megabit data rate, Stauffer described the range as 5-8 megabits. "They think it's better than Super VHS," said one. "But it's questionable whether it's suitable for the studio, or even for distribution. We haven't seen hardware or a simulation. At this point it's vaporware."

However, several other sources reported that, through visits to CLI's San Jose, Calif., laboratories and through specifications materials delivered by CLI on its various "Spectrum Saver" digital and analog compression systems,

some network engineers have become satisfied that the 8-1 scheme proposed by SkyPix has been improved greatly over the past six months and now provides quality "as good or better than" many cable systems—at least to the naked eye, if not to electronic testing—in the words of one source. "Soft, grainy resolution and some motion artifacts" apparent in the system six months ago have been displaced by "pretty good" quality, he said.

The networks, said another source—to save on satellite capacity, as well as open capacity for additional services—"are extremely interested in seeing them [CLI and other labs] work backwards" from the 8-1 scheme.

Six months ago, he said, the networks were "sure" that CLI and others could, in short order, achieve at least a 2-1 broadcast quality signal-to-transponder ratio; now, he said, "it could be more"

FOOTPRINTS

Who failed John? Based on satellite construction costs of \$145 million, launch vehicle costs of \$115 million, NASA recovery costs projected at \$140 million and not yet estimated lost revenue, the International Telecommunications Satellite Organization last week filed a counterclaim against Martin Marietta Corp. valued at "at least \$400 million," said Intelsat. Filed in U.S. District Court in Baltimore, the suit came as a response to Martin Marietta's request for declaratory ruling last July 6 that it had fulfilled its contract to deliver Intelsat VI (F-3) into orbit last March. Although Martin Marietta's Commercial Titan III rocket successfully carried the bird into low orbit, the satellite failed to break free from the launch vehicle to position itself into geostationary orbit. At the time, Martin Marietta Commercial Titan said that a miscommunication between software and hardware engineers had resulted in the rocket failing to release the satellite (BROADCASTING, March 26). However, Elliott Miller, spokesman for Martin Marietta, which filed a petition for declaratory ruling on July 6, said last week that the Intelsat response was expected and "we believe it has no merit." According to Miller, the F-3 launch contract "clearly set forth that Martin Marietta is not liable for the satellite's failure to achieve orbit." Additionally, he said, Intelsat turned down an opportunity to purchase insurance. NASA agreed last spring to use a space shuttle flight to replace the

booster on F-3, which could then attempt to reach proper orbit. Estimates of lost revenue will be based on the period of time from when F-3 would have become operational (approximately August 1990) and the shuttle recovery, scheduled for early 1992.

Second separate system. According to Honolulu-based Columbia Communications Corp., a startup international satellite system separate from Intelsat, and its marketing arm, Sat Time, the British government has told the U.S. government that it wishes to enter into consultation procedures to supply services between the UK and Hong Kong via two NASA satellites and earth stations in the U.S. Last June, Columbia successfully outbid competitors for a total of 24 transponders aboard two NASA TDRSS satellites, one over the Pacific Ocean and one over the Atlantic. The footprints of those two in-orbit birds would allow Columbia to serve video and telecommunications users in eastern and western Europe, the U.S. and the northern Pacific Rim. The UK action, said Sat Time, demonstrates that has "moved yet another step closer to commencement of services," having gained the support of the United Kingdom. PanAmSat, with one bird over the Atlantic, has successfully consulted to serve 52 nations in Europe and North and South America.

signals per transponder.

However, said a source at another network, pictures generated by early videotape players "also looked good through three feet of cable to a TV, but the same signal degraded" when passed through a station and over the air to homes. Similarly, both agreed that the 8-1 digital video compression system developed by CLI for SkyPix—a 2 megabit scheme reportedly based on "MPEG (Motion Picture Experts Group) Plus" standard—can deliver quality signals over the short distance between a satellite dish outside and a TV inside the home; but, they added, the same signals would degrade between broadcaster and viewer.

Describing quality as "a statistical issue," Stauffer said that, "at two megabits, you might generally find 95% of material" reaching the end user with no noticeable artifacts. "But," he said, "you will find material that defeats the [2 megabit] system," with some "slight" artifacts showing up in, for example, video featuring many scene cuts. However, "at a higher bit rate, say, 5 to 8 [megabits], you might find 99%" of the material creating no artifacts.

Direct broadcast satellite proponents, including one Sky Cable partner executive, have conceded that substantial market testing has yet to be done on just how severe a quality concession to the best satellite video signal the public would accept. Most experts predict that a TV service must deliver signals nearer the quality of the average cable system than the average videotape rental to become viable in the marketplace.

However, on the lower end of the bandwidth-quality tradeoff, said one network source, CLI is developing a 1.5 mhz analog system that would allow a viewer to use a personal computer receiver-tuner-modem to pick up VHS-quality video and Dolby stereo audio with an over-the-air "rabbit ears" antenna.

On the higher end, one source said CLI proposed to have HDTV hardware—the 45-140 megabit studio equipment or a 20-45 megabit HDTV distribution system, or both—by late 1991 or early 1992.

In any case, said Stauffer, CLI is, to date, "probably the only people who have a working system"—the system that SkyPix says will allow it to deliver 80 signals to 22- to 36-inch home satellite antennas via 10 mid-power (41 watt) Ku-band transponders by the first quarter of 1991.

Like CLI, General Instrument's VideoCipher Division is aiming to provide a variety of applications, but with sig-

nal-to-transponder ratio claims somewhat different from CLI's. The 2 megabit CLI system adopted by SkyPix could deliver as many as 18 NTSC signals per transponder, said Stauffer, although SkyPix will actually use 8-1 compression to gain more capacity for error correction and, thereby, higher quality. GI has said DigiCipher could deliver at 10-1, but broadcasters, cable programmers and satellite operators have suggested GI will find it can deliver no more than 4-1 at broadcast quality. GI has also said that DigiCipher will allow broadcasters or cable operators to receive compressed NTSC signals via satellite, then squeeze five of them again into the standard 6 mhz channels between station or headend and viewers' homes.

Subject to what he called an "onerous

nondisclosure agreement," one engineer for a major cable operator said that he had seen CLI's 2 megabit system and was convinced that "they have to be taken seriously." NTSC compression, he predicted, will bring more change sooner to TV than will HDTV. Although digital decompression circuits might initially cost \$300, they will soon come down to about \$50, making a home receiver considerably more affordable than an HDTV receiver and set, he said. And predicting that labs other than CLI and GI will soon go public with competing systems, he predicted that cable would apply the technology first to their plants. "There's not much benefit in compressing satellite signals when you don't have enough capacity in the cable system," he said.

—FDL

ALL NEW AT ALL NEWS CHANNEL

Schulte leaves Viacom-Conus channel for DBS; succeeded by Showtime's Ricklin

Stephan Schulte has resigned as executive vice president of All News Channel, to be succeeded by Matt Ricklin, who most recently served as Showtime's senior vice president, special markets and business development.

Jointly owned by Viacom Satellite News and Conus Communications, All News Channel is currently available to 100,000 satellite subscribers, 16 broadcast stations, and five LPTV stations. Ricklin said he plans to extend the primarily satellite-delivered service's focus on broadcasting and cable systems. One of All News Channel's main goals is to combine its national news service with news produced by local broadcasters and carried on cable systems as a 24-hour channel. According to Ricklin, discussions are being held in two or three markets to create such a 24-hour channel.

All News Channel is currently carried on four TVRO services, including Showtime Satellite Networks. DBS systems launching in the next several years could also provide some much-needed carriage for the channel. "We wouldn't be averse to that," said Ricklin. Although All News Channel has had "no serious discussions yet," with DBS services, Ricklin said the service will "look at all medium- and high-powered DBS services."

SkyPix, the 80-channel medium-powered DBS service which is set to launch early next year, could be a likely

prospect. SkyPix President Brian McCauley has said that he is looking at alternatives to major cable networks such as CNN (BROADCASTING, Aug. 20). Also helpful could be Ricklin's position as head of Viacom Network Enterprises (a position in which he will continue), which represents studios such as Imagine and Castle Rock. The unit sells about 25 films to pay per view each year, and has signed a license agreement with SkyPix.

All News Channel also plans to explore fringe markets, such as airplanes and hotels, but according to Ricklin the lack of prime transponder space is a hindrance to some of that expansion. All News Channel is on Satcom 4, which is "just not a 3R or a Galaxy 1," said Ricklin. "Clearly, we'll need to have a base of business to pay fees before we can afford a prime location on satellite," he continued.

Schulte, who helped start All News Channel in November 1989, is leaving to pursue DBS ventures. "I see myself in a position to attract investors and try some of the things I want to do [with DBS]," he said. Schulte said he was reviewing opportunities to get involved in DBS in the United States, as well as Europe and Japan. Schulte had been with Showtime Networks for 12 years, including a four-year stint as executive vice president at Showtime Satellite Networks before going to All News Channel.

—SDM

HUGHES EXCELLENCE



Hughes Communications' satellite replacement program ensures C-band capacity into the 21st century.

At Hughes Communications, we give you the most advanced technology and we back it with the most comprehensive service available in satellite communications.

That's the Hughes commitment to excellence.

Our C-band fleet, led by our Galaxy satellites, has earned a reputation as the premiere cable satellite system in orbit today. In addition to our cable and broadcast services, our audio services have taken a leading role in the industry.

Coupling sound engineering with a team of dedicated professionals, we ensure the quality and

continuity of our customers' transmissions, 24 hours a day, 365 days a year.

We will provide even further protection for our Galaxy/Westar customers with the launch later this year of Galaxy VI, our in-orbit satellite spare. In fact, long after the turn of the century, we will continue to deliver the level of excellence in satellite communications services that our customers have come to expect of us.

Hughes Communications. Our commitment to excellence will continue to make ideas happen—well into the 21st century.

HUGHES

Subsidiary of GM Hughes Electronics

For more information, call Hughes Communications, (213) 607-4128

WE MAKE IDEAS HAPPEN®

**HUGHES
COMMUNICATIONS**

TECHNOLOGY

AMPEX MAKES AUDIO EDITING EASIER

Accu-Mark said to provide faster, more accurate sound editing for D-2 video recorders

Ampex Corp., Redwood City, Calif., has begun shipping Accu-Mark, an enhancement to its VPR-200 and VPR-300 digital videotape recorders that promises to make the task of audio editing for video easier.

The video editing advantages of composite digital (D-2) VTR's over analog recorders has been one of the main selling points for manufacturers and marketers of the new format. As TV pictures are dubbed for up to and past 20 generations, they maintain the quality of the original video. Also, editing is made quicker and easier with D-2's faster shuttle speed.

But audio editing has not been so convenient. "It was all rather a frustrating process of trial and error," said Ken Shaw, Ampex product manager, studio recorders.

In analog video playback in a slow-motion or still mode, the pitch of the sound changes, but is generally understandable to the editor whenever the tape moves. This is because audio on the analog formats is recorded on longitudinal tracks (recorded lengthwise on the tape).

"The audio on digital recorders is recorded in packets or groupings of the audio signal. When you put it in still, you're taking that small segment of audio, which is about 2.2 milliseconds, and it's repeating over and over again. What this repeating process created was an annoying chatter, sort of like feedback," Shaw said. Video sound editors generally could not find accurate in-and-out points when doing audio editing on D-2, he said.

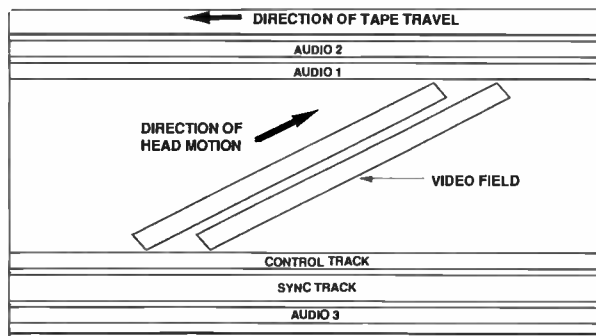
"The way they worked around it was to take and record the digital signal and put it on the cue track, which is an analog track of inferior quality. It was meant only for marking audio, not as an airable audio track," Shaw said. Not only was the audio quality reduced, but the process was made more complicated by the need for audio mixing between the cue track and four digital audio D-2 tracks. "The end result was that it was an extra step that led to a timing problem. If you were trying to precisely edit to the audio track and listen to the tape for a particular sound, listening on the cue track would not necessarily match the same point on the digital recording."

Accu-Mark not only solves the chatter problem on D-2, Shaw said, but offers a number of side benefits as well. "The immediate benefit is that you can position your recording precisely to the field in the machine and listen to the audio to make your decision of where to part the tape." Also, because there are four separate digital audio tracks that can now be independently edited, "you can do a lot of audio editing in that machine without having to pull them off to multitrack machines, especially in drama or episodic work," he said.

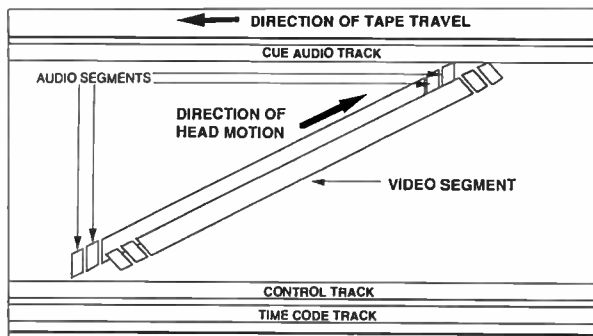
When playing back in slow motion, the audio is slower than real time but in perfect pitch rather than the lower-pitched playback in analog slow motion. When the VTR is in the freeze-frame mode, the audio locks. "What that means is that in live situations, such as sporting events or news, where a producer can't accurately put pre-roll in the tape, it's very easy now to put a tape cued for a replay on an instant roll and have maximum flexibility," Shaw said.

Accu-Mark is now being delivered as an enhancement to Ampex's four established D-2 videotape recorders. **-RMS**

C VERSUS D-2 AUDIO



Audio on analog videotape formats, such as one-inch Type C (left), is recorded on tracks that read longitudinally. Although pitch is lowered when the tape is played back in slow or still modes, the sound can be accurately edited. Audio on digital formats, such as three-quarter inch D-2 (right), is recorded in packets which are read in a helical pattern. Slow



playback produces an annoying chattering noise. Editors are forced to dub the audio onto D-2's analog cue track, resulting in lower audio quality and less editing flexibility. Multitrack editing systems cannot be used because only one track can be recorded to the cue track at once. Later, there are often difficulties in matching the edits on all four tracks.

HUGHES SERVICE



With the launch of SBS-6, Hughes Communications will ensure Ku-band capacity into the 21st century.

Hughes Communications means satellite service that's right for your business. No matter what you need. Or when you need it.

Private satellite network owners entrust their communications to our SBS fleet of Ku-band satellites. They know they can count on Hughes for reliable interactive data, voice, and video services. And the launch of SBS-6 later this year will reaffirm our dedication to meeting increased customer demand for Ku-band satellite communications.

SBS-6 will expand our capacity for business networks. Additionally, SBS-6 will enable us to inaugurate services targeted to satellite newsgathering

(SNG) and the occasional use video markets. These services feature a customized transponder reservation system that allows customers to respond to fast-breaking news and special events, quickly and efficiently, with more availability and less contention during peak periods.

Our mandate is to provide unsurpassed satellite communications. That's why Hughes' team of experts continuously monitors the entire Ku-band fleet to ensure quality transmission around the clock. That's service you can count on.

Hughes Communications. We have the services to make ideas happen — well into the 21st century.

HUGHES

Subsidiary of GM Hughes Electronics

For more information, call Hughes Communications, 1-800-232-8728

WE MAKE IDEAS HAPPEN®

**HUGHES
COMMUNICATIONS**

ENGINEERS SET UP DAB GROUP

Committee for Digital Radio Broadcasting plans to concentrate on technical issues of developing new digital radio service

An independent group of broadcast engineers that has been discussing the issues surrounding digital audio broadcasting (DAB) implementation in the U.S. among themselves since last spring, told a group of reporters in Washington last week that it has organized itself into a "formal" group, the Committee for Digital Radio Broadcasting (CDRB). The group's written goal "is to provide the listening public with radio broadcasts having a sound quality comparable to compact disks in a cost-effective manner."

Paul Donahue, vice president, engineering, Gannett Radio Division, Los Angeles, who was elected CDRB chairman last week, said that the committee's purpose differs from the National Association of Broadcasters recently formed DAB task force (BROADCASTING, July 2). While the NAB group is made up of radio group owners and managers,

CDRB primarily consists of the leading station engineers.

(NAB is now in the process of forming a technical advisory group to advise its task force. One or more CDRB members may eventually be named to that group.)

"We are a working group to openly exchange ideas on digital broadcasting. We are unencumbered by the political process so far," Donahue said. While the NAB and its task force have come out against any form of satellite DAB delivery, CDRB does not intend to come out with positions of that sort. It will instead concentrate on the technical issues, such as the variously proposed compression algorithms, and the potential barriers to DAB implementation, such as a lack of spectrum space.

The committee will also differ from NAB's task force because "this is a group that is open to anyone who is in the broadcast industry" and is not set by appointment only, said Charles T. Morgan, vice president, engineering, Susquehanna Radio Corp., York, Pa.

CDRB's members include engineers from radio networks and station groups including: CBS Radio, National Public Radio, EZ Communications, Gannett Radio Division, Midwest Communications, Shamrock Broadcasting and Susquehanna Radio Corp. It also includes representatives from Washington-based broadcast technical associations, law firms and consulting engineers. The group began meeting informally soon after a seminar on DAB in Washington last March sponsored by the law firm of Nixon, Hargrave, Devans & Doyle (BROADCASTING, April 2).

Other DAB-related groups so far have been "looking at systems and reacting to them when, in fact, nobody has answered the critical question of why digital is important," Donahue said. Because of increasing interference on the FM band, consumer electronics companies are building FM receivers with increasingly narrowing audio response. If the trend continues, FM fidelity could eventually degrade to the current level of AM fidelity, he said. "Analog record and cassette sales have declined in past years. Analog cassette sales are now flat. Digital compact disk sales are increasing at an exponential rate. We believe those all point to why we should be

looking to digital broadcasting," Donahue said.

Like other DAB-related groups and system proponents, CDRB intends to study the radio frequencies for an available new band to support DAB service. But it is the first group to say that it will also study the feasibility of establishing DAB in the FM band, where it would co-exist with the current analog stations. While it is generally agreed that the European-developed Eureka 147 system (the only one that has been developed to the prototype hardware stage so far) and the various proposed compression algorithms are not sufficiently advanced to accommodate all of the current FM stations and a DAB channel for all AM's and FM's in the same band, CDRB will study the possibility that such a plan could be adopted in the future.

CDRB's next meeting will be held at the Society of Broadcast Engineers convention in St. Louis (Oct. 4-7) where the engineers will discuss the formation of working groups to study specialized aspects of DAB technology. The group did not rule out the possibility that it might some day participate in testing proposed DAB transmission systems.

There was another DAB-related move last week from Strother Communications Inc. (SCI), Hammond, La., which has asked the FCC for experimental licenses to test the Eureka 147 DAB system in the Boston and Washington markets (BROADCASTING, Aug. 6). SCI submitted a supplement to its July 26 petition to the FCC to allocate spectrum for terrestrial and satellite DAB service in the U.S. After further studies of spectrum needs for DAB, SCI recommended that the commission allocate 40 mhz for the terrestrial service rather than originally sought 48. "The terrestrial DAB band would consist of 10 4 mhz channel groups, each of which could accommodate up to 12 or 16 separate audio signals, depending on what DAB system is selected as the national standard."

A terrestrial allocation of 40 mhz would be enough to cover the New York market and provide DAB spectrum for all existing AM and FM stations using this primary-secondary system, and, therefore, should be enough to cover every market in the country, SCI concluded.

-RMS

THE 90'S AGE OF THE NEW MEDIA

This teleconference series will enable broadcasting professionals, teachers, and students to understand the dynamic forces shaping new and emerging media.

Episode One

EAST MEETS WEST

The New Media in the Political Arena

October 4, 1990

Featured guests:

Sydney Head, author of
Broadcasting in America

Peter Vesey
Director, CNN International

For registration:
phone 1-800-359-4040



The University of Georgia

Georgia Center for Continuing Education



Breathe new life into your over-the-shoulders with an AMPEX 4:2:2 still store.



The ESS™ 3 still store provides the highest quality images available for television. With 13.5MHz, 4:2:2 coding throughout the system, the ESS-3 digitizes video frames as *component* signals, giving you video quality that's far superior to composite systems. It's the quality you need for today's sharp, new look!

But we didn't stop there. The ESS-3 also gives you on-the-fly paste-up of stills—the artist can reduce X and Y image dimensions independently, feather image edges, selectively defocus, plus many more compositing techniques that save you time and money, and make your slides award winners.

When it comes to operation, the ESS-3 simplifies your job with the best cataloging system in the industry, plus lightning-fast playlist building to handle those last minute changes.

And to top off this field-proven still store, now there's an optical disk that will give you off-line storage for about 20 cents an image!

For information on this inexpensive digital still store, call 1-800-25AMPEX.



AMPEX

BC-090-ESS3

WASHINGTON

FCC EYES NTIA FIN-SYN PROPOSAL

FCC Chairman Alfred Sikes discussed with his fellow commissioners last week relaxing the controversial financial interest and syndication rules along the lines of a proposal made last month by the National Telecommunications and Information Administration, according to FCC sources.

Sikes believes the proposal, which would allow the networks to acquire financial interest in independently produced network programs but keep them out of domestic syndication, constitutes a "starting point" for a workable compromise on an issue that for the past decade has pitted the big three broadcast networks against program producers and caused trouble for the FCC and for Congress, the sources said.

In the discussions, the sources said, Sikes also indicated he would support a further notice of proposed rulemaking so that the FCC can collect comment on the NTIA proposal and other fin-syn schemes that may crop up. Three other commissioners—Sherrie Marshall, Ervin Duggan and Andrew Barrett—favor a further notice ("Closed Circuit," Sept. 3).

Neither Sikes nor any of the other commissioners would comment directly on the discussions.

Commissioner James Quello, however, said he has come up with a fin-syn scheme that, at least as he outlines it, tracks that of NTIA, although he said he developed it through an independent review of the record. His proposal, he said, "is a pretty liberal reading of what the networks can do."

Duggan said the NTIA plan had merit, but stopped far short of endorsing it. "To the extent that real safeguards can be built into the financial interest negotiations," he said, "I find it intriguing."

Barrett objected to the idea on using a proposal cooked up by another federal agency as the basis for FCC action. "It's something we have to do independent of any other agency," he said. "It's not sufficient for what I want to do," he added without elaborating on what that may be.

After the networks and producers failed to reach a compromise in private negotiations last June, the FCC began moving ahead with comments on a rule-

making aimed at reviewing the rules. To date, Sikes's only public statements on the rulemaking has been that the rules would likely have to be relaxed to some degree.

The networks have been pressing the FCC to repeal or relax the rules, which limit the networks' participation in programming production and syndication and bars them from sharing in hundreds of millions of dollars generated annually through the syndication of off-network programs. Producers and syndicators want to keep the rules as they are and the networks out of syndication market.

As the 20-year-old rules now stand, they prohibit the big three broadcast networks from acquiring financial interest in independently produced network programs and prohibit them from the do-

mestic and, except for in-house productions, foreign program syndication business.

The networks are allowed to syndicate programming they produce themselves, but consent decrees entered into by the networks in the mid-1970's to settle Justice Department antitrust suits cap the amount of programming the networks may produce in-house.

The NTIA proposal, submitted as comments in the FCC's on-going rulemaking to amend the fin-syn rules, would permit the networks to acquire financial interest in programs produced by independent studios, but would protect the studios by prohibiting a network from negotiating for interest in a program until it has negotiated separately a basic licensing agreement to broadcast the show (BROADCASTING, Aug. 6).

The proposal would also lift the prohibitions on foreign syndication and in-house production, but would continue to bar the networks out of domestic syndication to prevent them from warehousing network programs—that is, denying programs to independent television stations and affiliates of the other networks.

The proposal has the advantage of having drawn mixed reviews from both the affected industries. The networks liked the idea of being allowed to acquire financial interest and enter the foreign syndication market, but not the idea of separate financial interest negotiations. The producers, on the other hand, want more financial interest safeguards and want to lock the networks out of foreign syndication.

The NTIA financial interest proposal is not too far removed from the few points of agreement the networks and producers were able to come to in their negotiations (BROADCASTING, June 25).

The two sides had agreed to modify the rules to allow the networks to acquire financial interest through separate and subsequent negotiations and to keep the networks out of domestic syndication. They also came close to agreeing on a new cap on the networks' in-house production. The existing cap, which limits each network to five hours of prime time programming a week, is set to expire in November.

STATUS REPORT

FCC Commissioner Sherrie Marshall was back at work last Wednesday (Sept. 5) after suffering a mild concussion and bruised ribs three days earlier when a taxi cab she was riding in in Washington was broadsided by another car.

When the accident occurred, Marshall was on her way from her Capitol Hill home to Washington's National airport to catch a plane for Mexico City, from where she was to join other federal officials at a frequency coordination meeting of the Mexico-U.S. Consultative Group on Telecommunications at the Hacienda Cocoyoc near Cuernavaca.

Marshall missed the bilateral meeting, but after spending Wednesday in her office she headed for Las Vegas's Bally's Casino Resort for an appearance at the Cinetex '90 trade show. From Las Vegas, she planned to head for Los Angeles to discuss with members of the Hollywood production community ("Closed Circuit," July 16).

According to Quello, his plan like that of NTIA, would allow networks to acquire financial interest through a separate negotiation after the basic licensing agreement, would lift the prohibitions on in-house productions and foreign syndication, but keep the networks out of domestic syndication.

If the networks want to syndicate their in-house productions, Quello said, they will have to do it through an independent syndicator in order to prevent warehousing.

Quello cautioned that his ideas are preliminary and are likely to change somewhat between now and the time the

reformed rules come up for a vote next year. One thing he is looking at, he said, is imposing additional conditions on the financial interest negotiations to give producers further protection. "The two-step negotiation is a good starting point, but it may need to be fine tuned," he said. —HAJ

BASEBALL ASKS FCC FOR LOCAL EXCLUSIVITY AGAINST SUPERSTATIONS

Major League Baseball is seeking an FCC ruling whereby television stations that broadcast baseball games can force cable systems in their markets to blackout the same games brought in on superstations like WTBS-TV Atlanta and WGN-TV Chicago.

"If a [baseball] club licenses a local broadcast station the exclusive right to televise its games, cable systems should not be allowed to nullify that grant of exclusivity by importing, pursuant to the compulsory [cable copyright] license, distant signal broadcasts of the very same games," MLB said in its seven-page petition.

MLB asked the FCC to redefine "network program" in the FCC network program nonduplication rules to include "all live broadcasts of the same sports event." As now written, the nondupe rules grant stations the power to enforce exclusivity of network programming against cable systems. (As of Jan. 1, 1990, the FCC brought back syndicated exclusivity rules, which empowers stations to enforce the exclusivity of syndicated programming.)

Robert Garrett, of Arnold & Porter, Washington attorney for MLB, said the petition is aimed at remedying the problem that arises when a local broadcast station, say, KPLR-TV St. Louis, which holds the rights to the St. Louis Cardinals, broadcasts a Cardinals-Chicago Cubs game from Chicago and superstation WGN-TV, which holds the rights to the Cubs, airs the same game. Since many cable systems in the St. Louis market import WGN-TV, their subscribers receive both broadcasts and KPLR-TV's exclusivity is negated.

"If you're Viacom, you can give KPLR-TV exclusive rights to air *Cosby* and systems carrying WGN-TV have to black it out," said Garrett. "Baseball simply wants the same right to grant exclusivity that the syndicators and networks do under the existing rules."

What goes for MLB also goes for the

National Basketball Association and the National Hockey League, according to Philip Hochberg, a Washington attorney for both leagues, although the number of basketball and hockey games televised by superstations and, thus, the magnitude of the problem, are not as great. "We, too, believe that when a station purchases exclusivity to games that it should be no less honored than that which the FCC has recognized in its Jan. 1 revisions of the syndex and non-duplications rules," he said.

Due to the common interest, Hochberg said, the NHL and NBA will file comments in support of the MLB petition on Oct. 4.

Among those preparing to oppose baseball's petition is United Video, satellite distributor of WGN-TV Chicago and other baseball-laden superstations to cable systems. "For the [superstation] signals to be chopped up even more and made even more difficult for cable systems to receive doesn't make any sense," said Bob James, of Cole, Raywid & Braverman, who represents United Video. "There doesn't seem to be any need for it," he said, adding that the FCC has ignored similar requests from MLB in

the past.

MLB filed its petition on Aug. 8, which means that comments should have been filed last Friday (Sept. 7), even though the FCC did not get around to putting the petition on public notice until Aug. 23.

Recognizing that original public notice—a single item among many others—did not convey the "full importance" of the petition, said Barrett Brick, a staff attorney in the cable branch of the Mass Media Bureau, the FCC decided to issue a second stand-alone notice last week and to extend the deadline for comments to Oct. 4, and for replies until Oct. 24.

According to MLB, the FCC has over the years chosen not to issue a definitive ruling on whether the network nondupe rules cover live sports, but to consider such cases on an ad hoc basis.

The case-by-case approach effectively strips the broadcasters' exclusivity. "Grants of exclusivity to broadcasters have no meaning if they can be enforced only through costly and time-consuming administrative proceedings with uncertain results," MLB said. —HAJ

FLORIDA GO-AHEAD

The FCC upheld a Review Board decision giving license renewal expectancy to Metroplex Communications Inc., licensee of WHYI-FM Fort Lauderdale, Fla., while a competing applicant, Southeast Florida Broadcasting Limited Partnership, was deemed "not financially qualified." The Review Board found that WHYI-FM did not violate FCC sponsorship identification provisions, even though a former program director had received illegal drugs from record promoters (BROAD-

CASTING, Nov. 20, 1989). Administrative Law Judge Thomas Fitzpatrick had initially found Southeast Florida ownership structure a "sham" designed to give it preference in comparative hearings ("In Brief," Jan. 30). The full Commission said that Metroplex would have prevailed "under the comparative issue even if Southwest were found financially qualified." Lew Cohen, an attorney representing Southeast, would not comment until he had read the full report.

INTERNATIONAL

THE SHRINKING WORLD OF TOTALITARIAN TV

CNN World Report conference looks at life as a broadcaster under past Communist rule with keynote from Polish broadcast executive; Eastern Europe participants explore benefits of television but also growing pains associated with new freedoms

Poland's top TV administrator last week provided a CNN-sponsored news conference a rare glimpse into the fast-disappearing world of totalitarian television.

Andrzej Drawicz, president, Polish Television, in a keynote address last Tuesday, Sept. 4, before a conference of CNN World Report contributors, told listeners that prior to the last few years' political change in Poland, "all information, and the news in particular, was not exactly to inform but rather to create a specific pseudo-reality. It was a peculiar anti-world, admittedly composed of actually existing elements [but] deformed by the intended indoctrination and thus false in the deepest sense."

The "uncanny world of Communist information," said Drawicz, was a "world of daily stress: which news to publish and which to conceal, which to distort completely and which in part only...Such was the mythology of pseudo-information."

This official information's patent insidiousness, however, lent itself at times to mockery, Drawicz said, citing one satirist who "described the main news broadcast as propagating 'instructions how to cast steel, cap bottles and pack cottage cheese.'"

In another anecdote, Drawicz described how one evening in the spring of 1982, while the nation was still under martial law, the main news broadcast did not appear on air at its scheduled hour. "Minutes passed and guesses proliferated: coup d'etat, journalists' revolt, sabotage, natural calamity?"

It was later learned that the broadcast, which finally began 20 minutes late, was delayed because the head of the Polish Army's main political headquarters and chief supervisor of television under martial law, decided the news announcer, a uniformed major, wore his sideburns too long and so postponed the broadcast until he was tended to by a barber.

Despite government controls over media and information, Drawicz said that

throughout Communist rule, many Poles regularly listened to foreign radio broadcasts in Polish aired by Radio Free Europe, Voice of America and the BBC.

"For many decades, the Poles learned from radio broadcasts what was really going on in their country and abroad," he explained. "A true war in the air started, its participants competing for the Polish listener's consciousness."

Under Poland's current government, the media have been provided far greater freedoms, the executive said. "We have become an important factor which contributes to the creation of Polish normalcy."

Drawicz warned, however, that caution is still required in dealing with gov-

"A true war in the air started, its participants competing for the Polish listener's consciousness."

ernment and party officials. "Leaders of the new parties watch us with distrust. They would like to be on TV as often and for as long as possible. Dissatisfied, they immediately accuse us of manipulations. Many of them would also like to make us their ally in a political game, while our motto necessarily has to be freedom from party adherence and impartiality."

Concluded Drawicz: "Our task is that of a competent and tactful intermediary between Poland and the rest of the world and vice versa. We are to educate the nation to live in a new Europe and a new world...Our intention is to contribute to the creation of freedom of information."

Following Drawicz's remarks, a number of media representatives from Eastern European countries discussed the impact of television on their revolutions and on the future of television in their countries.

Hungary was the first country to break from the communist past, and it was influenced by neighboring television from Austria, said Eugen Freund, correspondent for ORF, Austria's television network. Hungarians had access to ORF, who had their own correspondents in Eastern Europe. "Another influential factor was the appearance of dissidents from then Communist countries on Austrian television," said Freund. But the most significant event, he said, was the cutting of the barbed wire between the two countries on May 2, 1989, broadcast not only on ORF but on Hungary TV as well.

Freund said "TV has advanced the developments that were already on the move," giving the people a feeling of togetherness. But television also raises their expectations of life and riches in the West, he said. Thousands of skilled workers are heading west, as borders open, he said. "In order to participate in what they perceive to be limitless wealth...The media is good enough to emotionalize, but it may lack the power for cool, candid analysis."

Elena Kudejova, a reporter for Bratislava in Czechoslovakia, discussed the difficulties in projecting objectivity in news reports. "The biggest problem is that a lot of our journalists are not used to criticizing or reacting to existing structures and systems," she said, because the government, in the past, dictated what the slant would be. Training in the west can be very useful, she said. But she said Czech reporters have a long way to go. A recent meeting between the Czech prime minister and a prime minister of a Czech republic went uncovered because the prime minister didn't want coverage because he didn't want any surprises.

Another problem she said is censorship, not from the government, but from journalists internally. "There are still people who wish us to prepare optimistic reports, not to bother viewers and not to disappoint them," she said. —AAG, MS

RTNDA. Special Reports.

We'll show you the way
in
San Jose.

Sep. 24th

Complete advance report, agenda and exhibitor listings for the 45th International Conference and Exhibition of RTNDA's "News for the 90's." Bonus circulation at the convention site.

Oct. 1st

Gavel to gavel coverage of what happened in San Jose. Only the way Broadcasting® can do it.

Broadcasting 

**Deadline for materials:
10 days prior to publication date.**



DATEBOOK

Continued from page 20

Lawrence, Kan. Information: (913) 235-1307.

Oct. 11—Cabletelevision Advertising Bureau local advertising sales workshop. Philadelphia Airport Marriott, Philadelphia. Information: (212) 751-7770.

Oct. 11-12—Arizona Broadcasters Association annual convention. Scottsdale Plaza Resort, Scottsdale, Ariz. Information: (602) 274-1418.

Oct. 11-13—Howard University School of Communications' 19th annual communications conference. "Global Communications: Economic, Political and Social Perspectives." Armour J. Blackburn University Center and The Howard Inn, Howard University campus, Washington. Information: (202) 636-7690.

Oct. 11-14—Society of Professional Journalists national convention. Speakers include Vice President Dan Quayle and NBC News President Michael Gartner. Galt House East, Louisville, Ky. Information: (312) 922-7424.

Oct. 11-14—Women in Communications national professional conference. Theme: "Capture the Opportunity." Riviera hotel, Las Vegas. Information: (703) 528-4200.

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. 12-14—Missouri Broadcasters Association fall meeting and training seminar. Marriott's Tan-Tar-A Resort, Lake of the Ozarks, Mo.

Oct. 12-14—National Broadcasting Society, Alpha Epsilon Rho, east regional meeting. Syracuse University, Syracuse, N.Y. Information: (718) 780-5555.

Oct. 13-15—Texas Association of Broadcasters annual convention. San Antonio Convention Center, San Antonio. Information: (512) 322-9944.

Oct. 13-17—Society of Motion Picture and Television Engineers 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Information: (914) 761-1100.

Oct. 14-16—Pennsylvania Association of Broadcasters annual convention. Hershey Lodge and Convention Center, Hershey, Pa. (717) 534-2504.

Oct. 14-17—Women in Cable national cable management conference. Theme: "Mastering-Trade Offs: Results by Design." Tampa, Fla. Information: (312) 661-1700.

Oct. 15—Women in Cable presentation of Annual Chapter Recognition Awards. Tampa, Fla. Information: (314) 298-6322.

Oct. 15-17—Kentucky Cable Television Association's annual fall convention. Hyatt Hotel, Lexington. Information: Randa Wright, (502) 864-5352.

Oct. 15-17—12th annual Satellite Communications Users Conference. Las Vegas Hilton. Las Vegas. Information: (303) 220-0600.

Oct. 16-17—Broadcast Credit Association's 24th credit and collection seminar. Harbour Castle

Westin Hotel, Toronto. Information: Mark Matz, (708) 827-9330.

Oct. 17—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Robert MacNeil, MacNeil/Lehrer NewsHour. Copacabana, New York. Information: (212) 768-4510.

Oct. 17-18—San Diego Communications Council's fourth annual conference. Theme: "Uncertain Future: New Directions for Communications Technologies and Public Policy." Participants include: FCC Chairman Al Sikes; Ambassador Diana Lady Dogan; Brian Lamb, C-SPAN; James Robbins, Cox Cable Communications; Stephen Petrucci, Hughes Communications, and David Bartlett, Radio-Television News Directors Association. La Jolla Marriott, La Jolla, Calif. Information: (619) 237-2430.

Oct. 17-18—Kentucky Broadcasters Association convention. Radisson, Lexington, Ky.

Oct. 18—Communications Excellence to Black Audiences awards dinner, sponsored by *World Institute of Black Communications*. New York Hilton, New York. Information: (212) 714-1508.

Oct. 18-19—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.

Oct. 18-20—National Religious Broadcasters, Eastern chapter, meeting. Sandy Cove Conference Center, Northeast, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 18-20—Friends of Old-Time Radio 15th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 18-21—Minnesota Broadcasters Association 41st annual convention. Radisson Hotel, St. Paul. Information: (612) 926-8123.

Oct. 19—Minnesota Association of Cable Television Administrators sixth annual fall conference. Theme: "Expanding Visions of Community Television: What's Your City's Role?" Holiday Inn-St. Louis Park, Minneapolis. Information: (612) 347-0434.

Oct. 20-23—North Carolina Association of Broadcasters annual convention. Adams Mark Hotel, Charlotte, N.C. Information: (919) 821-7300.

Oct. 21-24—Association of National Advertisers annual convention. Ritz-Carlton, Naples, Fla. Information: (212) 697-5950.

Oct. 22-23—British Academy of Film and Television Arts salute (reception and banquet, Oct. 23) to Academy of Television Arts and Sciences and National Academy of Television Arts and Sciences, its Emmy Awards and American television. Guildhall, London. As part of event, there will be seminar on prospects and challenges for television in Europe after 1992, visit to BBC or independent British TV company and reception held by U.S. ambassador at his official residence in London. Win-

field House, all on Oct. 22. Information: (818) 763-2975.

Oct. 24—Cable Television Administration and Marketing Society management day. Atlantic City, N.J. Information: (703) 549-4200.

Oct. 24—Annual Bayliss Media Roast, sponsored by *John Bayliss Broadcast Foundation*. Plaza Hotel, New York. Information: Kit Hunter Franke, (408) 624-1536.

Oct. 24—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Thomas Morgan, president, WNYC Communications Group. Copacabana, New York. Information: (212) 768-4510.

Oct. 24-25—"Prejudice in America: Racial, Cultural and Religious," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Oct. 24-26—Third annual short course on "Management of Electromagnetic Energy Hazards," sponsored by *Rutgers University* and *Electromagnetic Energy Policy Alliance*. Cook College Campus, Rutgers University, New Brunswick, N.J. Information: (201) 932-9271.

Oct. 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." Detroit. Information: (212) 254-4800.

Oct. 25-27—Tennessee Association of Broadcasters annual convention. Park Vista Hotel, Gatlinburg, Tenn. Information: (615) 399-3791.

Oct. 26-27—New Hampshire Association of Broadcasters annual convention. Margate Hotel, Laconia, N.H.

Oct. 26-27—National Academy of Television Arts and Sciences trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

Oct. 26-27—"Covering the Clean Air Act in 1990's," science and economics conference for journalists sponsored by *Foundation for American Communications* and *Gannett Foundation*. Harrison Conference Center, Wellesley, Mass. Information: (213) 851-7372.

Oct. 26-28—Radio Advertising Bureau sales university, designed for salespeople with fewer than two years' sales experience. Cincinnati. Information: (212) 254-4800.

Oct. 28-31—Canadian Association of Broadcasters/Western Association of Broadcast Engineers annual convention and trade show. Edmonton, Alberta. Information: (613) 233-4035.

Oct. 29-31—Third annual international conference on interactive entertainment, InterTainment '90, co-sponsored by *Alexander & Associates* and *NYNEX Corp.* Marriott Marquis, New York. Information: (212) 382-3929.

Oct. 30—Women in Cable, Atlanta chapter, breakfast meeting. Speaker: Margaret Richebourg, president, Richebourg Marketing, Westin Lenox, Atlanta. Information: Pam Hayes,

(404) 928-0333.

Oct. 30-Nov. 1—Utilities Telecommunications Council board of directors meeting. Capital Hilton, Washington. Information: (202) 872-0030.

Oct. 30-Nov. 4—National Black Media Coalition annual conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

Oct. 31-Nov. 3—Sportel, "first international television program market devoted solely to sport." Participants will include broadcasters, cable, satellite and DBS programmers. Loews Hotel, Monte Carlo. Information: Vital Communications, (201) 869-4022.

NOVEMBER

Nov. 1-4—American Advertising Federation Western advertising leadership conference. Marriott Rancho Las Palmas Resort. Rancho Mirage, Calif. Information: (415) 421-6867.

Nov. 7-10—"Women in Broadcasting '90," conference sponsored by European Broadcasting Union and Steering Committee for Equal Opportunities in Broadcasting within European Commission. Zappion Congress Center, Athens, Greece. Information: (022) 798-7766.

Nov. 9—Long Island Coalition for Fair Broadcasting's sixth annual "Connection Day," for "broadcast professionals to provide advice and guidance on working with today's media." Long Island Marriott, Uniondale, N.Y. Information: (516) 222-0146.

Nov. 9-11—National Broadcasting Society. Alpha

Epsilon Rho. Central plains regional meeting. St. Louis. Information: Dianna Kirby-Clark, (314) 595-4463.

Nov. 10—National Academy of Television Arts and Sciences Nashville chapter Emmy Awards presentation. Opryland Hotel, Nashville. Information: Monty Nugent, (615) 373-8295.

Nov. 11—Caucus for Producers, Writers and Directors eighth annual dinner dance and fifth general membership meeting. Los Angeles. Information: (202) 652-0222.

Nov. 12-14—"Regulating the Cable Industry," satellite delivered course from Cable Management Education Program, with collaboration from Women in Cable and University of Denver, originating from Pennsylvania State. Sites scheduled to receive course are Atlanta, San Francisco, Chicago and Boston. Information: Christine Kane, (312) 661-1700.

Nov. 12-14—"Regulating the Cable Industry," cable management education program of Women in Cable and University of Denver. Atlanta, San Francisco, Chicago and Boston. Information: Nancy Ring, (312) 661-1700.

Nov. 13—Third annual radio/television summit, hosted by IDB Communications Group. Hotel Parker Meridien, New York. Information: Beth Morris, (213) 280-3779.

Nov. 13—Academy of Television Arts & Sciences forum luncheon. Speakers: Russell Goldsmith, Republic Pictures Corp.; Harris Kattelman, 20th Century Fox Television, and Frank von Zerneck, von Zerneck/Sertner Films. Beverly Hilton hotel. Los Angeles. Information: (818) 953-

7575.

Nov. 13-14—"America's Fitness Crusade: Good Food, Good Health and Good Looks," conference for journalists sponsored by Washington Journalism Center. Watergate Hotel, Washington. Information: (202) 337-3603.

Nov. 14—Women at Work Broadcast Awards luncheon, sponsored by National Commission on Working Women. Washington. Information: (202) 737-5764.

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

Nov. 14-16—Annual Private Cable Show. Caesars Tahoe, Lake Tahoe, Nev. Information: (713) 342-9826.

Nov. 14-18—Communications Turkey 90. Istanbul Hilton Convention and Exhibition Center, Istanbul, Turkey. Information: (201) 652-7070.

Nov. 15—Deadline for entries in International Film and Video Festival for Black History Month, sponsored by PCTV, Peralta Colleges Television, cable network. Theme of festival: "Global Africa: Looking Back-Moving Forward." Information: (415) 464-3253.

Nov. 15-16—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.

FOR THE RECORD

As compiled by BROADCASTING from Aug 28 through Sep 2 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.—Docker; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ WBCA(AM) Bay Minette, AL (BAL900815EA; 1110 khz; 10 kw-D)—Seeks assignment of license from Lake Area Radio Inc. to Gordon Earls Radio Inc. for \$165,000. Seller is headed by James H. Faulkner and Dorothy S. Martin. Faulkner has interest in Faulkner-Phillips Media Inc., licensee of WMMW(FM) McDonough, GA. Buyer is headed by Gordon and

Doris K. Earls, and has no other broadcast interests. Filed Aug. 15.

■ KBHS-AM-FM Hot Springs, AK (AM: BAL900820EA; 590 khz; 5 kw-D, 500 w-N; FM: BALH900820EB; 96.7 mhz; 2.6 kw; ant. 320 ft.)—Seeks assignment of license from KBHS Broadcasting Co. to Great American Broadcasting Co. of Arkansas for \$550,000. Seller is headed by William L. Mitchell, Eleanor Mackey-Ferguson and Maria Foy, and has interest in KWHK(AM) Hutchinson, KS, and KTRC(FM) Santa Fe, NM. Buyer is headed by Mack and Sherry Sanders, Ernest McRae, John and Janet Bozeman, Robbie Swinney, William L. Mitchell and

Maria H. Foy, Mack and Sherry Sanders and McRae have interest in KVGB(AM)-KBGB(FM) Great Bend and KWHK(AM)-KIUS(FM) Hutchinson, KS. Filed Aug. 20.

■ KVAK(AM) Valdez, AK (BAL900810EF; 1230 khz; 1 kw-U)—Seeks assignment of license from KENAI Broadcasting Co. to Cobb Communications Inc. for \$205,000. Seller is headed by John Lindauer and has interest in KRXA(AM) Seward. KVAK(FM) Valdez and KAJD(AM) Juneau, all Alaska. Buyer is headed by Thomas C. and Patricia M. Tierney, and has interest in KVOK(AM)-KJZZ(FM) Kodiak, KENY(AM) Kenai, KLAM(AM) Cordova and KRXA(AM)



**EDWIN TORNBERG
& COMPANY, INC.**



**Negotiators
For The Purchase And Sale Of
Radio And TV Stations • CATV • Appraisers**
•
**P.O. Box 55298 Washington, D.C. 20011
(202)291-8700**

Seward, all Alaska. Thomas C. Tierney is sole stockholder of TCT Communications, licensee of KENI(AM)-KBFX(FM) Anchorage, AK. Filed Aug. 10.

■ **KWCL-FM Oak Grove, CA** (BALH900822HY: 96.7 mhz; 3 kw; HAAT: ANT 306 ft.)—Seeks assignment of license from 96.7 FM Radio Inc. to KWCL-FM Broadcasting Co. for \$150,000. Seller is headed by Jerald Womack, who has interest in KWCL(AM) Oak Grove, CA. Buyer is headed by Irene M. Robinson, Charles T. May and William L. Cooper, and has no other broadcast interests. Filed Aug. 22.

■ **KSES(AM) Yucca Valley, CA** (BAL900821ED: 1420 khz; 1 kw-D)—Seeks assignment of license from Craig Broadcasting Corp. to Kevin D. Roberts for \$421,000. Seller is headed by Richard C. and Pearl V. Plum, husband and wife, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 21.

■ **KBNO(AM) Denver, CO** (BAL900801EE: 1220 khz; 1 kw-D, 17W-N)—Seeks assignment of license from Paul Drew Stuber, trustee, to Colorado Communications Corp. for \$250,000. Seller has no other broadcast interests. Buyer is headed by Zec Ferrufino, Frank Ponce, Kenneth Salazar and Marc O. Hand, and has no other broadcast interests. Filed Aug. 1.

■ **WEZO(FM) Orlando, FL** (BTCH900814HH: 98.9 mhz; 1.5 kw)—Seeks assignment of license from Charisma Radio of Orlando Inc. to Internart Broadcasting of Orlando Inc. for \$108,075. Seller is headed by James E. Martin and Gary S. Smithwick. Martin has interest in KLTN(FM) Las Vegas, WGCO(FM) Jesup, GA, and WAYP-FM Holmes Beach, FL. Buyer is headed by James E. Martin Jr., Gary S. Smithwick, William G. Brown, Clifton G. Moor, Patricia S. Fierro, Harley P. Park. Martin has interest in

KLTN(FM) Las Vegas, NV; WGCO(FM) Jesup, GA, and WAYP(FM) Holmes Beach, FL. Filed Aug. 14.

■ **WAJM(TV) Palatka, FL** (BTCT900824KE: ch. 63; 500 kw-V; 50 kw-A; ant. 973 ft.)—Seeks assignment of license from Palatka TV Inc. to Al J. Cone and J.A. Ginn Jr. for no financial considerations. Sale is part of reorganization. Seller is headed by Abe and Agnes Alexander, husband and wife; Henry and Julia Jenkins, husband and wife; Alphonse and Vivian McRae, husband and wife; J.A. Ginn Jr., and Steven H. Cone, son of Al J. Buyers have no other broadcast interests. Filed Aug. 24.

■ **WBRO(AM) Waynesboro, GA** (BAL900817EA: 1310 khz; 1 kw-D)—Seeks assignment of license from Clifford Jones to P.A.S.T. Inc. for \$45,000. Seller is has no other broadcast interests. Buyer is headed by Gilbert W. Banks and Chris Bennett. Bennett has interest in KRIZ(AM) Renton, KZIZ(AM) Sumner and KBMS(AM) Vancouver, all Washington. Filed Aug. 17.

■ **KUAM-AM-FM-TV Agana, GU** (FM: BTCH900817KL: 93.9 mhz; 2 kw; ant. 950 ft.; AM: BTC900817KK: 610 khz; 10 kw-U; TV: BTCT900817KJ: ch. 8; 25.1 kw-V; ant. 140 ft.)—Seeks assignment of license from Micronesia Broadcasting Corp. to Micronesia Broadcasting Corp. for no financial considerations. Deal is reorganization of company. Seller is headed by Paul M. and Thomas J.M. Calvo, brothers, Dennis A. Jones, Jose Rivera and Manuel A. Tenorio. Buyer is headed by Debra P. Diaz, Peter J. Donnici, Tony Ganangiyon, Larry L. Hillblom, Dannis A. Jones, Kasiano Joseph, Dennis C. Kerwin, Jose Lifofoi, Theodore R. Mitchel, Johnny Reklai, Joseph Rivera, Carlton Skinner, Clarence T. Tenorio, Jose C. Tenorio, Manuel A. Tenorio Marcela

Tudela and Rosario White, and has no other broadcast interests. Filed Aug. 17.

■ **WNDI-AM-FM Sullivan, IN** (AM: BAL900823HW: 1550 khz; 250 w-D; FM: BALH900823HX: 95.3 mhz; 3 kw; ant. 150 ft.)—Seeks assignment of license from John O. McPherson to Antrosiek Inc. for assumption of undisclosed debt. Seller has no other broadcast interests. Buyer is headed by Arthur F. and Jean P. Stanley, Howard McMinimie, Lillian O. Widmer, William Hoye, Joseph Powers and David Messing, and has no other broadcast interests. Filed Aug. 23.

■ **KVFW(AM) Winfield, KS** (BAL900806EA: 1550 khz; 250 w-D; 52 w-N)—Seeks assignment of license from Valu-Broadcasting Inc. to Johnson Enterprises Inc. for \$125,000. Seller is headed by Stephen L. Sauder and has interest in KVOE(AM)-KFFX(FM) Emporia, KS. Buyer is headed by E. Gordon and Susan G. Johnson, husband and wife, has interest in KLEY(AM)-KZED(FM) Wellington, KS. Filed Aug. 17.

■ **WLEA(AM)-WCKR(FM) Hornell, NY** (BAL900822GE: 1480 khz; 2.5 kw-D; BALH900822GF: 92.1 mhz; 1.25 kw; ant. 512 ft.)—Seeks assignment of license from Channick Broadcasting Corp. to PMJ Communications Inc. for \$538,000. Seller is headed by Herbert Channick, who has interest in Crest Hill Broadcasting, licensee of WCCQ(FM) Crest Hill, IL. Buyer is headed by Kevin P. Doran, who is general manager WLEA(AM)-WCKR(FM). Doran owned WLEA(AM) from 1971-1980. Filed Aug. 22.

■ **WLSV(AM) Wellsville, NY** (BAL900821EB: 790 khz; 1 kw-D, 41 w-N)—Seeks assignment of license from Radio Services of Wellsville to Erin Communications Inc. for \$225,000. Seller is headed by Curtis R. Ericson and has no other broadcast interests. Buyer is headed by John R. and Elaine A. Murphy, husband and wife, and is licensee of WMNS(AM)-WMXO(FM) Olean, N.Y., and is also purchasing WJQZ(FM) Wellsville, N.Y. ("Changing Hands," page 1). Filed Aug. 21.

■ **WLOJ(AM) New Bern, NC** (BAL900814EA: 1490 khz; 1 kw-U)—Seeks assignment of license from Word Communications Inc. to CTC Media Group Inc. for \$100,000. Seller is headed by Danny K. Strange and has no other broadcast interests. Buyer is headed by Benita Z. and Edwin Lcc Afflerbac, and Rita Z. Heacock, and has no other broadcast interests. Filed Aug. 14.

■ **KRVC(AM)-KBOY(FM) Medford, OR** (AM: BAL900820EC: 730 khz; 1 kw-D, 74 w-N; FM: BALH900820ED: 95.7 mhz; 100 kw; ant. ANT 935 ft.)—Seeks assignment of license from KBOY Radio Inc. to Dove Communications Inc. for \$400,000. Seller is headed by Thomas R. Carnes and Robert Estgowns. Estgowns has interest in KRKT-AM-FM Albany, OR. Buyer is headed by Perry A. and Peggy K. Atkinson, husband and wife, and Dallas Rhoden, and has no other broadcast interests. Filed Aug. 20.

■ **WKDY(AM) Spartanburg, SC** (BAL900821EA: 1400 khz; 1 kw-U)—Seeks assignment of license from Charles P. Edwards to Voyager Communications IV Inc. for \$95,000. Seller has no other broadcast interests. Buyer is headed by Jack P. and Mary E. McCarthy, husband and wife, and Carl V. Venters Jr., and is licensee of WELP(AM)-WLWZ(FM) Easley, SC. McCarthy has interest in WMFR(AM)-WMAG(FM) High Point and WRDU-FM Wilson, both North Carolina; WOIC(AM)-WNOK(FM) Columbia, SC; WPIQ(AM)-WHJX(FM) Brunswick, GA. Filed Aug. 21.

■ **WCTA(AM) Alamo, TN** (BAL900814EB: 810 khz; 250 w-D)—Seeks assignment of license from Charles C. Allen to Gary Morris Reasons for \$75,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 14.

■ **KCAS(AM) Slaton, TX** (BAL900821EC: 1050 khz; 250 w-D)—Seeks assignment of license from Star of the Plains Broadcasting to Vision Media Inc. for \$65,000. Seller is headed by Jerome and Margie Orr, husband and wife, and has no other broadcast interests. Buyer is headed by William S. and Sarah Stewart, husband and wife, and has no other broadcast interests. Filed Aug. 21.

The Place: Boston The Event: NAB Radio 1990 The Station Trading Experts:

Nationwide Media Brokers
Chapman
Associates

As the nation's economy changes, so does broadcast property trading. Chapman has years of experience in putting together creative financial packages which work for both buyer and seller.

With 36 years in the forefront of the media brokerage business, Chapman Associates has a lengthy track record of proven skill and

experience resulting in thousands of completed transactions. If you're attending NAB Radio 1990 in Boston, drop by our hospitality suite located in the **Marriott Copley Place, Suite 3441.**

Bull markets or bear markets, buyers' markets or sellers' markets, Chapman understands our business like no one else.

Corporate Offices:

8425 Dunwoody Place, Atlanta, Georgia 30350
404/998-1100 • FAX: 404/552-7536



husband and wife, and has no other broadcast interests. Filed Aug. 21.

Actions

■ **WERC(AM) Birmingham, AL** (BAL900625EF; 960 khz; 5 kw-U)—Granted app. of assignment of license from Sungroup Inc. to Ameron Broadcasting Inc. for \$4.2 million ("Changing Hands," July 2). Seller is headed by Frank A. Woodsand will continue operating WKXX-FM Birmingham and has interest in WOWW-FM Pensacola and WONE(FM) Titusville, both Florida; KESY-AM-FM Omaha; KKSS(FM) Santa Fe; KMJJ(FM) Shreveport, LA, and KKYS(FM) Bryan, KWFS(FM) Wichita Falls, KEAN-AM-FM Abilene and KYKX(FM) Longview, all Texas. Buyer is headed by Menlo F. Smith, Joseph L.orton, Thomas F. O'Brien and Ronald W. Recker, and has also contracted to buy WMJJ(FM) Birmingham. Action Aug. 24.

■ **WMJJ(FM) Birmingham, AL** (BALH900629GF; 96.5 mhz; 100 kw; ant. 1,027 ft.)—Granted app. of assignment of license from Capitol-Birmingham Inc. to Ameron Broadcasting Inc. for \$16.5 million ("Changing Hands," July 2). Seller is headed by Kenneth S. Johnson and has interest in WKSJ-FM Mobile and WKSJ(AM) Prichard, both Alabama; WRKA(FM) St. Matthews, KY; WTRG(FM) Rocky Mount, NC, and WGFN(FM) Gallatin, TN. Capitol recently sold KQFX(FM) Georgetown, TX, and WCAW(AM)-WVAF(FM) Charleston, WV ("Changing Hands," May 14). Buyer is headed by Menlo F. Smith, Joseph L.orton, Thomas F. O'Brien, Ronald W. Recker, and has no other broadcast interests. Action Aug. 22.

■ **WAPR(AM) Avon Park, FL** (BAL900416EE; 1390 khz; 1 kw-D)—Granted app. of assignment of license from Florida Broadcasting Corp. to Andrew L. Banas for \$100,000. Seller is headed by William A. Stokes and Charles Catle, who have interest in Okeechobee Broadcasters Inc., licensee of WOKC-AM-FM Okeechobee, FL. Buyer owns WRQT-FM Bear Lake, MI. Action Aug. 24.

■ **WPSO(AM) New Port Richey, FL** (BAL900709EG; 1500 khz; 250 w-D)—Granted app. of assignment of license from Lowrey Communications Inc. to Timothy and Diana Adkins for \$229,000. Seller is headed by Thad M. Lowrey, Barbara Lowrey and Sam Y. Allgood Jr., and has no other broadcast interests. Buyers are husband and wife. Timothy Adkins is air personality and operations manager at WPSO. Action Aug. 22.

■ **WCTW(AM)-WMDH(FM) New Castle, IN** (AM: BAL900416EC; 1550 khz; 250 w-U; FM: BALH900416ED; 102.5 mhz; 50 kw; ant. 500 ft.)—Granted app. of assignment of license from Mohr-Engelwood Broadcasting of North Carolina Inc. to WTL Indiana Inc. for \$2.6 million ("In Brief," May 14). Seller is headed by Stephen Mohr and has no other broadcast interests. Buyer is headed by Stephen J. Taylor, Donald L. Wiggins, John A. Lich, and Edward L. and Suzanne J. Taylor IV, husband and wife, and is licensee of WTLZ(FM) Saginaw, MI. Stephen J. Taylor is 52% owner of WIKS Inc., licensee of WIKS(FM) New Bern, NC, and New South Radio Inc., licensee of WACT-AM-FM Tuscaloosa, AL. Edward and Suzanne Taylor each own 24% of WIKS Inc. and New South Radio Inc. Action Aug. 20.

■ **KNOK(FM) Belle Chasse, LA** (BAPH900620HY; 102.9 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from First Belle Chasse Media Group to Coastal Broadcasting Inc. for no financial considerations. Seller is headed by Randolph J. Callender. Buyer is headed by Randolph J. Callender, H. Hunter White III and Thomas A. Carrere, and has no other broadcast interests. Action Aug. 20.

■ **WKZN(AM) Gorham, ME** (BAL900705EF; 1590 khz; 5 kw-D, 2.5 kw-N)—Granted app. of assignment of license from The Great Portland Wireless to Broadcast Communications Inc. for \$50,000. Seller is headed by Ron Frizzel and Myer Feldman. Buyer is headed by Eric W. Reid, who is sole proprietor of CP for WANQ(AM) Delmar, NY. Reid also has interests in

Primo Communications Inc., which holds CP for new FM at Truro, MA, and WNYQ Associates, licensee of WNYQ(AM) Rotterdam NY. Action Aug. 17.

■ **KDLM(AM)-KKDL(FM) Detroit Lakes, MN** (AM: BAL900613EB; 1340 khz; 1 kw-U; FM: BALH900613EC; 95.1 mhz; 100 kw; ant. 970 ft.)—Granted app. of assignment of license from Grignon Radio Inc. to Leighton Enterprises Inc. for \$1.41 million. Seller is headed by Ro D. Grignon and has no other broadcast interests. Buyer is headed by Alver Leighton, Clyde Johnson and James Abbey and KCLD-AM-FM St. Cloud, MN; KOUR-AM-FM Independence KNIA(AM)-KRLS-FM Knowville, both Iowa. Leighton and Johnson have interest in Washington Radio Inc., KCII-AM-FM Washington, IA, and SS Broadcasting Inc., licensee of KYCK-FM Crookston, MN. Action Aug. 22.

■ **KICS(AM)-KEZH(FM) Hastings, NE** (AM: BAL900712EA; 1550 khz; 500 w-D; FM: BALH900712EB; 101.5 mhz; 50 kw; ant. 265 ft.)—Granted app. of assignment of license from The Foxhaven Corp. to Heartland Radio Inc. for \$570,000. Seller is headed by Timothy J. Boyd and has no other broadcast

interests. Buyer is headed by E. Eugene McCoy Jr., E. Eugene McCoy Sr., William P. Turney and Michael S. O'Connor, and has no other broadcast interests. Action Aug. 24.

■ **KMRF(AM) Marshfield, MO** (BTC900702EB; 1510 khz; 250 w-D)—Granted app. of assignment of license from T.H. Media Inc. to William E. and Lindy L. Williams for no financial considerations. Seller is headed by John and Carolyn Thompson, husband and wife, and Philip and Sherry Huffman, husband and wife, and has no other broadcast interests. Buyers have no other broadcast interests. Action Aug. 22.

■ **WDDT(AM) Greenville, MS** (BAL900518EM; 900 khz; 1 kw-D, 109 w-N)—Granted app. of assignment of license from P.L. Bell, receiver, to WDDT Inc. for \$100,000. Seller has no other broadcast interests. Buyer is headed by Steven Brisker, who has interest in WARN(AM) Falmouth and WZAM(AM) Norfolk, both Virginia; KRKR(AM) Tuscon Estates, AZ, and WPGI(AM) Pendleton and WCTG(AM) Columbia, both South Carolina. Action Aug. 22.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration ³	58.6%
Pay cable penetration	29.2%

¹ Includes off-air licenses. ² Penetration percentages are of TV household universe of 92.1 million. ³ Construction permit. ⁴ Instructional TV fixed service. ⁵ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

■ **WCPC(FM) Houston, MS** (BAPLH900619H): 93.3 mhz; 100 kw; ant. 490 ft.—Granted app. of assignment of license from WCPC Broadcasting Co. to New South Communications Inc. for \$1.5 million. Seller is headed by Robin H. Mathis, Ralph C. Mathis, John B. Skelton and Ricky J. Huffman, who each have interest in HMS Broadcasting Co., licensee of WDXE-AM-FM Lawrenceburg, TN. Buyer is headed by Frank E. Holladay, Ann S. Holladay, Clay E. Holladay, and is licensee of WZHT-FM Troy, AL; KJLO-AM-FM Monroe, LA; WALT(AM)-WOKK(FM) Meridian, MS. Clay E. Holladay owns 100% of Holladay Broadcasting Co., licensee of WYZB-FM Mary Esther, FL. Action Aug. 20.

■ **KBUL-FM Carson City, NV** (BALH900427HV): 98.1 mhz; 75.9 kw; ant. 2,273 ft.—Dismissed app. of assignment of license from Marathon Communications Inc. to Fairwest Enterprises Inc. for \$2 million. Seller is headed by Patrick S. Shaughnessy and has interest in KHAT-AM-FM Lincoln, NE, and WAVH(FM) Mobile, AL. Buyer is headed by George A. Johns and has no other broadcast interests. Action Aug. 14.

■ **WBRW(AM) Bridgewater, NJ** (BAL900627EA): 1170 khz; 500 w-D)—Granted app. of assignment of license from Somerset Valley Broadcasting Co. to Bridgewater Radio Associates Inc. for \$300,000. Seller is headed by Harry A. Haslett, Edward D. Bowlby, William Anderson, Edward F. Egan, Raymond H. Bateman, Reeve Schley, Sidney Granetz and Alan Granetz, and has no other broadcast interests. Buyer is headed by Edward M. and Jo Ann Edelson, husband and wife, and has no other broadcast interests. Action Aug. 22.

■ **WAQX-FM Manlius, NY** (BALH900629GE): 95.7 mhz; 25 kw; ant. 300 ft.—Granted app. of assignment of license from Atlantic Ventures of New York to Pilot Communications of Syracuse Inc. for \$3,875 million. Seller is headed by Stephen Dodge and Joseph Winn, and has interest in WRKO(AM)-WROR(FM) Boston and WRMM-AM-FM Rochester, NY. Buyer is headed by James L. Leven and William Vasser, and has no other broadcast interests. Action Aug. 21.

■ **KSJB(AM)-KSJM(FM) Jamestown, ND** (AM: BAL900709EB; 600 khz; 5 kw-U; FM: BALH900709EC; 93.3 mhz; 57 kw; ant. 256 ft.)—Granted app. of assignment of license from Triple "R" Broadcasting to Chesterman Communications Inc. for \$850,000 ("Changing Hands," July 16). Seller is headed by Ed Crilly, who has no other broadcast interests. Buyer is headed by Cy W. Chesterman, and recently bought KRIB(AM) Mason City, Iowa, for \$250,000 ("Changing Hands," Feb. 19). Action 20.

■ **KBEL(AM)-KWGD(FM) Idabel, OK** (AM: BAL900611EB; 1240 khz; 1 kw-U; FM: BALH900611EC; 96.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Idabel Broadcasting Co. to Curtis L. Cochran for \$240,000. Seller is headed by Waylon O. and Sheryl E. Ward, husband and wife. Buyer has no other broadcast interests. Action Aug. 23.

■ **KTNR(FM) Kenedy, TX** (BALH900615HK): 92.1 mhz; 3 kw; ant. 220 ft.—Granted app. of assignment of license from Tiner Broadcasting Co. to Lemley Broadcasting Co. for \$75,000. Seller is headed by Richard H. Tiner and Kenneth W. Tiner and has interest in KRSS(AM) Spokane, WA. Buyer is headed by Steven S. and Emily Y. Lemley, and has no other broadcast interests. Action Aug. 21.

■ **WKGK(AM) Saltville, VA** (BAL900705EE): 1600 khz; 5 kw-D)—Granted app. of assignment of license from Laurence R. Brown to Sound Media Inc. for \$75,000. Seller has 43% interest in High Knob Broadcasters Inc., licensee of WGTN(FM) Richlands, VA. Buyer is headed by Timothy M. Baxter and Robert P. Flanigan, and has no other broadcast interests. Action Aug. 17.

■ **WKTS(AM) Sheboygan, WI** (BAL900626EA): 950 khz; 500 w-D)—Granted app. of assignment of license from Sheboygan Broadcasting Corp. to Airwaves Communications of Wisconsin for \$185,000. Seller is headed by Julian and Jane Jetzer, husband and wife, and V. Thomas Shanahan. Buyer is headed by Mar-

shall Harris and Gary R. Johnson, and has interest in KQIX-AM-FM Grand Junction, CO. Johnson owns 90% of Good Neighbor Broadcasting, licensee of WAGN(AM) Menominee, MI and WHYB-FM Peshigo, WI. Action Aug. 23.

NEW STATIONS

Actions

■ **Sierra Vista, AZ** (BPH880616MU)—Granted app. of Ana L. Zumano for 101.7 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 3037, Sierra Vista, AZ 85635. Zumano has no other broadcast interests. Action Aug. 27.

■ **Sierra Vista, AZ** (BPH880616MY)—Dismissed app. of Sierra Vista FM Broadcasting Inc. for 101.7 mhz; 100 kw. Address: 2700 Fry Blvd., A-7, Sierra Vista, AZ 85635. Principal is headed by Karol E. George, Steven Bosse, Ellen E. O'Connell and John C. Jannetto, and has no other broadcast interests. Action Aug. 27.

■ **Gosnell, AR** (BPH891131MP)—Returned app. of B&H Broadcasting Co. for 93.9 mhz; 6 kw; ant. 521 ft. Address: 4004 Clay Dr., Jonesboro, AR. Principal is headed by O.L. Bayless and Earl N. Hodges, and has no other broadcast interests. Action Aug. 15.

■ **Shafter, CA** (BPH880217MN)—Granted app. of Pioneer Broadcasting Co. for 104.3 mhz; 3 kw. Address: 2884 Woodridge Crl., Carlsbad, CA 92008. Principal is headed by Cliff Gill and has no other broadcast interests. Action Aug. 23.

■ **Dock Junction, GA** (BPH870910MJ)—Granted app. of Lorraine M. Wiggins for 105.9 mhz; 3 kw; 100 m. Address: 522 Old Mission Rd., Brunswick, GA 31520. Principal has no other broadcast interests. Action July 20.

■ **Anderson, IN** (BPH880125ML)—Granted app. of Anderson University Inc. for 98.7 mhz; 3 kw; ant. 328 ft. Address: 1100 E. 5th St., Anderson, IN 46012. Principal is headed by Robert A. Nicholson, Clea Anderson, Barry Callen, Ronald Moore, Duane C. Hoak, Jon K. Kardatzke, J. Kenneth Lockhart and Gilmer J. McBride, and has no other broadcast interests. Action Aug. 17.

■ **Tell City, IN** (BPH891206MH)—Granted app. of Carolyn S. Hagedorn for 96.9 mhz; 6 kw; ant. 328 ft. Address: 2404 Pestalozzi St., Tell City, IN 47586. Zumano has no other broadcast interests. Action Aug. 23.

■ **Arcadia, LA** (BPH891155MB)—Granted app. of Reid Broadcasting Inc. for 92.5 mhz; 3 kw; ant. 328 ft. Address: 5420 Fieldgreen Dr., Stone Mountain, GA 30088. Principal is headed by Eric W. Reid, who holds CP for WANQ(AM) Delmar, NY; has interest in Primo Communications Inc., CP holder of for new FM at Truro, MA, and owns 15% of WNYQ Associates, licensee of WNYQ(FM) Rotterdam, NY. Action Aug. 14.

■ **Vivian, LA** (BPH871022MB)—Granted app. of North Caddo Broadcasting Co. for 95.7 mhz; 3 kw. Address: P.O. Box 1072, Vivian, LA 71082. Principal is headed by Ruby J.S. Collins and has no other broadcast interests. Action Aug. 10.

■ **Benton Harbor, MI** (BPED880614ME)—Granted app. of Lake Michigan College for 94.9 mhz; 3 kw; ant. 328 ft. Address: 2755 E. Napier Ave., Benton Harbor, MI 49022. Principal is headed by Merlin Hanson, Mary Dill, Michael Devine, Patricia Wells, Anne E. Mulder, William L. Weirick, and has no other broadcast interests. Action Aug. 23.

■ **Albuquerque, NM** (BPH870514MB)—Granted app. of Eda Gordon for 101.3 mhz; 2 kw; ant. 400 ft. Address: 408 Hillside Ave., Santa Fe, NM 87501. Principal has no other broadcast interests. Action Aug. 8.

■ **Avon, NY** (BPH880629MK)—Granted app. of Karen S. Klehmer for 93.3 mhz; 1.7 kw; ant. 403 ft. Address: 2374 Poplar Hill Rd., Avon, NY 14414. Klamer has no other broadcast interests. Action Aug. 6.

■ **Lake Luzerne, NY** (BPH880219MK)—Granted app. of John Anthony Bulmer for 94.7 mhz; 1.35 kw; ant. 478 ft. Address: 20 Liberty Ave., Whitesboro, NY 13492. Principal has no other broadcast interests. Action Aug. 8.

■ **Upper Sandusky, OH** (BPED881019MA)—Granted app. of Kayser Broadcast Ministries Inc. for 90.1 mhz; 3 kw-V; ant. 328 ft. Address: 508 Woodbine St., Willard, OH 44890. Principal is headed by Daniel Kayser, Linda J. Patton, Terry L. Snyder and Robert G. Nachbar, and has no other broadcast interests. Action Aug. 16.

■ **Mount Carmel, PA** (BPH880217MT)—Granted app. of H&P Communications Ltd. for 99.7 mhz; 1 kw; ant. 521 ft. Address: 325 South Apple St., Mount Carmel, PA 17851. Principal is headed by Blaine Handerman and Eugene Picarella Jr., and has no other broadcast interests. Action Aug. 20.

■ **San Sebastian, PR** (BPED890508MF)—Returned app. of Osvaldo P. for 89.9 mhz; 150 kw. Address: HC-2 Box 17406, San Sebastian, PR. Trujillo has no other broadcast interests. Action Aug. 17.

■ **Seymour, TN** (BPH870619MB)—Granted app. of Seymour Communications for 96.3 mhz; 1.19 kw; ant. 478 ft. Address: 9505 Carry Back Ln., Knoxville, TN 37923. Principal is headed by J. Bazzell Mull and Elizabeth Mull, who own M&H Broadcasting Corp., licensee of WDEH-AM-FM Sweetwater, TN. Action Aug. 17.

■ **Hawley, TX** (BP870303AA)—Granted app. of George L. Chambers for 1060 khz. Address: Box 3466B, Star Route 2, Tehachapi, CA 93561. Principal is headed by George L. and Bonnie L. Chambers, who own 50% of KTPI-FM Tehachapi and KDOL(AM) Mojave, both California; KGBR(FM) Gold Beach, OR, and owns CP for KTCE-FM Anson, TX. Action Aug. 14.

■ **Derby Center, VT** (BPH870724MC)—Granted app. of Steele Communications Co. for 92.1 mhz; 0.75 kw; ant. 619 ft. Address: P.O. Box 373, Derby Center, VT, 05829. Principal is headed by Tom Steele and has no other broadcast interests. Action Aug. 9.

■ **Camas, WA** (BPH880310MB)—Granted app. of KMAS Broadcasting Corp. for 94.7 mhz; 3 kw. Address: P.O. Box 1155, Camas, WA 98607. Principal is headed by Richard Schwary, Winford Fletcher and Kerry Pettyjohn, and has no other broadcast interests. Action Aug. 20.

■ **White Sulphur Spring, WV** (BPH890927MC)—Granted app. of World Media Inc. for 93.3 mhz; .283 kw; ant. 1,072 ft. Address: P.O. BOX 552, Forest, VA 24551. Principal is headed by Victor C. Bosiger, who is 50% owner of Asset Investments Inc., permittee of WGWD-FM Gretna, FL. Action Aug. 10.

■ **Spooner, WI** (BPH870908NA)—Su Jacobs-Clausen for 106.3 mhz; 3 kw; ant. 328 ft. Address: 863 S. 11th St., Onalaska, WI 54650. Jacobs-Clausen has no other broadcast interests. Action Aug. 21.

■ **Waukegan, WI** (BPH881215MF)—Dismissed Betty Lynn Whirry for 105.1 mhz; 3 kw; ant. 328 ft. Address: 5709 Hempstead Rd., Madison, WI 53711. Whirry has no other broadcast interests. Action Aug. 21.

FACILITIES CHANGES

Applications

Am's

■ **Cortaro, AZ** 1030 khz—Aug. 3 application for mod. of CP (BP900106AB) to change TL: .6 mile N. of Ina Rd., E. of I-10 Cortaro, AZ and make changes in ant. system. 32 20 30N 111 04 13W.

■ **Brawley, CA** KROP(AM) 1300 khz—Aug. 3 application for CP to change TL: .43 mile E. of Hwy. 111, 2.6 miles SE of Brawley, CA and make changes in ant. system.

■ **Orcutt, CA** KGDP(AM) 660 khz—Aug. 13 application resubmitted nunc pro tunc application (BP900405DJ).

■ **Oskaloosa, IA** KBOE(AM) 740 khz—Aug. 3 appli-

cation for CP to reduce power to 229 watts and make changes in ant. system.

■ **Claremore, OK** KWPR(AM) 1270 khz—Aug. 16 petition for recon nunc pro tunc application (BP900405AY).

■ **Fox Farm, WY** KSHY(AM) 1530 khz—Aug. 10 application for mod. of CP (BP850118AC) to change TL: 7011 Del Range Blvd. and make changes in ant. system.

FM's

■ **Bethel, AK** KBTB(FM) 107.9 mhz—Aug. 21 application for mod. of CP (BPH870615MD as mod.) to change freq: 98.3 mhz; ERP: 25 kw H&V; ant.: 111 ft.; change to class C3 (per docket #89-281).

■ **Fairbanks, AK** KXLR(FM) 95.9 mhz—Aug. 15 application for CP to change ERP: 25 kw H&V; change class to C3 (per docket #89-184).

■ **Kenai, AK** KWHQ-FM 100.1 mhz—Aug. 21 application for CP to change ERP: 25 kw H&V; ant.: 183 ft.; change to class C3 (per docket #89-220).

■ **Juneau, AK** KSUP(FM) 106.3 mhz—Aug. 16 application for CP to change ERP: 10 kw H&V; ant.: -1,006 ft.; change to class C3 (per docket #89-266).

■ **Soldotna, AK** KPEN-FM 101.7 mhz—Aug. 7 application for CP to change ERP: 25 kw H&V; ant.: 238 ft.; change class: C3 (per docket #89-237).

■ **Pago Pago, AS** KSBS-FM 92.1 mhz—Aug. 16 application for CP to change ERP: 15 kw H&V; ant.: -92 ft.; change to class C3.

■ **Searcy, AR** KWCK-FM 99.3 mhz—July 30 application for Mod of CP (BPH880822IE) to make changes in ant. supporting structure height.

■ **Apple Valley, CA** KZXY-FM 102.3 mhz—Aug. 2 application (BPH900802IC) granted for CP to change ERP: 6 kw H&V; change ant.: 328 ft.

■ **Corcoran, CA** KLCZ(FM) 102.3 mhz—Aug. 9 application for mod. of CP (BPH850712NB) to change ERP: 17.5 kw H&V; change ant.: 380 ft.; TL: NE corner of intersection of Paige Ave. and Rd. 76. near Tulare. CA; change class to 272A (per docket #88-235).

■ **Crescent, CA** KPOD-FM 97.9 mhz—Aug. 16 application for CP to change ERP: 25 kw H&V; ant.: -144 ft.

■ **Crescent City, CA** KCRE-FM 94.3 mhz—Aug. 14 application for CP to change ERP: 6.2 kw H&V.

■ **Green Acres, CA** KRAB(FM) 106.3 mhz—Aug. 13 application for CP to change ERP: 3.9 kw H&V; ant.: 410 ft.; TL: NW 1/4, lot 13, Block 24, Township 28 S., range 27 E., Mount Diablo Meridian; .57 km due W. of Woody Rd., 6 km N. of Oildale. CA.

■ **Lompoc, CA** KRQK(FM) 100.9 mhz—Aug. 13 application for CP to change other: correct TX site coordinates only.

■ **Oxnard, CA** KDAR(FM) 98.3 mhz—Aug. 20 application for CP to change ERP: .79 kw H&V; ant.: 902 ft.; change TL: AT&T site at Hall Canyon. CA. 2.9 km NE of Ventura. CA.

■ **Tehachapi, CA** KTPI(FM) 103.1 mhz—Aug. 6 application for CP to change ERP: 1.90 kw H&V; ant.: 577 ft.

■ **Marco, FL** WGUF(FM) 92.7 mhz—Aug. 13 application for CP to change TL: NE side of Hwy. 41. 6.5 km NW of junction of Hwy. 41 and Rte. 92 in Collier County near Marco. FL.

■ **Springfield, FL** WRBA(FM) 95.9 mhz—Aug. 17 application for CP to change ERP: 30 kw H&V; ant.: 282 ft.; class: C2 (per docket #89-23).

■ **Folkston, GA** WOKF(FM) 92.3 mhz—Aug. 6 application for mod. of CP (BPH870721MO) to change ant.: 328 ft.; change TL: along U.S. 1. approximately 5 km NW of Hillard. FL.

■ **Hinesville, GA** WXLQ(FM) 92.1 mhz—Aug. 2 application for CP to change freq: 92.3 mhz; ERP: 50 kw H&V; ant.: 492 ft.; TL: 2.4 km ESE of Retreat. GA. on bearing of 113 degrees. Near intersection of Sandy Run Rd. and Old Darien Rd.; class: C2 (per docket #87-403).

■ **Sparta, GA** 102.7 mhz—Aug. 14 application for CP to change ant.: 574 ft.; TL: 5.8 km SW of Sparta. 1.35 km N. of Mitchell Chapel. GA.

■ **Orofino, ID** KLER-FM 95.3 mhz—Aug. 16 application for CP to change ant. supporting structure ant.: 777 ft.; change TL: on Eureka Ridge 3 miles N. of Orofina. ID; ERP: 1.5 kw H&V; change to class C3 (per docket #89-175).

■ **Rupert, ID** KNAQ-FM 92.1 mhz—Aug. 16 application for mod. of CP (BPH871224IC as Reinst.) to change ERP: 3 mhz—kw H&V; ant.: 205 ft.; SE corner 300 W. 100 S; change to class A.

■ **Columbia, IL** WCBW(FM) 104.9 mhz—Aug. 6 application for CP to change ERP: 4 kw H&V; increase ERP: to equivalent of 6 kw (pursuant to docket #88-375).

■ **Marshall, IL** WMMC(FM) 105.9 mhz—Aug. 9 application for CP to change ERP: 2.8 kw H&V; ant.: 337 ft.; change TL: N. side of U.S. 40. Clark Center. IL.

■ **Normal, IL** WIHN(FM) 96.7 mhz—Aug. 17 application for CP to change ERP: 3.9 kw H&V; ant.: 410 ft.

■ **Goshen, IN** WZOW(FM) 97.7 mhz—Aug. 13 application for CP to make change ERP: 2.9 kw H&V.

■ **Mason City, IA** KCMR(FM) 98.3 mhz—July 16 application for license to increase ERP: 4.5 kw H&V (pursuant to docket #88-375).

■ **Grayson, KY** WUGO(FM) 102.3 mhz—Aug. 17 application for CP to change other: correct coordinates of record.

■ **Haynesville, LA** KWHN(FM) 105.5 mhz—Aug. 15 application for CP to change ERP: 2.9 kw H&V; ant.: 472 ft.; change TL: 5.1 km SSE of intersection of U.S. Rte. 79 and SR 98 in Emerson. AR.

■ **Oak Grove, LA** KWCL-FM 96.7 mhz—Aug. 16 application (BPH00816IE) for CP to change ERP: 25 kw H&V (per docket 89-192).

■ **Detroit, MI** WMXD(FM) 92.3 mhz—Aug. 14 application for CP to change ant.: 754 ft.

■ **Ontonagon, MI** WUPY(FM) 101.1 mhz—Aug. 16 application for mod. of CP (BPH881214IB) to change ant. supporting structure height to 328 ft.

■ **St. Joseph, MI** WIRX(FM) 107.1 mhz—Aug. 1 application for CP to change ERP: 1.22 kw H&V; ant.: 498 ft.

■ **Sault Ste. Marie, MI** WCMZ-FM 98.3 mhz—Aug. 6 application for CP to change ant. supporting-structure height.

■ **Marshall, MN** KKCK(FM) 100.1 mhz—Aug. 14 application for mod. of CP (BPH880203IC) to change ant.: 924 ft.; change TL: 3.4 km from Lake Benton. MN at bearing of 133.7 degrees.

■ **Brookhaven, MS** WBKN(FM) 92.1 mhz—Aug. 17 application for CP to change ERP: 4.2 kw H&V.

■ **Blackduck, MN** 98.3 mhz—Aug. 6 application for mod. of CP (BPH880426MB for new station) to change ERP: 50 kw H&V; ant.: 455 ft.; TL: 6 miles NE of Bemidji. MN; upgrade to class C2 in accordance with MM docket #89-320.

■ **Brandon, MS** WRJH(FM) 97.7 mhz—Aug. 14 application for mod. of license to increase ERP: 3.4 kw H&V (pursuant to docket #88-375).

■ **Springfield, MO** KWFC(FM) 89.1 mhz—Aug. 9 application for CP to change ERP: 100 kw H&V; ant.: 367 ft.

■ **Kearney, NE** KRNY(FM) 102.3 mhz—Aug. 16 application for CP to change ERP: 25 kw H&V; change to class C3 (per docket #89-247).

■ **York, NE** KAWL-FM 104.9 mhz—Aug. 17 application for CP to change ant.: 328 ft.

■ **Grants, NM** KDYC(FM) 97.9 mhz—Aug. 21 application for mod. of CP (BPH880616NF) to change freq: 100.9 mhz; change ERP: .80 kw H&V; change to class A (per docket #89-34).

■ **Schoharie, NY** WMYY(FM) 97.3 mhz—Aug. 7 application for mod. of CP (BPH880106MG as mod.)

to change ERP: .806 kw H&V.

■ **Murfreesboro, NC** WBCG(FM) 98.3 mhz—Aug. 17 application for CP to change ERP: 6 kw H&V; ant.: 268 ft.; TL: intersection of U.S. Rte. 158 and U.S. Rte. 258. 1 km W. of Hertford County Line Murfreesboro. NC.

■ **Nags Head, NC** WNHV(FM) 92.3 mhz—Aug. 20 application for CP to change ERP: 4.1 kw H&V.

■ **Washington, NC** WCZI(FM) 98.3 mhz—Aug. 17 application for CP to change ERP: 2.5 kw H&V; ant.: 498 ft.

■ **Toledo, OH** KTDO-FM. 107.1 mhz—July 18 application for mod. of license to increase ERP: 2.5 kw H&V (pursuant to docket #88-375).

■ **Brookings, OR** KURY-FM 95.3 mhz—Aug. 14 application for CP to change ERP: 1.90 kw H&V; ant.: 1,164 ft.; TL: on Red Mound. 7.9 km from Brookings. OR. on bearing of N. 348.6 degree E; class: C3 (per docket #89-180).

■ **Portland, OR** KWJJ-FM 99.5 mhz—Aug. 10 application for CP to change ant.: 938 ft.

■ **Vieques, PR** WSAN(FM) 98.9 mhz—Aug. 9 application for CP to change ant.: 751 ft.

■ **Beaufort, SC** WAGP(FM) 88.7 mhz—Aug. 13 application (BPED900813IA) for CP to change ERP: 6 kw H&V; change TL: Rte. 2 Box 293C. Jericho Rd., Burton. SC.

■ **Newberry, SC** WNMX(FM) 106.3 mhz—Aug. 7 application for CP to change ERP: 25 kw H&V; class: C3 (per docket #89-270).

■ **Brownsville, TN** WTBG(FM) 95.3 mhz—July 23 application for license to increase ERP: 5 kw H&V (pursuant to docket #88-375).

■ **Bryan, TX** KORA-FM 98.3 mhz—Aug. 10 application for CP to change ERP: 2.3 kw H&V.

■ **Columbus, TX** KULM(FM) 98.3 mhz—Aug. 10 application for CP to change ERP: 6 kw H&V; ant.: 206 ft.

■ **Dumas, TX** KMRE(FM) 95.3 mhz—Aug. 9 application for CP to change ERP: 25 kw H&V; ant.: 296 ft.; change to class C3 (per docket #89-182).

■ **Lufkin, TX** 88.9 mhz—Aug. 9 application for mod. of CP (BPED900110MD) to change ERP: 50 kw H&V; change ant.: 656 ft.; change DA.

■ **Muenster, TX** 106.5 mhz—Aug. 9 application for mod. of CP (BPH880714NB) to change ERP: 6 kw H&V; change TL: U.S. 82. 8 km W. of Farm Rd. 1198. 4.4 km E. of Muenster. TX.

■ **Rockdale, TX** KRXT(FM) 98.5 mhz—Aug. 10 application for CP to change ERP: 6 kw H&V.

■ **Wheeler, TX** KPDR(FM) 90.5 mhz—Aug. 6 application for CP to change ERP: 10 kw H&V; change ant.: 482 ft.

■ **Price, UT** KARB(FM) 98.3 mhz—Aug. 15 application for CP to change ERP: 7 kw H&V.

■ **Canaan, VT** WKNW(FM) 94.1 mhz—Aug. 6 application for mod. of CP (BPH880706MB) to change ERP: 4.121 kw H&V; change ant.: 387 ft.; TL: N. Slope of Brousseau Mountain. 1.7 miles S. of intersection of Vermont Hwy. 114 and Township Rd. #7. 3.5 miles ESE (301 Degrees) of Norton. Vt.

■ **Longview, WA** KLYK(FM) 105.5 mhz—Aug. 8 application for CP to correct geographic coordinates: 46 09 52N 122 51 13W.

■ **Raymond, WA** KSWW(FM) 97.7 mhz—Aug. 16 application for CP to change ERP: 3.1 kw H&V; change to class C3.

■ **Menomonie, WI** WVSS(FM) 90.7 mhz—Aug. 14 application for CP to change main studio location (only).

■ **Sturgeon Bay, WI** WFNL(FM) 97.7 mhz—Aug. 6 application for CP to change ant.: 554 ft.

■ **Laramie, WY** KUWR(FM) 91.9 mhz—Aug. 8 application for mod. of CP (BPED870302KD) to change ant.: 1,128 ft.

TV

■ **Dallas, TX** KDFW-TV ch. 4—Aug. 21 application

for CP to change ant.: 1,305 ft.; ant.: DCA TF-6BM(S); 32 35 17N 96 58 34W.

Actions

Am's

- **Pasadena, CA KPPC(AM)** 1240 khz—Aug. 13 application (BP900620AC) granted for CP to change TL: to 54 N. Oakland Ave., Pasadena, CA, and make changes in ant. system.
- **Thousand Oaks, CA KMDY(AM)** 850 khz—Aug. 16 application (BP900405CG) returned for CP to increase power to 1 kw night. 50 kw day and make changes in ant. system.
- **Englewood, CO KRZN(AM)** 1150 khz—Aug. 23 application (BMP900403AG) granted for mod. of CP (BP870908AE) to make changes in ant. system.
- **Clarksville, GA WCHM(AM)** 1500 khz—Aug. 16 application (BP900312AI) granted for CP to change freq: 1490 khz; reduce day power to 1 kw; add night service with 1 kw and correct coordinates to 34 36 27N 83 32 15W.
- **Morningside, MD WPGC(AM)** 1580 khz—Aug. 13 application (BMP890926AE) granted for mod. of CP (BP870129AN) to modify nighttime DA pattern and

reduce nighttime power to 400 watts.

- **Lincoln, NE KLMS(AM)** 1480 khz—Aug. 13 application (BP900220AE) granted for CP to augment day and night radiation pattern.
- **Bayamon, PR WRSJ(AM)** 1560 khz—Aug. 13 application (BP900309AG) granted for CP to increase night power to 750 watts.
- **Pleasanton, TX KBOP(AM)** 1380 khz—Aug. 23 application (BP900124AF) granted for CP to increase day power to 4 kw; make changes in ant. system and change to DA day.
- **Bridgewater, VA WHBG(AM)** 1360 khz—Aug. 23 application (BP900405DK) dismissed for mod. of CP (BP890606AJ) to reduce daytime power to 2 kw.
- **Edmonds, WA KCIS(AM)** 630 khz—Aug. 23 application (BMP900322AC) granted for CP to change TL: to 19303 Fremont Ave. N., Seattle, WA; and make changes in ant. system: 47 46 06N 122 21 07W
- **Opportunity, WA KHDL(AM)** 630 khz—Aug. 22 application (BP900104AB) granted for CP to change freq: 840 khz; increase day to 50 kw; add night service with 250 watts; install DA-N and make changes in ant. system.

FM's

- **South Kent, CT WGSK(FM)** 90.1 mhz—Aug. 13 application (BPED900515IA) granted for CP to change ERP: .15 kw H&V; ant.: -124 ft.; TL: Bulls Bridge Rd., South Kent, Litchfield, CT.
- **Monticello, FL WJPH(FM)** 101.9 mhz—Aug. 13 application (BMLH900130KE) returned for mod. of license (BLH891010KF) to increase ERP: 3 (pursuant to docket #88-375).
- **St. Simons Island, GA WPFI(FM)** 92.7 mhz—Aug. 14 application (BMPH900530IC) granted for mod. of CP (BPH801003AF) to change ant.: 328 ft.; TL: F.J. Torres Causeway, Brunswick, GA.
- **Virden, IL WRVI(FM)** 96.7 mhz—Aug. 14 application (BMPH900518IN) granted for mod. of CP (BPH880504IB) to correct tower height.
- **Coffeyville, KS KQOF(FM)** 92.1 mhz—Aug. 14 application (BPH900507ID) granted for CP to change ERP: 6 kw H&V; change ant.: 305 ft.
- **Baton Rouge, LA WRKF(FM)** 89.3 mhz—Aug. 16 application (BPED900111MB) granted for CP to change ERP: 28 kw H&V; change ant.: 934 ft.; TL: 2.2 km E. of River Rd., section 46, T8S, R1W, East Baton Rouge Parish, LA.

SERVICES

BROADCAST DATABASE
dataworld
 MAPS
 Coverage Terrain Shadowing
 Allocation Studies • Directories
 P.O. Box 30730 301-652-8822
 Bethesda, MD 20814 800-368-5754

BROADCAST DATA SERVICES
 Computerized Broadcast Service
 Including
 Data Base Allocation Studies
 Terrain Profiles
 A Div. of Muffet, Larson & Johnson, Inc.
 703 824-5666
 FAX: 703-824-5672

Teletech, Inc.
 BROADCAST CONSULTANTS AND ENGINEERS
 • FCC Applications and Field Engineering
 • Frequency Searches and Coordination
 • Tower Erection and Maintenance
 • Facility Design and Construction
 CONTACT
 KENNETH W. HOEHN
 (313) 562-6873 23400 Mich Ave
 Dearborn MI 48124

dataworld
 LPTV/TV Translator
 Detailed Interference Studies
 Regional Directories
 Maps - Terrain - Popcount
 301-652-8822 800-368-5754

SOFTWARE
FM & TV CHANNEL SEARCH
 FCC databases for MS-DOS
 Broadcast Technical Consulting
 Doug Vernier
 Broadcast Consultant
 1600 Pictureque Drive
 Cedar Falls, Iowa 50613
 319 266-8402

DSI
 COMMUNICATIONS INC.
 • Radio and Television System Design
 • Transmitter and Studio Installation
 • Microwave and Satellite
 Engineering and Installation
 627 Boulevard
 201-245-4833 Kenilworth, NJ 07033

Stainless, inc.
 New Towers, Antenna Structures
 Engineering Studies, Modifications
 Inspections, Erection, Appraisals
 North Wales, PA 19454
 215 699-4871 FAX 699-9587

Shoolbred Engineers, Inc.
 Structural Consultants
 Towers and Antenna Structures
 Robert A. Shoolbred, P.E.
 1049 Morrison Drive
 Charleston, S.C. 29403 • (803) 577-4681

SG Communications, Inc.
 TV/FM RF Systems Specialists
 RF System Measurements
 Tower Erection & Maintenance
 1-800-824-7865 Tucson, AZ
 1-800-874-5449 Tampa, FL

KLINE TOWERS
 Towers, Antenna Structures
 Engineering & Installation
 P.O. Box 1013
 Columbia, S.C. 29202
 Tel: 803 251-8000 - FAX 251-8080

LDL
 COMMUNICATIONS, Inc.
 RF DESIGN & INSTALLATION SPECIALISTS
 LARCAN SOLID STATE TRANSMITTERS
 ALAN DICK ANTENNAS & COMBINERS
 LEBLANC & ROYLE TOWER SYSTEMS
 14440 CHERRY LANE CT. LAUREL MD 20707
 TEL: 301-498-2200 FAX: 301-498-7952

PiROD inc.
 ENGINEERS & MANUFACTURERS OF
 SOLID STEEL TOWER STRUCTURES
 PHONE 219-936-4221
 FAX 219-936-6796
 PO Box 128, 1200 N. Oak Rd.
 Plymouth, IN 46563

New towers, transmitter buildings, earth
 stations, turnkey site development.
Tower Structures, Inc.
 1889 Nirvana Avenue
 Chula Vista, CA 92011
 619/421-1181
 Fax: 619/421-0633 Lic. No. 254513

STARLINER ★ ★ ★
 MOBILE VIDEO PRODUCTION UNIT
 MULTI CAMERA CAPABILITY
 32 AUDIO INPUTS-STEREO SOUND
 PROGRAMMING • SPORTS • CONCERTS
 VIDEO CONFERENCES • MEETINGS
 CONTACT: ERIC ADDRESS
 (215) 626-6500

Utility Tower
 COMPANY
 A COMPANY
 SERVING BROADCASTERS
 FOR OVER FORTY YEARS
 (405) 946-5551

Broadcast Video Tape
 Great Service • Excellent Prices
CoarcVideo
 New Quality Stock • Custom Reloads
 BETACAM • U-MATIC • VHS
 1-800-888-4451

TNS
 TOWER NETWORK SERVICES
 DISCOUNT RATES
 FLASH TECH / EG-G
 NATIONWIDE SERVICE
 Tiner
 (305) 989-8703
STROBE LIGHT REPAIR

DON'T BE A STRANGER
 To Broadcasting's 117,323 Readers, Display
 your Professional or Service Card here. It will be
 seen by station and cable TV system owners
 and decision makers
 * 1989 Readership Survey showing 37 readers
 per copy

contact
BROADCASTING MAGAZINE
 1705 DeSales St., N.W.
 Washington, D.C. 20036
 for availabilities
 Phone: (202) 659-2340

**PROFESSIONAL/SERVICE
 DIRECTORY RATES**
 52 weeks - \$40 per insertion
 26 weeks - \$50 per insertion
 There is a one time typesetting charge
 of \$20. Call (202) 659-2340.

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.

1019 19th Street, N.W., Suite 300
Washington, D.C. 20036
Telephone: 202-223-6700
Member AFCCCE

SAC Carl T. Jones
Corporation
A Subsidiary of Science Applications International Corporation

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VA. 22153
(703) 569-7704
MEMBER AFCCCE



LOHNES & CULVER
Consulting Radio-TV Engineers
1156 15th. St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722

Member AFCCCE

**COHEN, DIPPELL
and EVERIST, P.C.**

CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
Washington, D.C. 20005
(202) 898-0111
Member AFCCCE

SILLIMAN AND SILLIMAN

8121 Georgia Ave. #700
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCCE

Moffet, Larson & Johnson, Inc.

Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128

HE (415) 342-5200
(202) 396-5200
Member AFCCCE

Jules Cohen & Associates, P.C.

Consulting Electronics Engineers
Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Teletype: (202) 659-0360
Member AFCCCE

**CARL E. SMITH
CONSULTING ENGINEERS**

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

VIR JAMES

CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave. - 80219
(303) 937-1900
DENVER, COLORADO
Member AFCCCE & NAB

**E. Harold Munn, Jr.,
& Associates, Inc.**

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**

CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCCE

HATFIELD & DAWSON

CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCCCE

F.W. HANNEL & ASSOCIATES

Registered Professional Engineers
911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**

J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspection, Erection, Etc
6867 Elm St., McLean, VA 22101 (703) 356-9765

C. P. CROSSNO & ASSOCIATES

Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCCCE

**JOHN FX. BROWNE
& ASSOCIATES, P.C.**

525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCCE

D.C. WILLIAMS, P.E.

Consulting Radio Engineer
Member AFCCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400

COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

CLARENCE M. BEVERAGE
LALRA M. MIZRAHI
(609) 985-8077
P.O. BOX #1139
MARTON, NJ 08053
FAX: (609) 985-8134



LAWRENCE L. MORTON
ASSOCIATES
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93034

LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCCCE
(805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING
Consulting Engineers

P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCCCE

PAUL DEAN FORD, P.E.

BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 351
WEST TERRE HAUTE, INDIANA 47885
812-535-3831
Member AFCCCE

- FCC Data Bases
- FCC Applications and Field Engineering
- Frequency Searches and Coordination
- AM-FM-CATV-IFTS-LPTV

OWL ENGINEERING, INC.
Consulting Communications Engineers
1306 W. County Road F, St. Paul, MN 55112
(612) 631-1338 "Member AFCCCE"

Datel Corporation

BROADCAST CONSULTANTS
Applications • Inspections

Call Toll-Free
(800) 969-3900
1515 N Court House Rd, Arlington, VA 22201

Radiotechniques

EDWARD A. SCHOBER, P.E.
FCC Applications • Field Engineering
AM • FM • TV • Boosters
P.O. Box 367 • Haddon Heights, NJ 08035
609-546-8008
Member AFCCCE and NAB

DON'T BE A STRANGER

To Broadcasting's 117,323 Readers - Display
your Professional or Service Card here. It will be
seen by station and cable TV system owners
and decision makers
* 1989 Readership Survey showing 3.7 readers
per copy

AFCCCE
Association of
Federal Communications
Consulting Engineers

P.O. Box 19333
20th Street Station
Washington, DC 20036
(703) 534-7888

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$40 per insertion
26 weeks - \$50 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340

■ **Lafayette, LA KRRQ(FM)** 95.5 mhz—Aug. 14 application (BMPH900514IG) granted for mod. of CP (BPH860507OF as mod.) to change ERP: 6 kw H&V: TL: 7.9 km SE of intersection of Rte. 343 and State Rte. 90. Lafayette Parish. Lafayette. LA.

■ **Lake Charles, LA KHLA(FM)** 99.5 mhz—Aug. 7 application (BPH870212IC) granted for CP to change TL: 4.9 miles SSE Vinton. LA. on Johnny Breaux Rd.: change ant.: 3.231 ft.: 30 07 20N 93 33 40W.

■ **Caribou, ME WCXU(FM)** 97.7 mhz—Aug. 14 application (BMPH900514IE) granted for mod. of CP (BPH850710MK as mod.) to change ERP: 6 kw H&V: ant.: 328 ft.: TL: Green Ridge Rd., 1.23 km W. of intersection of Green Ridge Rd. and Witherly Rd., Ft. Fairfield Town. ME.

■ **Albert Lea, MN KQPR(FM)** 96.1 mhz—Aug. 15 application (BPH900525IB) granted for CP to change ERP: 6 kw H&V: change TL: 4.2 km SSE of Hayward. MN on bearing of 150 degree Freeborn County. MN.

■ **Carthage, MO KRGK(FM)** 104.9 mhz—Aug. 14 application (BPH900508IB) granted for CP to change freq: 95.1 mhz; change ERP: 50 kw H&V: ant.: 472 ft.: change to class C2 (per docket #89-301).

■ **Lincroft, NJ WJB-FM.** 90.5 mhz—Aug. 16 application (BPED831107AE) granted for CP to change ERP: 20 kw H&V: change ant.: 108 ft.: make changes in ant. system.

■ **Jeffersonville, NY WJFF(FM)** 90.5 mhz—Aug. 14 application (BPED891102MA) granted for mod. of CP (BPED870224MO) to change ERP: 3.7 kw H&V: ant.: 629 ft.

■ **Crestline, OH WHOH(FM)** 98.7 mhz—Aug. 10 application (BMPH900319IE) granted for mod. of CP (BPH880125MR) to change ERP: 1.8 kw H&V: ant.: 400 ft.: TL: 7570 Middleton Rd., Galion. OH.

■ **Broken Arrow, OK KCMA(FM)** 92.1 mhz—Aug. 15 application (BPH891109IE) granted for CP to

change ERP: 27.095 kw; change ant.: 656 ft.: class C2: TL: 3737 S. 37 W. Ave., Tulsa. OK 74107

■ **Loudon, TN WJDG(FM)** 105.3 mhz—Aug. 13 application (BMPH900514IB) granted for mod. of CP (BPH880527MK) to change ant.: 328 ft.: TL: Box 431A Myers Rd., Lenoir City, TN.

■ **Burnet, TX KHLB-FM** 107.1 mhz—Aug. 14 application (BMPH900220IG) granted for mod. of CP (BPH880922IF) to change in ant. supporting structure height.

■ **Crockett, TX KIVY-FM** 92.7 mhz—Aug. 13 application (BMPH900510IE) granted for mod. of CP (BPH890320IJ) to change ant.: 492 ft.

■ **Lubbock, TX KAMY(FM)** 90.1 mhz—Aug. 13 application (BMPED890726IF) granted for mod. of CP (BPED840626IE) to change ERP: .20 kw H&V: ant.: 492 ft.: TL: 9802 University St., Lubbock. TX.

■ **Everett, WA KSER(FM)** 90.7 mhz—Aug. 10 application (BMPED880701MB) granted for CP to change ant.: 547 ft.: change ERP: 1 kw H&V: TL: 3.3 miles from Lynnwood at .96 degrees true 47 51 45N 122 17 04W and to change ant. pattern from non-directional to directional.

ACTIONS

■ **Multiple Ownership Rules.** Dismissed American Legal Foundation request for reconsideration of multiple ownership of AM, FM and TV broadcast station rules. (Gen. Docket 83-1009 by Order [DA 90-1109] adopted Aug. 17 by chief, Mass Media Bureau).

■ **Silver Springs, FL** Granted request by Silver Springs Communications to change its ownership and relocate its transmitting antenna for new FM station on channel 238A at Silver Springs. (MM docket 88-119 by MO&O [FCC 90R-74] adopted Aug. 9 by Review Board).

Board).

■ **Decatur, IL** Granted application of Howard G. Bill for new FM station on channel on 226A in Decatur. (MM docket 90-145 by summary decision [FCC 90D-36] issued Aug. 14 by ALJ Joseph Stirmer).

■ **Mt. Vernon, IL** Granted application of Daniel S. Stratemeyer for new FM station on channel 271B1 in Mt. Vernon; and denied competing applications of CR Broadcasting Inc. and Saga Communications of Illinois Inc. (MM docket 88-523 by decision [FCC 90R-75] adopted Aug. 20 by Review Board).

■ **Midway, KY** Dismissed request by Herbert Regensstrief for reconsideration claiming, inter alia, that funds he had allocated to Midway Communications Ltd. for settlement of proceeding have now been contributed to charity. (MM docket 89-544 by MO&O [FCC 90R-76] adopted Aug. 20 by Review Board).

■ **Paris, KY** Revoked license of Mega Broadcasting Corp., licensee of station WRPZ(AM) for violating Communications Act of 1934. (MM docket 89-28 by order of revocation [DA 90-1097] adopted Aug. 16 by chief, Mass Media Bureau).

■ **Southern Pines, NC** Granted application of Elizabeth M. Younts for new FM station on channel 273A in Southern Pines. (MM docket 88-407 by decision [FCC 90R-73] adopted Aug. 7 by Review Board).

ALLOCATIONS

■ **Morehead, Russell and Westwood, all Kentucky.** Effective Oct. 15, allotted channel 242A to Morehead and allotted channel 259A to Westwood; window opens Oct. 16, closes Nov. 15. (MM docket 88-582 by R&O [DA 90-1117] adopted Aug. 15 by deputy chief, Policy and Rules Division, Mass Media Bureau).

■ **Bunkie, LA** Effective Oct. 10, substituted channel 282C3 for channel 282A; modified license of KRBG(FM) accordingly (MM Docket 89-419 by order [DA-1101] adopted Aug. 6 by deputy chief, Policy and Rules Division, Mass Media Bureau).

■ **Clinton and Varnado, both Louisiana** Effective Oct. 10, substituted channel 224C2 for channel 224A; modified license of WQCK-FM accordingly (MM docket 89-392 by order [DA-1106] adopted Aug. 7 by deputy chief, Policy and Rules Division, Mass Media Bureau).

■ **Lumberton, MS** Effective Oct. 10, substituted channel 237C2 for channel 237A; modified license of WLUN accordingly (MM docket 89-557 by order [DA-1105] adopted Aug. 7 by deputy chief, Policy and Rules Division, Mass Media Bureau).

■ **Red Oak and Falls City, both Nebraska** Effective Oct. 10, substituted channel 237C3 for channel 237A; modified license of KOAK-FM accordingly (MM docket 89-174 by order [DA-1108] adopted Aug. 6 by deputy chief, Policy and Rules Division, Mass Media Bureau).

■ **Carthage, TX** Effective Oct. 11, allotted channel 282A to Carthage to provide community with its second local FM service. Window opens Oct. 12, closes Nov. 13. (MM docket 89-457 by order [DA 90-1071] adopted Aug. 7 by deputy chief, Policy and Rules Division, Mass Media Bureau).

■ **Georgetown, TX** Effective Oct. 15, substituted channel 299C3 for channel 299A at Georgetown, and modified CP of KJWL accordingly. (MM docket 89-400 by R&O [DA 90-1125] adopted Aug. 17 by deputy chief, Policy and Rules Division).

■ **Merrill, WI** Effective Oct. 9, modified FM table by substituting channel 281C3 for channel 281A at Merrill and modified license of WMZK(FM) accordingly. (MM docket 89-401 by R&O [DA 90-1104] adopted Aug. 7 by deputy chief, Policy and Rules Division).

■ **Shawano, WI** Effective Oct. 10, substituted channel 257C3 for channel 257A; modified license of WOWN(FM) accordingly (MM docket 89-511 by order [DA-1103] adopted Aug. 1 by deputy chief, Policy and Rules Division, Mass Media Bureau).

Broadcasting

The News Magazine of the Fifth Estate
1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting Magazine

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

(6 mos term must be prepaid)

(International subscribers add \$20 per year)

Broadcasting Yearbook 1990

The complete guide to radio, television, cable and satellite facts and figures—\$115 (if payment with order \$95). **Billable orders** for the Yearbook must be accompanied by company purchase order. Please give street address for UPS delivery. Off press April 1990.

ORDER TOLL-FREE USING VISA OR MASTERCARD 1-800-638-7827

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes
(required) No

For renewal or address change
place most recent label here

CLASSIFIED

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Public radio KCSN-FM suburban LA, seeks development director. Deadline 9/27/90. Send letter of application and resume to: Personnel, CSUN, 18111 Nordhoff Street, Admin 515-4, Northridge, CA 91330. EOE/AA/Title IX, Sections 503 & 504 Employer.

General manager: For WNKU-FM a CPB - qualified NPR radio station on the campus of Northern Kentucky University, located in the Cincinnati radio market. Candidates must have a bachelor's degree and successful experience in radio station management, preferably management of a university public radio station. Should also have expertise in fund raising and fiscal management, recruitment, supervision and development of staff programming for public radio (station focuses on news and progressive and traditional folk music), knowledge of FCC rules and regulations, and the ability to communicate and work effectively with both on-campus and off-campus constituencies. Salary in the mid 30s with comprehensive benefits package. A letter of application, resume and the names and phone numbers of three references must be postmarked by September 30, 1990, to: Peter H. Hollister, Vice President, University Relations & Development, Northern Kentucky University, Highland Heights, KY 41076. NKU is an affirmative action, equal opportunity employer.

Equity position: General sales manager for Raleigh/Durham FM. Must be aggressive and extremely talented in the management of medium-sized sales team. Only top performers need apply. Send your resume in confidence to Box P-31. EOE.

General sales manager sought for top rated Classic Rock station in New Orleans, Louisiana. Must be leader with strong selling skills, able to train/motivate sales staff. Must have strong organizational and people skills. Send resume' and salary history to Stephen Levet, V.P., WKWV, PO Box 5905, Metairie, LA 70009. EOE.

General manager: New class C FM in northern Michigan seeks a manager with solid management background, proven sales record and strong people skills. Send resume, salary history and references to Box P-9. EOE.

HELP WANTED SALES

Northern New York's premier radio stations have a rare opening for an account executive. Solid professional with good communication skills to sell for our top rated combo. Great commission structure, paid benefits and pension. Join a stable winning team. Resume to James W. Riley LSM, WTNY AM and FM, 134 Mullin Street, Watertown, NY 13601. EOE.

Top-rated 100kw Country FM/NewsTalk AM. College town. Looking for creative, promotion oriented salesreps. Must be aggressive, self-starter with megarete philosophy, and ability to close. Can lead to management. Base plus commission, negotiable. Send sales philosophy and resume to Gera Ely, K-103/KZIM Sales, PO Box 1610, Cape Girardeau, MO 63702. EOE.

Sales manager: Southern, top 100 market is searching for an outstanding sales manager with proven management skills to assume leadership of ambitious radio station's sales and research growth. Previous media sales management experience of at least 3 years preferred. Confidentiality respected. Reply to Box P-28. EOE.

Growing retail market in scenic Virginia seeks sales representative for 6-month old list. Large company, terrific resources, sales support, guaranteed draw to start, health, life, dental, vision. Minimum one year experience required. Resume Jay Joyce, WCYK, Box 7703, Charlottesville, VA 22906. Fax 804-978-1109. EOE.

HELP WANTED TECHNICAL

Chief engineer: KLON-FM, Long Beach, CA. Experienced professional to implement power increase to 8KW and oversee studio and transmitter maintenance and frequent live music broadcasts for noncommercial jazz station. SBE certification preferred. To apply, write: Personnel Manager, Pacific Public Radio, 1945 Palo Verde, #204, Long Beach, CA 90815. EOE.

Chief engineer: Great opportunity for experienced person with extensive audio and FM/AM transmitter background to take charge of the technical operations of WCOL/WXGT in Columbus, Ohio. Good salary and benefits. Send resume, references, and salary history to Corporate Director of Engineering, Great Trails Broadcasting Corporation, 717 East David Road, Dayton, OH 45429. EOE.

Experienced chief engineer needed at directional AM and 100,000 watt FM. Resumes to Tom Thies, KLIK-KTXV, PO Box 414, Jefferson City, MO 65102. EOE.

HELP WANTED ANNOUNCERS

Announcers: Sales required, entry level, live programming, small market, long days, short dollars, excellent location for advancement. Tape must show reading skills, photo, resume, KQSS Miami, AZ 85539. EOE.

Radio announcer: CFMX-FM, Canada's only commercial classical station, is looking for announcers with some knowledge of the concert music repertoire and artists. Tapes and resumes to Micheal Compeau, PD, CFMX-FM, 468 Queen Street East, Suite 101, Toronto, Ontario, M5A 1T7. EOE.

Production/board operator. Good entry-level position. FSA, AC FM. NY-PA-OH preferred. T&R: PD, WJTN, Jamestown, NY 14702-1139. EOE.

HELP WANTED NEWS

Journalist: Entry level, long days, short dollars, some sales required, small market. Must include tape and photo with resume. KQSS, Miami, AZ 85539. EOE.

Hip newscaster. Needed for mornings and membership in aggressive news department. Highly competitive Florida market. Resume to Box P-6. EOE.

Morning news anchor: KLON-FM has an immediate opening for an A.M. news anchor. The successful candidate will have at least 2 years radio reporting and announcing experience, excellent writing and audio production skills, and sound news judgement. Send resume and audition tape with sample newscast and feature work to Personnel Department of California State University, Long Beach, 1250 Bellflower Blvd., Long Beach, CA 90840-0121. Attention Job No. 208. EOE.

SITUATIONS WANTED MANAGEMENT

Experience: 20 plus years in top 20 markets from sales, start up and turn arounds. Want GM position in South Florida. Tom 305-431-8472.

Turnaround GM: Present station billing up 160%. Previous station moved 7th to 3rd in market revenue. Good crisis manager; see radio as war. Top 50 markets, no stand-alone AMs. Call 800-835-2246 ext. 126.

General manager: Successful, quality GM seeks small-mid sized market opportunity. Proven results. 20+ years experience. DRMC. Strong on sales and programming. Outstanding credentials and references. If you can offer a quality situation, I can offer results. East coast preferred. Call 301-426-5344.

Medium market GM with excellent track record available. Station is selling, O & O is buying. 20 years radio, 10 years management, seeking new goals to accomplish. Super successful in sales, programming, people... and profits. Box P-19.

Higher sales, lower expenses. Bottom line GM looking for stability in medium market. Great numbers: billing and Arbitron. Box P-20.

Retiring? Dark? Entrepreneur will assume responsibilities and rebuild for partnership/sale (owner financing). You are paid first. 515-472-8211.

Top consultant will double your sales instantly. Industry leader who has elevated AM/FM and group broadcasters to success. 28 year pro has pioneered and perfected the "Consultant Sell" and several formats. Extensive corporate background. Your best call ever! 415-381-8753

Absentee owners: general manager available for small market station. 25 year professional will take air shift, sell and cut cost. Just sold daytimer ready to buy home and become part of your market. Call Ed Cousins 806-266-5269.

General manager: Successful G.M. with over 20 years experience looking for stable organization. Excellent track record and industry references. Reply Box P-26.

GM sales pro, leadership intensive, profit motivated, bottom line oriented, programming background, people skills, turnaround or start-up considered, prefer class C FM, 409-639-6040.

General manager: Successful, quality GM seeks small-mid sized market opportunity. Proven results, 20 plus years experience, CRMC. Strong on sales and programming. Outstanding credentials and references. If you can offer a quality situation, I can offer results. East coast preferred. Call 301-426-5344.

SITUATIONS WANTED ANNOUNCERS

Attention Midwest. Over twenty five years all-round experience, with solid references. Very strong airwork and production. Vast news experience, beat and writing. Metro and medium market background. Present employer...best reference. Phone .. 507—334-6678.

SITUATIONS WANTED TECHNICAL

Chief engineer/AT. Will engineer AM/FM. Request airshift on rock FM; AOR/Classic rock/CHR. Small/medium markets. Experienced. Eric, evenings: 219—924-7004.

SITUATIONS WANTED NEWS

Sports networks and metro markets. Professional sportscaster with 28 years experience PBP talk shows anchor, reporter. Ready to put it to work for your opportunity. Box P-21.

Radio news producer looking to write on the West Coast. Strong production and writing. Six years all news/full service experience in Los Angeles and Boston. Call Victor 508—620-0325.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

San Diego alert! Attention radio stations; audio-visual producers; production companies & casting agents! Former DJ ("Willie B." style); copywriter; potent phone salesman. Voice-overs (tape available); TV spots (non-SAG actor). Available (part-time) Fall '91 or sooner. Contact Dean Favor, 9060 Palisade Ave., No. Bergen, NJ 07047.

Let's make \$\$\$\$\$! Program director who knows how to help sales raise revenues and increase an audience seeks bigger and better challenges. Currently programing top rated AC/FSAC combo. Call 603—448-6589. EOE.

Western news/talk stations: Veteran PD/ND available. Innovator, motivator. Also willing to sell. Want to assemble the team to beat? 805—298-9471.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800—333-8108.

Cash for record libraries from 1950's and 1960's. Check your station's transmitter site and basement. Call Doug at 201—568-4360.

Need a big voice for your sweeps, promos or spot production? Affordable for your market. Call for a free demo. Morgan Productions...704—563-8676.

Blimpy floating signs: Giant blimps, hot air balloons, rooftop balloons. Increase recognition by 25% instantly! Special sale 12 ft. blimp or balloon only \$299.00. Custom messages. Shipping in 24 hours! 407—738-5300.

Voices wanted: Producers' audition hotline in DC, Baltimore, NY and LA now adding additional demo tapes. Call 1—800—950-AUDITION. EOE.

TELEVISION

HELP WANTED MANAGEMENT

New ABC Affiliate in Rocky Mountains is seeking station manager with strong sales background. Must be leader, motivator, able to recruit, train and sell. Send resume and salary requirements to Box P-29. EOE.

Operations manager: KTVE, NBC, Monroe, Louisiana has an opening for an operations manager. Minimum 3 years experience with news and commercial production. Send resume to Betty Smith, KTVE, 2909 Kilpatrick Blvd., Monroe, LA 71201. EOE.

General sales manager: Top 75 Texas affiliate seeking experienced general sales manager. Must have proven success in new business development, use of market research, training and leadership skills. Looking for a strong competitor with the desire to be part of an aggressive management team. EOE. M/F. Box P-5.

Station manager with proven sales and administrative ability for VHF network station in growing Southwest city. EOE. Box P-3.

KJTV Fox 34, Lubbock is looking for a hands on operations/promotions manager. We're searching for a successful promotion manager that is ready to grow into additional responsibilities. We have excellent facilities, a good environment, and a dedicated staff. Please send resume to Brad Moran GM, KJTV 34, PO Box 3757, Lubbock, TX 79452. EOE.

General sales manager: Midwest network affiliate seeks qualified individual with 7 to 10 years television sales experience and proven track record to oversee all facets of local, regional and national sales. Must be aggressive self-motivated and goal oriented possessing strong leadership, organizational and motivational skills along with thorough knowledge of ratings, pricing and computers. Strictly confidential - send resume and salary history - Box P-10. EOE.

HELP WANTED SALES

Regional manager needed immediately: Highly motivated, take charge, experienced sales person needed for TV affiliate. Must be street wise and competitive. Excellent opportunity. All replies to PO Box 2787, Florence, AL 35630. EOE

HELP WANTED TECHNICAL

Chief engineer: AM-FM combo in NJ is looking for roll-up-the-sleeves type. FCC General Class Radio-Telephone License. RF & studio design, engineering & maintenance exp. Leadership and interpersonal skills. EOE. Send resume & salary history to Box P-18.

California dreaming? Odetics Inc., manufacturer of Broadcast Cart Machines has immediate openings for video maintenance technicians. A sound video fundamentals background required. Experience on U-matic, Betacam or MII preferred. As "One of the 100 Best Companies to Work For," we offer exciting opportunities, excellent benefits and an unbeatable location. Send resume to Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802. EOE.

Industry leader in infomercial direct response advertising seeks creative, sales oriented on-line editor experienced in 3/4", 1", Beta-SP computer editing. State-of-the-art facility in small, wonderful midwestern community. Salary negotiable. Resume, tape to: Ms. Terry Prechtel, Hawthorne Communications, Inc., 300 North 16th St., Fairfield, IA 52556. EOE.

MC operator: Position open immediately. Enter the 9th U.S TV market. Experience should include 1 year TV broadcast. We are an equal opportunity and affirmative action employer and encourage applicants regardless of race, color, creed, religion, national origin or sex. Reply to: WTKK TV-66, PO Box 3150, Manassas, VA 22110. Serving Washington, DC.

Maintenance engineer: Two year technical graduate with minimum 2 years experience in maintenance of 1", 3/4", 1/2" VTRs, cameras and associated studio equipment. Experience may be substituted for technical education requirement. Experience with satellite uplink desirable. Expanding Teleproductions Center offers opportunity for growth, full benefits package. Deadline for applications : 9/21/90. Start date 10/1/90 or by mutual agreement. Contact Hugh R. Paul, 201 Bishop Hall, The University of Mississippi, University, MS 38677. 601—232-5917. Phone calls welcome. AA/EOE.

Television maintenance engineer to maintain and troubleshoot all equipment associated with operations of commercial TV station with emphasis on UHF transmitters at our NY facilities. 2-3 years experience required. Resume to: Chief Engineer HSN Broadcasting of NJ, Inc. 390 West Market Street. Newark, NJ 07107 EOE. M/F.

HELP WANTED NEWS

Senior producer needed for one-hour daily public affairs television program taped just outside of New York City. Requires solid management experience, strong news sense, excellent editing skills, deadline focus. A minimum of ten years in TV news or public affairs programming is required. Please send resume and references to Margaret Suzor, Oliver Productions, 1211 Connecticut Avenue, NW, Suite 810, Washington, DC 20036. EOE.

Meteorologist. Must have seal and be able to present superb weathercast using state-of-the-art equipment. Top-rated. Gannett-owned station in one of America's most beautiful cities. Tape and resume to Carole Kneeland, KVUE, Box 9927, Austin, TX 78766. No phone calls! EOE.

Reporter Fox-40 Sacramento has an immediate opening for an experienced news reporter. The right applicant will have at least three years experience as a reporter. FOX-40 has a top notch, professional news team and if you're a self starter with a strong track record send your non-returnable tape and resume to Bob Cook, News Director, KTXL-TV, 4655 Fruitridge Rd., Sacramento, CA 95820. No phone calls please. EOE. Please indicate source from which you are applying.

Photographer KTXL FOX-40 Sacramento has an immediate opening for an experienced news photographer. To become a part of our news department you must have a good eye, outstanding editing skills and at least two years of experience in television news. If you're a photographer and not just a shooter, send your non-returnable tape and resume to Bob Cook, News Director, KTXL-TV, 4655 Fruitridge Rd., Sacramento, CA 95820. No phone calls please. EOE. Please indicate from which source you are applying.

KCRA-TV news is updating its files. We'd like to hear from photographers, videotape editors, newscast producers and writers. Photographers and videotape editors should send their material to: Bill Brooks, News Operations Mgr. Producers and writers contact: Deborah Collura, Executive News Producer. Submit 3/4" non-returnable tape, resume (with references listed), a letter, and in the case of producers, writers, include writing samples. KCRA-TV news, 3 Television Circle, Sacramento, CA 95814-0794. No calls, please. EOE M/F. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE.

Assignments manager: Responsible for overseeing newsgathering process, supervising assignment editors; enterprising stories; developing and supervising special projects. Three year minimum experience in news in a supervisory or assignment desk position required. Ability to lead, work with people, and generate stories a must. Send resume to Larry Manne, Director of News Operations, WTNH-8, 8 Elm Street, New Haven, CT 06510. No telephone calls please. EOE.

Aggressive, Midwestern NBC affiliate looking for experienced people to fill the following four positions: Morning anchor/producer, general assignment reporter, managing editor, and assignment editor. Send non-returnable tapes to Brian Greif, WHO-TV 13, 1801 Grand Avenue, Des Moines, IA 50309-3362. EOE.

TV news reporter: Local TV station needs general assignment reporter. Must have two to five years experience in news coverage, college degree and experience in live reporting of news events. Send resume to Tom Roberts, WVTM TV13, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

Morning show and noon news co-host. Dominant small West Texas affiliate seeks a creative and talented person to co-host a well established and top-rated morning news/talk show and co-anchor a noon newscast. Must be knowledgeable in the Triton Weather System and must be able to do both morning and noon weather. Send resume and tape to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Chief meteorologist: Florida affiliate needs a dedicated weathercaster. We'll provide the tools - Liveline V. Doppler Radar, etc. Can you make weather visually exciting, comprehensive & different? Reply to: Box P-2. EOE.

News photographer: Minimum two years experience or the equivalent electronic field production work. Working knowledge of fieldlighting and audio equipment. 1/2 inch and 3/4 inch editing skills essential. Contact Bryant Blackburn, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

Co-anchor for top rated Midwest NBC affiliate. Experience and maturity top priorities. Job includes reporting and producing. At least two years news experience preferred. Send resume and non-returnable tape to Ralph Bristol, News Director, WGEM-TV, 513 Hampshire, Quincy, IL 62301. No phone calls. EOE/MF.

70's market ABC affiliate seeks top-notch reporter who can also produce or fill-in as co-anchor alongside our female weekend anchor. Ideal candidate will be a tireless digger, aggressive but personable. Must write flawlessly and report creatively without commentary; project self-confidence but not arrogance; appear photogenic but not vain. Must be able to make mundane stories sing and produce shows that sparkle. No beginners, no prima donnas, absolutely no phone calls! Start at mid-20's to low-30's, DOE. Send resume and non-returnable 3/4-inch or VHS tape by September 20 to Dennis Tompkins, WMTW-TV CH.8, 99 Danville Corner Road, Auburn ME 04210. Finalists only notified by 10/5/90. EOE.

Producer/director: WGH Piedmont 8, the Taft Broadcasting ABC affiliate in the dynamic 49th market is looking for a quality Director for our 11:00pm news, promo and pre-pro sessions, and some commercial work. Will also AD pre-pro for 5:00pm and 6:00pm news and TD the 5:00pm news. We've got fast paced newscasts with multiple live remotes, and we're looking for the right person to join our talented directing team. Send letter, resume, references and salary history to Keith Lasher, Production Manager, WGH Piedmont 8 H-P 8, High Point, NC 27261. No phone calls. Deadline for applications: 9-25-90. AA/EOE Employer. Women and minorities are encouraged to apply.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production manager/WSRE-TV, Pensacola, Florida: Pensacola Junior College, licensee of WSRE-TV, is seeking a professional to coordinate and supervise all phases of television studio, field and remote production; supervise production staff, assign personnel and facilities for productions and instruct courses in advanced production for the broadcasting department. A Bachelor's degree in Broadcasting (Master's preferred) and two years of full-time responsible experience in television production required. Work experience with computer editing equipment and management exp. is desirable. Pending Board approval. Salary: \$18,600 - \$32,960. For official application materials, please call 904-484-1799 by September 17, 1990. PJC - An equal opportunity institution.

Major market "On The Road" style weekly magazine show is expanding and has producer/photographer and photographer openings. Five to ten minute features require a special talent for writing, pacing and pictures. We're looking for motivated, people-oriented, talented storytellers who can make magic on a deadline. We're looking for that multi-talented photographer who shoots like an artist and thinks like a producer. Team players and non-smokers only. Send a non-returnable tape, references and salary requirements to: Phillips Productions, Communications Center, Dallas TX 75202-4810. Absolutely no phone calls, please. EOE.

Promotion Coordinator: Medium market television station seeks person with television and/or radio promotion track record. Applicant should be strong in television script writing; previous news promotion experience valuable. Applicant should display judgment maturity and aspire to position of promotion manager. Compensation commensurate with talent delivered. Applicant should be able to type and have some familiarity with computer systems. Prefer college graduate or equivalent business experience. Send resume to Alan Eaton, WFRV-TV, PO Box 19055, Green Bay, WI 54307-9055. WFRV-TV is an equal opportunity employer and encourages applications from minorities and females.

Director for fast paced 40's market newscast. Experience in direction switching promotional and studio productions a must. CDL 480 experience helpful but not mandatory. We are a fast growing network affiliate in South Florida. Resumes only please. Tapes will be requested later. EOE M/F. Send replies to: Personnel Manager, WPEC TV-12, Box 24612, West Palm Beach, FL 33407.

Top 50 Northeast network affiliate seeks creative dynamo with 3 years marketing/promotion experience, with a major emphasis on news. Applicant must have strong oral and written skills. A proficiency with state-of-the-art equipment, experience in media buying and an unbridled enthusiasm for marketing, public relations and community interfacing. EOE. Reply to Box P-24. EOE.

Promotion producer/writer director: Young gun for #1 Indy in top 15 market. Outstanding writing skills a must. No fear of machines. Minimum of one year experience (and it had better have been a great one). Great station, great department, great weather. Resume only in complete confidence to: Box P-27. EOE.

Assistant promotion director: Top 50 group-owned affiliate is seeking a strong number two promotion person that understands and is creative with news promotion. We have all the gadgets to play with and research says we have the news to promote. Are you that one person that can help us market a great product? You must have at least two years experience in broadcast promotion. EOE Box N-13.

On-air promotion producer: Southwest Indy in the top 80 seeks creative promotions producer not afraid to take on-air promotion to the edge! Major emphasis on movie promotion. Hands on production experience required. Copywriting and movie knowledge preferred. Send resume, salary requirements to Box N-62.

Hot shot promotion producers: If you've got the writing and editing skills that'll dazzle Florida and win viewers, send your resume & tape to: Barbara Sobocinski, WTSP-TV, 11450 Gandy, St. Petersburg, FL 33702. An equal opportunity employer.

Graphic artist - WKXT, Knoxville, Tennessee seeks graphic artist to work with Chyron Super-Scribe. News, promotion, and commercial production. Scribe experience a plus. Send resume and/or tape to Production Manager, WKXT Television, PO Box 59088, Knoxville, TN 37950. EOE.

Exciting opportunity for Columbine experienced traffic manager. Start-up station in Indonesia looking for traffic manager/consultant to train and run department. Indy experience preferred. Great opportunity and benefits. Resumes to Box P-14. EOE.

Promotion services manager: Excellent opportunity for promotion pro to lead team effort for growing ABC affiliate in Midwest state capital location. Super facility and budget. Committed management leading the way with marketing innovation and community involvement. Three years experience with winning operations and college degree preferred. You must be a media marvel and an on-air ace at news and topical promotion. Community events and sales promotion will provide additional creative opportunities. Resume and tapes to: Jack Donahue, KTKA-TV, Box 2229, Topeka, KS 66601. EOE.

SITUATIONS WANTED MANAGEMENT

General manager with 20 plus year background in television. Ready for challenge. Excellent profit record. Looking for GM or station manager position. Box P-25.

General manager. Leader and motivator with excellent record in repositioning, sales, and bottom line performance in 50 to 125 markets. Box P-8.

SITUATIONS WANTED TECHNICAL

Experienced operations engineer: 14 years master control and video tape operations, with midwest and southwest net affiliates, and major cable net. Seeks position in related facility, excellent references. Call 612-432-6430.

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box P-12.

SITUATIONS WANTED NEWS

Phoenix weather personality desires top slot in 40 plus market preferably west/southwest and new representation available now. 602-947-6972.

Excellent experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Creative writer & producer: TV, radio & print. Network, cable advertising & corp. clients. Looking for challenging venture/assignments. Chris 215-489-0966.

MISCELLANEOUS

Free job placement! Sign up for THE HOT SHEET---our comprehensive employment journal---and become eligible for complimentary referral service with client companies nationwide. No fees or contractual obligations. Consulting broadcast professionals since 1985. Media Marketing, P.O. Box 1476--ERB, Palm Harbor, FL 34682-1476. 813--786-3603.

Bill Slatter and Associates gets you that better job in TV. Talent coaching and placement help for reporters and anchors. Help with audition tape. 601--446-6347.

CABLE

HELP WANTED TECHNICAL

Maintenance engineer with three plus years maintaining broadcast equipment, preferably Sony cameras/ENG gear and GVG equipment. NABET position, salary based on experience. Send resume to: Richard Kowalski, Operations Manager, NewsLink/CNN, Five Penn Plaza, NY, NY 10001. EOE.

HELP WANTED NEWS

Senior and line producers for very early morning general business news shows. Resumes to: Mr. Phil Brady, News Director, FNN, 6701 Center Dr. West Los Angeles, CA 90045. No calls please. EOE.

Director/producer: Experienced team player needed to direct local nightly news and produce sports programs. Send tape and resume to Production Manager, 1201 University Ave., Ft. Collins, CO 80521. EEO.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast technician supervisor-WOSU-AM-FM of the Ohio State University is seeking a broadcast technician supervisor to investigate station equipment problems, file maintenance requests and monitor repairs, and advise the engineering manager in system design and equipment selection. This individual will also supervise technical productions, monitor public files, prepare proposals and reports, assist in budgets, supervise staff, and maintain control room operating manual. Candidates must have a Bachelor's degree in engineering with emphasis in electronics or an equivalent combination of education and experience. Supervisory experience and experience in broadcast operations and production required. Starting salary: \$22,440-25,560. To assure consideration, materials must be received by September 17, 1990. Send resume and a copy of this ad to Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. An equal opportunity, affirmative action employer.

EMPLOYMENT SERVICES

Intelligence jobs: CIA, US Customs, DEA, etc. Now Hiring. Call 1-805--687-6000 Ext. K-7833.

Government jobs: \$16,412 - \$59,932/yr. Now hiring. Your area. Call 1-805--687-6000 Ext. R-7833 for listings.

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. Eckhert Special Productions (ESP).

WANTED TO BUY EQUIPMENT

AMPEX UHF Transmitter components needed. Magnets, hardware and plumbing. Call A.S.A.P. WJJA 414--764-4953. Ask for Scott.

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street. Laredo, TX 78040. Manuel Flores 512--723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301--694-3500.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

Strobe parts: We buy re-buildable flash technology and EG&G circuit boards and system components. Discount Technical Supply, 305-962-0718.

FOR SALE EQUIPMENT

Television mobile unit-41' Gerstenslager trailer with complete power, hvac systems, Grass Valley 1600-7k switcher. Ward Beck 24 input audio console, eight Philips LDK-5 cameras with lenses (40x) monitor wall and video support equipment. Call Rick Melamed ABC-TV, 212--887-4981.

Television/video equipment. Studio, transmitters, microwave. Buyouts, liquidations, brokering. Since 1967. Maze Broadcast 205--956-2227. Fax 956-5027.

50kw - AM transmitter RCA-50H --\$14,000. 10kw - AM transmitter RCA-BTA10 --\$9,000. Call 804--685-3128.

88 AM-FM transmitters (in stock). All powers - all manufacturers - all complete - all books - all spares. BESCO Internacional 5946 Club Oaks Drive, Dallas, TX 75248. Phone 214--630-3600. Fax 214--226-9416.

Recortec video tape evaluators, 2", 1", 3/4". Cheap 702--386-2844.

UHF TV transmitter: Comark MX25 25Kw presently in service but available now. Contact Keith at 318--237-1500.

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: Wilkinson 25000E (1983), CCA 20000D (1972), RCA BTF 20E1 (1976), RCA BTF 10ES1 (1975), Harris FM5H3 (1975), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

AM transmitters: Harris MWSA (1979), CCA 5000D (1974), McMartin BA 5K (1980), Cont. 315B (1966), Collins 828E-1 (1978), McMartin BA 2.5K (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), 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.

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

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.

Copper: All sizes of wire and strap for AM, FM and TV. Construction, counter poise, grounding. 800-622-0022.

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 Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

Strobe parts: We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service, 305-989-8703.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000.00. Carpenter & Associates, Inc. Voice: 504-465-0908. Fax: 504-465-0910.

FM 25/30KW BE FM30 (1984) w/FX-30 exciter, Harris FM25K (1983) w/MS-15 exciter, Transcom Corp., 800--441-8454, 215--884-0888, Fax 215--884-0738.

1200 Feet of 6 1/8 inch, 50 OHM, Coaxial Transmission Line, 20-foot sections. Contact John Gordon, KTBO-TV, 3705 NW 63rd St., Oklahoma City, OK 73116.

Used GE TT61-A UHF TV transmitter - Tube Exciter: 1 control cabinet, 1 Aural Cab., 1 Rectifier Cab., 2 Visual Cab.; Varian/Eimac 55 KW Klystrons (4KM 150-LA); Klystron Magnetic Assemblies and related equipment. Repossession: No Warranty. Best offer. DeWitt King, 704--386-8554.

Satellite teleport for sale, with two C-band and two Ku-band earth stations. Perfect for cable channel broadcasting. \$825,000 plus lease or purchase of land. Megastar 800--328-2546.

Fidelpack audio cartridges, model 300, new, various lengths. \$2. 702--386-2844.

Blank tape, half price! Perfect for editing, dubbing, or studio recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" video-cassettes guaranteed broadcast quality. Call for our new catalog. To order call Carpel Video Inc., toll free, 800--238-4300.

RADIO

Situations Wanted Management

GM NOW AVAILABLE

25+ YEARS EXPERIENCE TOP NOTCH PROGRAMMING, SALES, AND MANAGEMENT. COMMUNITY INVOLVEMENT. COULD BE THE ANSWER TO YOUR PRAYERS. BOX P-23.

Situations Wanted Announcers

YOU NEED THIS MAN!

Morning drive host at news/talk powerhouse seeks new horizons in full-service, news/talk, or personality A/C. Sharp, versatile, educated, creative, funny, great phones, great interviewer, tons of experience, good team player, stable, nice guy. Enjoys present job, so serious & discreet inquiries only, please!

CONTACT "TALKHOST"
Phone: (313) 446-6889
FAX: (313) 259-6024

Miscellaneous

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 for 1996
Year 1996. The professional weather solution for radio.
Complete Banner 1-800-722-9847
Over 250 Annats online. Call NWN Today!

TELEVISION

Help Wanted Technical

TV ENGINEER

Television Engineer/Operations and/or Maintenance

WWOR-TV, a leading television station with studios in Secaucus, NJ, has an immediate opening for a Maintenance Engineer.

The qualified candidate must have a minimum of 2 years appropriate technical education plus 3-5 years maintenance experience at a TV station. Experience should include a solid background in digital electronics and proficiency in the component level of maintenance of cameras and videotape equipment. Additional experience with other audio/visual equipment helpful. Non-broadcast related similar type experience will be considered.

For immediate consideration, submit resume with salary history to: Human Resources Department - Job BC-38, WWOR-TV, 9 Broadcast Plaza, Secaucus, New Jersey 07096. Equal opportunity employer m/f/h/v.

CHIEF ENGINEER

Hands on chief for cable satellite network utilizing an automated uplink facility. Must be familiar with Varian transmitter, SONY Betacam, 1-inch and 3/4-inch machines. System maintenance background necessary. Experience in post-production and cable system operations desired. Must have general class FCC license. SBE certification a plus. Resumes and salary history should be sent to:

Personnel Department
NuStar
1332 Enterprise Drive
West Chester, PA 19380

No phone calls please. Equal Opportunity Employer.

Help Wanted News



HARD HITTING CONSUMER REPORTER WXYZ-TV, DETROIT

Tape and resume to Bob Rowe, News Director WXYZ-TV, Box 789, Southfield, MI 48307. EOE.

UPPER MID—WEST TV STATION
IN 100+ MARKET
NEEDS LEAD SPORTS ANCHOR.
SEND RESUME AND LETTER
EXPLAINING WHY YOU ARE
THE PERSON FOR THE JOB.
BOX P-16. EOE.

Help Wanted Programing Promotion & Others

EXECUTIVE PRODUCER

Executive Producer needed for long-established, successful AM talk show. Top ten market, leading net affiliate. Supervise staff of 7, budget management and assistance in development of other programs. Prefer 3 years "hands-on" in TV talk production, but will consider applicable news background. Supervisory experience preferred. College degree required. Send resume to Box P-30. EOE.

PRODUCTION MANAGER

Heritage Cablevision in San Jose, California, has an immediate opening for a Production Manager. Responsibilities include: overseeing all local programming & production including community access channel. Candidate should have 2-3 yrs. supervisory experience, preferably in a studio environment. Strong TV production & public relations skills. BA in related field preferred. Send resume to:

HERITAGE CABLEVISION
PO Box 114
San Jose, CA 95103-0114
EOE M/F

DIRECTOR OF RESEARCH AND MARKETING SERVICES

Responsible for the development and analysis of market research which provides the foundation for station positioning, Principal resource for the development of sales strategies with advertisers and agencies.

BA; Masters preferred in Marketing or Market Research Analysis. Five years progressive experience in Media, Broadcast or Advertising Research, Marketing Sales Promotion, and Ratings Analysis in medium to major market or network are required.

WJLA-TV
3007 Tilden Street, NW
Washington, DC 20008
An ABC Affiliate

We are an equal opportunity employer

PROMOTION WRITER/ PRODUCER

If you live and breathe promotion. If you love pushing creativity to the limit. If you've produced "knock your socks off" entertainment or news spots.

If you want to work for a leading major market station in a great city, please rush your resume, tape and salary requirements to:

Personnel
WTTG/Fox Television
5151 Wisconsin Avenue, NW
Washington, DC 20016
EOE

WANTED IMMEDIATELY

STAFF ON LINE EDITOR
COMPUTER GRAPHICS DIRECTOR

COMPUTER GRAPHICS ARTISTS
DAILY HIRE STUDIO CREW

Work with a quickly growing
Production Company & Facility

Competitive salary and benefits

Send resumes and tapes to

Production Manager
ALPHA TELECOMMUNICATIONS
INC
1245 16th St., Suite #100
Santa Monica, CA 90404
an equal opportunity employer

Situations Wanted Management

LET'S MEET IN BOSTON

Financial executive seeking new opportunity. Has 16 years experience with major, medium and small market stations. Background includes: station acquisitions and sales; equity and debt financings; computer conversions; experience with all phases of accounting; managing a staff of 44 people; and 7 years with CBS. If you need a results oriented, computer literate CFO or Corporate Controller, call Dave Kennedy

(512) 442-9530 Before convention
(617) 426-1400 During convention

Business Opportunity

TOP 10 MAJOR MARKET Full Time AM, 5000 Watts.

Investors needed for proven AM format. Excellent ROI. Only \$4 million. All inquiries answered.

Box P-22.

ALLIED FIELDS

Help Wanted Programing Promotion & Others

ANIMATOR/GRAPHIC ARTIST

Ball State University has an opening for an individual to create and produce animations and computer generated still graphics. BS degree or equivalent in computer, visual design, communications or related field plus 1-3 yrs. computer animation experience required. Must have the ability to translate ideas into design concepts that utilize good video production techniques. Familiarity with Cubicomp 30 2-D paint and Vertigo 3-D modeling and motion preferred. Review of applications to begin immediately and continue until position is filled. Send letter of application, resume and copy of college transcripts to:

Human Resources Department
BALL STATE UNIVERSITY
MUNCIE, IN 47306

An Equal Opportunity/Affirmative Action Employer

Public Notice

The National Program Policy Committee of the Public Broadcasting Service will meet at 10:00 a.m. on September 26, 1990 at the PBS offices, 1320 Braddock Place, Alexandria, VA to discuss the National Program Service Plan.

Employment Services

NEWSCAST PRODUCERS

Great jobs are available...but do you know about them? The MediaLine daily telephone report puts you in touch with the best jobs. MediaLine has jobs for reporters, anchors, sportscasters, weathercasters, producers, assignment editors, promotion and production and programming people. For details call:

800-237-8073

In CA: 1-408-648-6200

MediaLine

THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

Don Fitzpatrick Associates proudly announces **THE PIPELINE** now includes radio!

1-900-456-2626

THE PIPELINE is your key to radio and TV jobs all over the country. Openings for DJs, managers, news, and more are updated daily.

The cost - \$1.95 for the first minute and \$.95 for each add'l minute. Call and start your future today!

1-900-456-2626



JOBPHONE

- Inside Job Listings
- Small Stations to Networks
- No upfront membership fees
- Continuously Updated

1-900-234-INFO ext. TV (88)

\$2 per minute

From any touch tone phone

Looking for your first or next **TV anchor, reporter, sports or weather** position? We can help! Send your 3/4" tape and resume to:

MTC

1961 Reed Avenue Apt 1
Pacific Beach, Calif. 92109

For Sale Stations

Major market sub-carrier for lease. 100,000 watt reaches nearly 4,000 square miles. Proposals/inquiries to Manager, WBVM, Box 18081, Tampa, Florida 33679 by October 5, 1990.

For Sale Stations Continued

CASHDOLLAR

INCORPORATED

4409 KINGS ROW • MUNCIE • INDIANA • 47304

FINANCING THE OPPORTUNITIES MEDIA IN THE 90'S

- * INVESTMENT BANKING SERVICES
 - * CAPITAL FORMATION
 - * REFINANCING
 - * ADVISORY SERVICES
- * 317-289-7140

NEBRASKA CLASS C FM

Break-even operation with outstanding potential. 30% price reduction for quick sale. 100K cash + assumption of 125K includes real estate

Beacon Broadcasting, Inc
Bill Kitchen 303-786-8111

AM/FM COMBO

10 KW AM low freq. non dir.
25 KW CLASS C FM
Top market position. Profitable. Positive cash flow. Owners retiring. Management available. Asking \$2,000,000.
Contact Earl Reilly. BPW agent. 206-282-6914.

WILL SACRIFICE

Two Arkansas AM's. Both are fully equipped. Price includes real estate, tower site and studio building. Buy one or both. Discount for both. Call John at 501-483-6314.

Wisconsin

AM-FM Combo

\$600,000

708-307-9650

Protect Yourself.
Call the Industry's Lawyer.

BARRY SKIDELSKY

Attorney at Law

757 Third Avenue, 26th Fl.

New York, NY 10017

(212) 832-4800

At Radio '90/Boston.
Contact via Copley Plaza hotel
or call ahead to schedule
free and confidential consultation.

For Sale Stations Continued

RADIO ZOOMS - WEST COAST BOOMS!!!

- **LOS ANGELES METRO AM/FM COMBO** - NO SALES MANAGEMENT, BUT MAKING MONEY, LOTS MORE AVAILABLE - OWNER MOTIVATED (HURRY!) \$2,600,000 - SOME TERMS...
- **GOLD COAST - CALIFORNIA FM** - GROWTH MARKET - QUALITY OPERATION IN A SUPERB WARM, SMOG-FREE CLIMATE - EXCELLENT OWNER-OPERATOR STATION \$1,250,000 TERMS
- **FAR NORTHWEST REGIONAL AM + FM - C3 COMBO** -RETIREMENT SALE - LONG HISTORY OF PROFITS FOR 2 DECADES -6X OWNER'S CASH FLOW \$900,000 WITH \$250,000 DOWN
- **SO. CALIF. FM - NEAR TOP 100 MARKET** - NEAT OPERATION, MONOPOLY MARKET WITH 4 YEARS OF INCREASING REVENUES - \$350,000 WITH \$175,000 DOWN.



Chester P. Coleman, President
American Radio Brokers Inc/SFO
1255 Post Street/Suite 625
San Francisco, CA 94109 415-441-3377



NORTH CAROLINA

We offer a unique opportunity to acquire a well established AM facility and a new FM operation — both with brand new, state-of-the-art equipment that includes a new tower, new antennas, new buildings and all new studio and transmitter equipment. Show-Place Offices and Studios.

The market is one of the fastest growing technological areas in the state. The AM station boasts of over four decades of outstanding community service by the current ownership, an ownership and management of impeccable qualities.

A beautiful growing medium size city. Mild climate. Near the coast.

Priced at \$950,000.00 for all assets, including the valuable real estate and new buildings. Information Brochure for qualified buyers only.



MEDIA BROKERS

Tom Snowden

Dick Paul



313 Clifton Street
P.O. Box 1566
Greenville, North Carolina 27835

919/355-0327

FAX: 919/752-1017

See you in Boston at the N-A-B!

We'll be at THE COPLEY PLAZA. Call Ron Hickman for an appointment (201) 579-5232 or at N-A-B (617) 267-



29 Manor Drive
Newton, New Jersey 07860
"OVER 15 MILLION IN SALES
IN 1990"

**JACKSONVILLE, FLORIDA
(St. Augustine)**

Class C2 FM for sale
Motivated seller - CALL



GEORGE REED
(904) 730-2522

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT



4171 Dundee Rd., Suite 288, Northbrook, IL 60062

708-272-4970



RADIO 90

See us at
**BOSTON MARRIOTT
COPLEY PLACE**
Suite 3040
(617) 236-5800

RALPH MEADOR



P.O. BOX 36
LEXINGTON, MO 64067
816-259-2544

**ABSOLUTE AUCTION
(NO BID TO BE REJECTED)**

**WHLP RADIO STATION
4 AC. & STUDIO
CENTERVILLE, TN.**

WED. SEPT 26 11:30 AM(CDT)
Serving Hickman, Lewis, Perry,
Maury, Dickson, Williamson & Hum-
phreys Counties, Contact John Ew-
ing at (615) 292-6619 FAX (615) 292-
2609.

**BILL COLSON AUCTION &
REALTY CO., INC.
2012 BEECH AVE.,
NASHVILLE, TENN. 37204**

PLEASE NOTE:

When answering a Blind
Box ad, **DO NOT** send
tapes. BROADCASTING
does **NOT** forward
tapes or other oversized
materials to Blind
Boxes.

For Sale Stations Continued



**WE'LL BE
SEEING YOU AT
RADIO 1990
SUITE 3831
MARRIOTT COPLEY PLACE
RICHARD KOZACKO
KEITH HORTON
JACK CLANCY
MEL STONE**



**KOZACKO-
HORTON
COMPANY**

BROKERS AND CONSULTANTS

607.733.7138

350 W. CHURCH ST., BOX 948, ELMIRA, NY 14902



NAB-BOSTON

Marriott, Copley Place
Call for Appointment

FM - Stand alone C in solid Southwest market. State-of-the-art, tall tower, ranks 2nd in best demos and now making money. One million down & terms to right party.

Also FMs in FL, AL, GA.

Donald K. Clark, Inc.
Media Broker



813.949.9311

P. O. Box 340617, Tampa, FL 33694

Research works.



**American Heart
Association**

SKIER STATION!!

This LPTV station stands in the heart of America's Choice for the '98/'02 Winter Olympics.

Where else can you buy so much fun for under \$400,000?

Contact the owner, Bill Coleman at (801)649-7171 and talk over the tremendous terms we're offering !!



**We'll give you
all the credit.**

Broadcasting, the number one industry publication for classified advertising, is now accepting classified ads paid by credit card.

IT'S EASY TO DO. Just include your personal or company Mastercard or VISA credit card number and the expiration date in your FAX or letter (please, no phone orders at this time).



FAX (202) 293-FAST

OR MAIL TO: Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.

Deadline is Monday at noon Eastern Time for the following Monday's issue.

**BROADCASTING'S
CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, money order or credit card (Visa or Mastercard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

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

Gerald DeGrazia, director of community relations, Warner Cable Communications, Dublin, Ohio, named VP, government relations. **Andy Holdgate**, senior director, public affairs, Warner Cable, named VP, public affairs.

Bob Jay, general sales manager, WZTV(TV) Nashville, named VP and general manager.

Tom Duran, special projects manager, KDFE(FM) Gainesville, Tex. (Dallas), named VP, station manager.

Fred J. Rebman, president and CEO, WJCT-FM-TV Jacksonville, Fla., resigns. **Gene Napier**, VP, operations, WJCT named acting manager.

Dan Maxwell, VP and general manager, WTAR(AM)-WLTY(FM) Norfolk, Va., joins WCMS-AM-FM there in same capacity, succeeding **Marjorie S. Crump**, named president and director.

Robert R. Paquette, account executive and national/local sales manager, WPLJ(FM) New York, joins WBAZ(FM) Southold, N.Y., as general manager.

Mark D. Levy, general sales manager, WSOM(AM)-WQXK(FM) Salem, Ohio (Youngstown-Canton), named VP and general manager, succeeding **Michael L. Mahone**, who resigned.

Judy Glovsky-Sher, general sales manager, WFYV-FM Atlantic Beach, Fla., joins WHOM(FM) Mt. Washington, N.H. (Portland, Me.), as VP and general manager.

Charlie Ochs, general manager, WQYK(AM) Seffner, Fla., WQYK(FM) St. Petersburg, Fla. (Tampa), joins WMZQ-AM-FM Washington as VP and general manager.

SALES & MARKETING

Scott Koondel, from Arts & Entertainment Network, joins WPIX(TV) New York as national sales manager.

Bill Davey, business and financial account manager, Colle & McVoy Inc. advertising, Bloomington, Minn., joins Conus Communications, Minneapolis/St. Paul, as director of advertising.

Michael Lee, deputy creative director,

Cromer Titterton, London, joins Burkhardt & Christy Advertising, New York, as creative director and senior VP.

Fran Waters, sales executive, WLFL-TV Raleigh, N.C., joins WRTP(AM) Chapel Hill, N.C. (Durham), as national sales manager.

Ramon Pineda, national spot manager, WSCV(TV) Fort Lauderdale, Fla., named general sales manager.

Mario Mendoza, national spot sales account executive, Telemundo Group Inc., Los Angeles, named national spot sales manager. **Ed Del Campo**, sales manager, Welcome U.S.A., closed circuit tourism information channel, joins Telemundo as national spot sales account executive.



Dobrow

WCCO-TV Minneapolis as national sales manager.

Barbara Bellafiore-Sanden, VP, sales strategy, Showtime Networks Inc., joins Monitor Television Inc., New York, as VP, affiliate sales and marketing.

Donna Merz, from Parker Group Inc., St. Louis, joins D'Arcy Masius Benton & Bowles there as account executive.

Chuck Gessert, marketing director, Poplar Creek Music Theatre, joins WCKG(FM) Elmwood Park, Ill. (Chicago), as director of marketing.

Joel Weiss, account executive, WPTV(TV) West Palm Beach, Fla., joins WPBF(TV) Tequesta, Fla., in same capacity.

Appointments at WSSH-FM Lowell, Mass. (Boston): **Casey Holt**, sales manager, WHOB(FM) Nashua, N.H., **Hilary Greene**, local sales manager, WYST-AM-FM Baltimore, and **Donna Cusson**, recent graduate, University of Massachusetts, Amherst, named account executives; **Judy Belmonte**, executive research assistant, WROR(FM) Boston, named sales assistant, and **Martha**

Nancy Dobrow, local sales manager, WCBS-FM New York, named general sales manager. **Bill Kehlbeck**, national sales manager, WCBS-FM named local sales manager.

John O'Neill, account executive, TeleRep, joins

Kane Thorburn, business traffic manager, WCAP(AM) Lowell, Mass. (Boston), named traffic director.

Jeffrey C. Mathieu, independent sales manager, Edgewater, N.J., joins QI Productions Inc. business communications company, New York as VP, sales and marketing.

Robert L. Bernstein, general sales manager, KLZ(AM)-KAZYFM Denver, joins KOY-AM-FM Phoenix in same capacity.

Appointments at WHUD(FM) Peekskill, N.Y.: **David Papandrea**, general sales manager, WQBK-AM-FM Rensselaer, N.Y. (Albany), to same capacity; **Scott Summerlin**, from WZFM(FM) Briarcliff Manor, N.Y. (Westchester), named account executive, and **Marc G. Rubin**, from WFAS-AM-FM White Plains, N.Y., named account executive.

CASE 76-2:

The Elusive Chief Engineer

The Assignment:

Find Chief Engineer for Top 10 Market TV station. Highly sensitive position managing large union shop. Technical knowledge essential. Leadership skills critical.

The Search:

Nationwide search identifies many strong candidates, but none appropriate for this position. Sullivan expands search outside the industry, and beyond U.S. borders.

The Solution:

Sullivan finds superior candidate in Frankfurt, Germany. U.S. citizen working for Armed Forces Radio & Television Network. Promoted to VP Engineering. Still doing excellent job 12 years later. Recruitment a major success due to JS&A's thoroughness and tenacity.

Joe Sullivan & Associates, Inc.
Executive Search & Recruitment

44210 North Road
Southold, NY 11971
(516) 765-5050



The person you describe is the person we'll deliver.

NEW APPOINTMENTS AT NBC TELEVISION



Vinson



Mok



Nixon



Bosgang

Moving from NBC Entertainment Group to NBC Productions, Phyllis Tucker Vinson, previously vice president, children's and family programs will now produce children's programming for Saturday morning and other dayparts. In other moves at NBC Entertainment, Ken Mok, associate,

prime-time series, has been named manager of current comedy programs; Karey Nixon, associate in the drama development department, named manager, current drama programs and Jeremiah Bosgang, program associate, has been appointed manager, specials, variety programs and late night.

PROGRAMING

Thomas H. Brodek, president, Doric Productions, joins ABC Productions, Los Angeles as senior VP in charge of production. **Corinne Baldassano**, director, ABC Radio Entertainment Network, New York, named VP, programing, ABC Radio Networks, succeeding **Tom Cuddy**, named VP, programing, WPLJ(FM) New York.

Bryan Hambleton, VP, sales, Warner Bros. International Television, London, joins Orion Television International, there as VP, international television sales.

Sheldon Mittleman, house counsel and attorney, Universal Television, Universal City, Calif., named VP, business affairs.

Appointments at Walt Disney Television, Burbank, Calif.: **Ted Kaye**, VP, film and tape production, Disney-MGM Studios, Orlando, Fla., named VP, videotape production; **John Litvack**, senior VP, *The Magical World of Disney*, named senior VP, current programs and Disney Hour; **Sheri Singer**, senior VP, development, *The Magical World of Disney*, named senior VP, movies for television, and **Lance B. Taylor**, VP, creative affairs, Shelley Duvall's Think Entertainment, named VP, current comedy.

Robert D. Lloyd, president, domestic television, Harmony Gold, joins Reg Grundy Productions Inc., Los Angeles as senior VP, sales and marketing.

Avi Nelson, former chief editorialist,

WEEI(AM) Boston, joins WRKO(AM) there as nighttime host.

Douglas Friedman, VP, advertising and promotion, TeleVentures, joins Genesis Entertainment, Agoura Hills, Calif., as senior VP, creative services, succeeding **Betsy Green**, who resigned to become independent marketing consultant.



Friedman



Watkins

Harvey K. Watkins, VP, chief financial officer, Inner City Broadcasting Corp., joins Viewer's Choice, New York, as VP, finance and chief financial officer.

Norman Stephens, VP, drama series development, Warner Bros. Television, Burbank, Calif., named senior VP, creative affairs.

Arnold W. Messer, executive VP, Columbia Pictures Entertainment, Culver City, Calif., named president, Columbia/Tri-Star International Releasing Corp., overseeing international theatrical and international television operations, and named board member, Columbia Pictures Entertainment. **Nancy McLeod Perkins**, casting associate,

Marsha Kleinman & Associates, joins Columbia Pictures Television, Los Angeles as director, talent and casting.

Bonnie Tiegel, supervising producer, *The Entertainment Report*, joins Twentieth Television magazine, Beverly Hills, Calif., as director of talent research, *Personalities*.

Matthew A. Riklin, senior VP, special markets and business development, Showtime, joins *All News Channel*, service of Conus Communications and Viacom International Inc., New York as executive VP.

Betsy Aaron, creative director, HA! The TV Comedy Network, New York, adds duties as VP, on-air promotion. **Steve Leeds**, director of talent and artist relations, MTV Networks, New York named director, international talent, MTV: Music Television, and international music specialist.

Julie Resh, executive in charge of production, *American Gladiators*, joins Samuel Goldwyn Co., Los Angeles as director of television production and development.

Harriette J. Schwartz, manager of distribution, Alice Communications Ltd., joins ACI International worldwide distribution operations, Los Angeles as director of sales service.

Toni Denison, news director, WMGN(FM) Madison, Wis., adds duties with co-owned WTDY(AM) there as news and program director. **Tim Morrissey**, from co-owned WOSH(AM)-WGMV(FM) Oshkosh, Wis., joins WTDY(AM) as station manager and morning co-anchor.

Cathie Trotta, acquisitions coordinator, E! Entertainment Television, Los Angeles, named manager of acquisitions. **Betsy Rott**, producer, E! Entertainment Television, named manager of field production.

Michael Crane, director of radio, WSKG-FM and WSQG-FM Binghamton, N.Y. (Ithaca), joins WUSF(FM) Tampa, Fla. (St. Petersburg), as program director.

Appointments at WBOS(FM) Brookline, Mass. (Boston): **Bill Smith**, air personality, WZLX(FM) Boston, to same capacity; **Loretta Crawford**, air personality, named host, *Lights Out Tonight*, and **Tom Sandman**, production director, WBZN-AM-FM Racine, Wis., named assistant program director.

Lou Castriota, former general manager, WJLA(TV) Washington, joins WPMT(TV) York, Pa., as program director and cable specialist.

Jeff Barksdale, operations analyst, Superstar Connection Inc. programing dis-

tributors, Tulsa, Okla., named manager of budgets and planning.

Juan Jones, videotape editor, WRC-TV Washington, joins Prime Ticket Network, Los Angeles as director of creative services.

NEWS AND PUBLIC AFFAIRS

Sylvia Chase, news anchor and investigative reporter, KRON-TV San Francisco returns to ABC News, New York, as correspondent, *Primetime Live*, contributing investigative reports and human interest stories.

Appointments at Associated Press: **Rick Gladstone**, enterprise editor, named deputy business editor, New York; **John A. Bolt**, business editor, Dallas, named news editor for Texas; **Katie DeBo Fairbank**, newswoman, Indianapolis, named news editor, Columbia, S.C.; **William C. Hidlai**, newsman, foreign/world services desk, New York, named correspondent in charge of Portland, Maine, bureau, and **Thomas J. Martello**, newsman, Trenton, N.J., named correspondent in charge of bureau.

Connie Howard, news director, WRAL-TV Raleigh, N.C., joins WPXI(TV) Pittsburgh as assistant news director. **Tom Loebig**, news producer, WPXI(TV) named executive producer.



Blades

Lynn Blades, West Coast correspondent, Consumer News and Business Channel, joins Group W News Services as correspondent, *The Entertainment Report*, Los Angeles.

Kristina Kleinman, general assignment reporter and substitute anchor, WESH(TV) Daytona Beach, Fla. (Orlando), and **Terrel Harris**, general assignment reporter, WTOG(TV) St. Petersburg, Fla. (Tampa), join WLVI-TV Cambridge, Mass. (Boston), as reporters.

Dan Hausle, reporter, *Inside Report*, syndicated news magazine program, Miami, joins WDIV(TV) Detroit as Lansing bureau chief.

Bob Bruce, morning anchor, KSTP-TV St. Paul, Minn. (Minneapolis), joins KFOR(TV) Oklahoma City as 5, 6 and 10 p.m. co-anchor.

Jerry Hattan, photojournalist, KPRC-TV Houston, joins KHOU-TV there in same capacity.

Appointments at KXAS-TV Fort Worth: **Jane McGarry**, 12 and 5 p.m. anchor, named 6 and 10 p.m. co-anchor; **Mike Snyder**, weekend anchor and reporter, named chief correspondent, and **Tom Moo**, executive producer, KTTV(TV) Los Angeles, named managing editor.

Heidi Soliday, assistant sports director and weekend sports anchor, KCCI-TV Des Moines, Iowa, named 6 and 10 p.m. sports anchor and sports director.

Sean-Patrick Kennedy, anchor and producer, KLAX-TV Alexandria, La., joins WPSD-TV Paducah, Ky., as 6 and 10 p.m. producer. **David Rose**, reporter, WMBB(TV) Panama City, Fla., joins WPSD-TV as general assignment reporter.

Lisa Schaffner, 11 p.m. anchor, WRIC(TV) Richmond, Va., adds duties as 6 p.m. co-anchor.

Scott Jones, news director and assignment editor, WPEC-TV West Palm Beach, Fla., joins KRBK-TV Sacramento, Calif., as news director. **Michael Maas**, creative services manager, KRCR-TV Redding, Calif., joins KRBK-TV as producer and director.

John Fougere, weekend sports anchor and reporter, KDRV(TV) Medford, Ore., joins WHOI(TV) Peoria, Ill., as weekend sports anchor and reporter.

Anne Roosevelt, assistant bureau chief, Washington Radio and Press Service, joins Zapnews, wire service for radio and television, Washington, as AM editor. **Malin Jennings**, Capitol Hill correspondent, Conus Communications, joins Zapnews as client services representative.

Ricardo Celis, sports producer, writer and anchor, KWEX(TV) San Antonio, Tex., joins KVEA(TV) Corona, Calif., as director of sports and sports anchor.

Amy Ashcroft, reporter and weekend weather anchor, WTOL-TV Toledo, Ohio, joins WTVG(TV) there as part time weather anchor.

TECHNOLOGY

Daniel G. Wright, president and CEO, Grass Valley Group, joins Abekas Video Systems Inc., Redwood City, Calif., in same capacity, succeeding **Yeshwant Kamath**, named nonexecutive director.

William M. Pagett, from Northern Telecom, joins Switchcraft Inc., manufacturer of electronic components, Chicago as director of marketing and sales.

Tom Bohannon, chief engineer, WDBO(AM)-WWKA(FM) Orlando, Fla., adds duties as director of engineering, NewCity Communications Inc. there.

Karen S. Vieser, manager of corporate services, Cable Television Laboratories Inc. (CableLabs), Boulder, Colo., named director of corporate services. **David Eng**, senior electronics technician, CableLabs, named manager of technical services.

Richard Farquhar, formerly of SOS Productions, joins Television Systems Inc., Louisville, Ky., as VP and director of sales and marketing.

PROMOTION AND PR

Harvey Rabinowitz, media director, W.B. Doner & Co., Detroit, named senior VP and media director.

Brad Cafarelli, senior account executive, Solters/Roskin/Friedman, Los Angeles, named senior VP, personalities and special events division.

Henry J. Zunk Jr., VP, account supervisor, Keller-Crescent Public Relations, Evansville, Ind., named VP, management supervisor. **Ann Wright**, account coordinator and account executive, Parker Group Advertising, St. Louis, joins Keller-Crescent as account executive.

Angela Johnson, advertising and promotion writer/producer in charge of programming, KXAS-TV Fort Worth, named special projects producer, advertising and promotion department.

Sheila Morris, senior VP, marketing services, Harmony Gold, resigns to form Morris Marketing, public relations and marketing company, Los Angeles.

Brad S. Fox, manager of technical services, KEF Media Associates, Chicago, joins Medialink, distributor of video news releases, there as sales manager.

David P. Henry, account executive, Creamer Dickson Basford, New York, joins Medialink there as sales manager.

Gregory D. Purcell, senior VP and management supervisor, Kelly Michener Inc. advertising and public relations, Lancaster, Pa., named executive VP, director of operations.

Ray Cleaveland, news and production director, KSBW(TV) Salinas, Calif., named creative director.

Andrea Pass, senior account executive, MWW/Strategic Communications Inc. communications firm, River Edge, N.J., named media services director.

Denis Hamel, from Canadian Broadcasting Corp., joins TVOntario, Toronto as director of communications branch.

Noreen E. Boyle, from Public Interest Affiliates, New York, joins WRBA(FM) Springfield, Fla. (Panama City), as promotions/creative advertising director.

ALLIED FIELDS



Furman

John Furman, VP and director of broadcast standards, Cox Broadcasting, Atlanta, received Golden Mike Award at Georgia Association of Broadcasters convention, Jekyll Island, Ga.

Nancy Mason, formerly director of congressional affairs and public programs, National Telecommunications and Information Administration, United States Department of Commerce, Washington, named deputy under secretary for technology, department's technology administration.

Investor relations program of Capital Ci-

ties/ABC, headed by **Joe Fitzgerald**, vice president, investor relations, was selected as one of 20 best in country in recent issue of *Institutional Investor*. Company was cited for "outstanding annual report."

Appointments at R.C. Crisler & Co. Inc. communications brokerage and consulting firm, Cincinnati:



Meiszer

R. Dean Meiszer, president and managing director, Crisler Capital Co. investment banking partnership, adds duties as president and CEO; **Mark O'Brien**, general manager, KTGL(FM) Beatrice, Neb. (Lincoln), named VP, radio division, and **Stephen E. Kaufman**, VP and investment analyst, Fiduciary Management Inc., named VP, corporate finance,

Crisler Capital Co.

Kenneth Leedom, executive director, National Academy of Television Arts and Sciences, New York chapter, retires.

DEATHS

Paul Lockwood, 51, news director and morning news anchor, WBAZ(FM) Southold, N.Y., died of heart disease Sept. 1 at Central Suffolk Hospital, Riverhead, N.Y. Prior to WBAZ, Lockwood had 15-year tenure with CBS Radio Networks as anchor and reporter, plus stints at various radio stations, including WNEW-AM-FM, WPIX(FM) and WINS(AM) all in New York. He is survived by his wife, Roberta; daughter, Michele; mother, Vera and two grandchildren.



Donovan

Jerilyn Donovan, 33, television journalist, died of liver cancer Aug. 26 at Santa Monica (Calif.) Hospital. Beginning broadcasting career in 1979 with KTHI-TV Fargo, N.D. as reporter and anchor, Donovan later joined WOIT-TV Ames, Iowa (Des Moines), as writer and anchor. Freelancing at various stations including KTLA(TV) and KCBS-TV both in Los Angeles, Donovan joined KDOC-TV Anaheim, Calif., as reporter and anchor until last November. She is survived by her husband, Jeff.

Alice Pentlarge Loeb, 95, radio producer, died Aug. 24 at her home in Baltimore. Beginning broadcasting career in 1934 at WQXR(AM) New York, Loeb produced radio programs including *So You Haven't the Time* and *Can it be Done?*, later moving to Washington during World War II to work in radio information division of War Production Board. She is survived by two daughters; Elizabeth and Frances; son, Richard; eight grandchildren, and 12 great-grandchildren.

J. Garrett Blowers, 48, public relations executive, died Sept. 3 of complications from chronic hepatitis at New York University Hospital there. Most recently, Blowers was managing director, communications and entertainment sector of Abernathy/MacGregor Group Inc., investor relations and crisis management consultancy. Additionally, Blowers worked at ABC, as public relations executive and at CBS Inc., where he was head of investor relations. He is survived by his father, John; sister, Deborah and brother, Ronald.

INDEX TO ADVERTISERS

ABC Sports 65 ■ Accu-Weather, Inc. 66 ■ American Radio Networks 52 ■ Americom Radio Brokers, Inc. 32, Cover 4 ■ Ampex 93 ■ Arbitron 69 ■ Associated Press Broadcast Services 47 ■ AT&T Commercial Finance 84 ■ Bank of Boston 86 ■ BIA Publications, Inc. 20, 83 ■ Birch Scarborough Research 41 ■ Blackburn & Co., Inc. 48, 78 ■ Broadcast Investment Analysts Frazier, Gross & Kadlec 82 ■ Brown Berry Productions, Inc. 54 ■ Business Radio Network 49 ■ CBS Radio Network 39 ■ CBS Radio Representatives 53 ■ Chapman Associates 99 ■ Chesley Maddox & Assocs., Inc. 56 ■ Children's Health News Network 60 ■ Classified Ads 107-114 ■ Communications Equity Associates 42 ■ Continental Electronics Division 40 ■ Crowley Broadcasting Co., Inc. 45 ■ Crisler Capital Co. 50 ■ Custom Business Systems, Inc. 18 ■ The Discovery Channel 73 ■ Dow Jones Report 67 ■ Galavision 71 ■ Gammon Media Brokers, Inc. 34 ■ Gore Broadcasting Inc. 36 ■ Greyhound Financial Corp. 38 ■ Health NewsFeed 46 ■ The Ted Hepburn Co. 79 ■ Hughes Communications 89, 91 ■ The Imagination Stations 35 ■ Scott Lockwood Enterprises 59 ■ The Mahlamn Co. 31 ■ Media Venture Partners 77 ■ National Association of Home Builders 58 ■ National Public Radio 43 ■ News Talk Radio Network 46 ■ Pacific Recorders & Engineering Corp. 51 ■ Paramount 11, 13, 15, 17, 19 ■ Premiere Radio Networks 37 ■ Professional Cards 105 ■ Questcom 85 ■ Radio Track 61 ■ RCS 57 ■ Satellite Music Network Front Cover ■ Seltel 21 ■ Services Directory 104 ■ Sony Broadcast Products Cover 2-3, 22 ■ Howard E. Stark 81 ■ Joe Sullivan & Assocs., Inc. 115 ■ Sun Radio Network 59 ■ Edwin Tornberg & Co., Inc. 100 ■ Turner Program Services, Inc. 7, 8-9 ■ The University of Chicago 16 ■ The University of Georgia 92 ■ UPI Cover 3 ■ U.S. Army 44 ■ Zapnews 55 ■ ZNEWS 64 ■

FIFTH ESTATE

FRED VIERRA: HOOKED ON CABLE

Fred Vierra has sold RCA business computers, Samsonite luggage, Charmglow gas grills and Coors beer—albeit as a high-level executive at those companies. But Vierra the salesman has himself been sold on cable. Now president and chief operating officer of United Artists Entertainment, the country's third largest MSO and largest theater owner, Vierra says cable "has been the most fun I've had in business, by far."

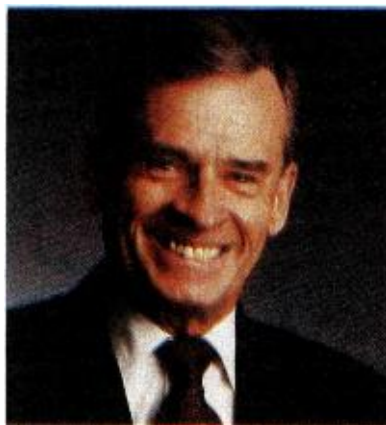
As the above product list might suggest, the 59-year-old Vierra didn't come to cable until well along in his career. In fact, he didn't get into the business until 1980, but he has lost no time making up ground. After two years at Daniels & Associates, he joined United Cable as president and chief operating officer. By the late 1980's, United Cable and a large part of the Daniels cable properties were on their way to becoming part of United Artists. Vierra was at the center of those purchases and has spent the last 15 months helping the transformation of three cable companies (Daniels, UC and UA) into one.

Vierra was born in San Francisco, but has spent most of his business career in Denver, where his proximity to the cable industry and its executives proved fortuitous. He first met Bill Daniels in the early 1970's while a vice president at Samsonite. Later, Vierra's wife became friends with Betsy Magness, the late wife of Tele-Communications Chairman Bob Magness. The Vierras were also neighbors of Daniels executive Tom Marinkovich, who approached Vierra about leaving his sales post, then at Coors, to work for Daniels.

"Cable was in its absolute infancy," said Vierra, "and there was a tremendous opportunity." That proved to be an understatement. "In hindsight," he said, "there was a lot more there than I thought there would be."

While at Daniels, he met United Cable Chairman Gene Schneider, who offered him the operations post with the rapidly expanding company. Vierra "is a very personable guy," says Schneider, "and gets along well with people, although he can be tough when tough is required. He is a very good representative of the company, and speaks well."

Two of the interindustry causes Vierra



is eager to speak about are advertising (he's on the board of Cabletelevision Advertising Bureau) and pay per view. Those revenue streams will be keys to cable's growth in the future, he main-

tains. UA has not seen a slowdown in basic subscriber growth this year, he says, but as cable approaches higher penetration levels, growth will slow, causing greater reliance on other revenue streams. "The way you grow the business is to maximize revenue coming out of the home by providing other services that provide value for the customer and generate revenue for the cable industry," he says. People will pay more for basic if the programming continues to improve, he says, but cable "won't get rich charging for remotes."

"Ad revenue is still in its absolute infancy," he said, as is PPV. But cable won't see PPV as a big business until "cable companies really commit to it." There will be "a lot more energy and effort and capital and marketing dollars spent on PPV." But to get the window back, cable "has got to it with demonstrated performance."

The return of tiering could hurt cable advertising, but Vierra doesn't see it that

way. "If I could have my way, there wouldn't be tiering," he concedes, but adds that, in contrast to four or five years ago, "cable programming is good enough and strong enough that people will find it on the dial. So I'm not terribly concerned about loss of revenue or loss of audiences if we're forced to go to a broadcast tier."

Among the widening horizons Vierra sees for cable is UA's international operations: one million homes under franchise in the U.K., with about 25% of the construction completed. UA is getting about 30% penetration in first passings, he says. He is also heavily into UA's theater operations—about 60% of his time on the theater side versus 40% on cable. That will likely become an even split in 1991, when UA's theater restructuring is completed.

Both ventures may be affected by DBS. Vierra envisions the day when

movies will be sent, via satellite, to dishes on top of theater roofs, saving Hollywood plenty in distribution costs.

In the U.S., DBS could present the cable industry with its biggest challenge, he believes. "We are in the distribution business. If DBS becomes a cost-effective way to deliver information and entertainment, we'll be in that business," he says. UA, which is majority owned by TCI, is a partner in the K Prime DBS service. But, he said, "I don't see DBS as a serious threat to cable where cable is the entrenched supplier. If

we're giving a quality product, if we give quality service, if we answer the phone and take care of problems when they occur, if we do installations when we say we're going to and price our product fairly, you've got to have an awfully good reason to switch."

It's clear Vierra would also need an awfully good reason to switch from the cable business. It's obvious he hasn't found one.

Fred Arnold Vierra

President and chief operating officer, United Artists Entertainment, Denver; b. Nov. 9, 1931, San Francisco; sergeant, U.S. Marine Corps, 1949-53; BA, University of Tulsa, 1957; computer programmer, Shell Oil, Denver, 1957-64; computer salesman, RCA, Denver, 1964-66; manager, Touche-Ross, Denver, 1966-71; VP, finance, Samsonite, Denver, and president and CEO, Charmglow Products, Chicago, 1971-75; VP, sales, Adolph Coors, Denver, 1975-80; executive VP, Daniels & Associates, 1980-82; president and CEO, United Cable, 1982-89; present position since May 1989. m. Roxanne Shumaker, March 20, 1965; children, Steven, 36; Cinda, 30.

IN BRIEF

PM Evening Magazine, longest running show in prime access, **will halt production on Dec. 28**, announced Debra Zeyen, VP, Group W Television Stations. Groundbreaking magazine show, which first aired on Aug. 9, 1976, from KPX-TV San Francisco, is currently seen on 13 stations, including five Group W outlets. According to Zeyen, alternatives to *Evening* are now being considered at Group W stations.

Richard Wiley, senior partner, Wiley, Rein & Fielding, and chairman of FCC's advisory committee on advanced television service, **declined to announce schedule of new test schedule for HDTV transmission proponents** at Advanced Television Test Center (ATTC) until completion of format converter, key device being built for ATTC by Tektronix Inc. There had been some expectation that schedule would be announced during Association of Maximum Service Television HDTV update in Washington last week (see story, page 26). Wiley continued to predict, however, that testing would start in late 1990 or 1991 and be completed by goal of early 1992. Of more pressing concern, Wiley said, is need to organize and fund field testing after ATTC lab tests. Bill now being considered by Congress would provide \$4.5 million in federal funds for field tests. Larry Irving, senior counsel for House Telecommunications Subcommittee, also appearing at MSTV seminar, expressed confidence that bill would pass both houses.

Federal District Court Judge James Ideman has dismissed all charges in the payola trial of independent record promoter Joseph Isgro, his associate Jeffrey Monka, and former Columbia Records executive Raymond Anderson. In dismissing the case "with prejudice," Judge Ideman accused government prosecutors of "outrageous misconduct" for violating a rule requiring pre-trial disclosure of a witness' statements that might point toward a defendant's innocence. The statements were made by former IRS agent Dennis DiRicco, who was convicted of tax conspiracy and obstruction of justice in 1989. Defense attorneys learned in late August that DiRicco, tes-

tifying in his own defense, gave statements that contradicted testimony he gave to the grand jury in the Isgro case. Prosecutors previously told defense attorneys that such conflicting testimony did not exist. U.S. Justice Department counsel William Lynch, one of the prosecutors in the case, indicated that the government probably will appeal Judge Ideman's ruling.

Nielsen weekly Pocketpiece syndicated ratings for week ended Aug. 26 had *Wheel of Fortune* in number-one spot with 12.0 rating on 232 stations for 98% coverage. Others in top 15 were: *Jeopardy* (11.1/219/98); *Oprah Winfrey* (8.7/217/99); *Star Trek* (8.2/233/98); *A Current Affair* (8.1/195/98); *Cosby* (7.9/205/98); *Entertainment Tonight* (7.1/180/95); *Donahue* (5.8/230/99);

Star Search (5.5/169/96); *Inside Edition* (5.1/124/84); *Geraldo* (4.9/185/97); *People's Court* (4.9/181/90); *Chip 'N Dale* (4.7/180/96); *Mama's Family* (4.7/172/89); *Family Feud 2* (4.6/132/82).

FCC Commissioner Ervin Duggan went public with complaints about Sunshine laws that he had long voiced privately. During brown bag lunch on Sept. 6, Duggan said current Sunshine Law, which prevents more than two commissioners from meeting at same time, "leaves something to be desired" because it prevents "robust debate" outside of "the choreographed and pre-planned" settings of full commission hearings. He said it created "artificiality in the making of law," and added he has "no desire to be in collusion or to collaborate in skull-duggery behind closed doors," but believes Sunshine is "reform that needs reform."

BUSH ON IRAQI TV

President George Bush has accepted an offer from Saddam Hussein to speak directly to the people of Iraq by way of a videotaped message to be broadcast over Iraq's state-run television service. Bush characterized the offer as a "real opportunity" to explain his reasons for sending U.S. troops to the Persian Gulf.

Earlier this month, the President complained he was not receiving equal time to talk to the Iraqi people, in light of Hussein's frequent appearances on U.S. television. Last week, Naji al-Haditni, director general of Iraq's information ministry, made the television offer on Hussein's behalf.

According to White House spokesman Marlin Fitzwater, Bush is expected to tape a 10-15 minute broadcast "in the next few days," which will also be made available to the rest of the world. The President is not concerned about the possibility of his talk being censored, Fitzwater said. "We assume that their offer means they will broadcast it in its entirety."

Sports Form, one-hour PPV pro football preview show, is being distributed directly to cable systems each Sunday at 11 a.m. Show's organizers are taking advantage of NFL decree prohibiting handicapping information on network pre-game shows. Sports Form, with suggested weekly retail price of \$9.95, will preview all NFL games, provide reports on weather conditions, injuries, odds from Las Vegas, day's TV schedule and coach and player profiles. Show is hosted by Bob Gamere, former Boston sports anchor, and includes three handicappers: Lem Banker, Michael Roxborough, and John Bennett. *Sports Form* is owned by six partners who promote and distribute sports and entertainment programming to closed circuit and PPV.

Michael Krauss Productions & Syndication has announced that **Everyday with Joan Lunden will remain on hiatus until new distribution arrangement is worked out**. Executive producer Krauss blames current situation on legal problems with flagship station WWOR-TV New York, which dropped program. Krauss, who hopes to revive show in January, said possibility exists for show to return on cable. *Everyday* debuted in national syndication in September 1989 and was seen on more than 145 U.S. stations.

NBC last week laid off 10 WMAQ-TV Chicago engineers effective Sept. 28. Three others were laid off previously, all were members of National Association of Broadcast Employees & Technicians, which said there are rumors of further layoffs at NBC-owned KNBC-TV Los Angeles. According to NBC spokesperson, individuals who were laid off would have been laid off at first of this year but were kept on for vacation relief.

Gross-Jacobson Productions, producer of CBS's summer series **Top Cops**, has been given **additional six-episode order** from network. New order brings total number of episodes to 16. Airing on Wednesdays at 10 p.m., show is produced in association with CBS Productions.

Columbia Pictures Television's syndicated barter movie package, **Columbia Night at the Movies**, will feature broadcast premiere of theatrical "The Last Emperor" for two runs in Nov. 1-28 broadcast window. "Emperor" has been cleared on 114 stations representing 82% of country. Barter split is 16½ minutes local, 13½ minutes national.

First Media Entertainment, programing entity of First Media Corp. run by hotel and restaurant executive Richard Marriott, has formed association with **Paris-based Mediatrix Entertainment** to produce TV programs and theatrical releases. First Media Entertainment, based out of First Media-owned WCPX-TV Orlando, Fla., and Mediatrix plan to complete 26-episode children's TV series by next year, along with three theatricals, according to Mediatrix President Dominique Terral.

Showtime Event Television is distributing Phil Collins' "Seriously Live" concert, live on pay per view Tuesday, Oct. 2. Co-presented by VH-1, concert will be available to 10 million-14 million addressable subscribers through PPV networks Viewer's Choice, Request, Cable Video Store and standalone cable channels. Retail price ranges from \$19.95 to \$24.95. Concert also will be simulcast by Radiovision International in association with Global Satellite Network.

Telco US West and cable operator United International have formed \$100 million joint venture to expand overseas cable holdings. First two acquisitions of venture, called United Communications International, will be 86% interest in Norway's second large cable TV operator,

BROADCAST, CABLE, BASKETBALL CAMPAIGN URGES CHILDREN TO STAY IN SCHOOL

NBC, Turner Network Television and Nickelodeon teamed up with the National Basketball Association, McDonald's and Ronald McDonald Children's Charities last week to launch a five-month "Stay in School, It's Your Best Move" public service campaign that will culminate Saturday, Feb. 9, 1991, with a one-hour live TV special to be simulcast by NBC, TNT and Nickelodeon. And other cable networks may join, said the NBA.

Scheduled as part of the NBA's All-Star Game weekend, the noon-1 p.m. ET program will be a "variety show aimed at children" featuring NBA players spreading the "stay in school" message, said NBC Sports President Dick Ebersol, adding that the show will include only six 30-second McDonald's spots, all of them "nonproduct." Estimating that NBC will spend more than \$1 million on the project, including production costs, lost ad revenue and a local promotional effort begun last week, Ebersol said he had "no reason to believe clearance won't be 100%" among NBC affiliates. Students in about 80 schools in the Charlotte, N.C., area, where the All-Star Game will be played, who achieve perfect attendance from Sept. 5 until the game will win free tickets to the game or NBA licensed jackets and other gifts.

"This cooperative effort between cable and broadcast affiliates has never been attempted," said Terry McGuirk, president of Turner Sports, who said he had not estimated TNT's costs, which were "really not a consideration." And noting Turner Broadcasting's ongoing efforts to deliver programing to schools, McGuirk added, "This is exactly the kind of thing we should be spending money on."

NBA Commissioner David Stern credited Ebersol with suggesting the simulcast approach and said that Nickelodeon was included, along with the league's broadcast and cable network rightsholders, because of its particular reach among younger people. NBC will produce the special.

Norkabel, with 118,000 subscribers; and 25% stake in Sweden's second largest operator, Swedish Cable & Dish, with 96,000 subscribers. Heading management subsidiary of UCI will be President Mark Schneider, VP Mike Fries and executive Nimrod Kovacs.

Association of National Advertisers President DeWitt Helm said New York City attempt to require broadcast advertisers to orally state any legal mandated disclosures "will fail to provide any meaningful protection for consumers [and] will instead place substantial unnecessary and counterproductive restrictions" on broadcasters. Helm testified before Consumer Affairs committee of New York City Council on Sept. 7. Costs for compliance "would be passed on to consumers," Helm said.

With date extended from Aug. 15 to Oct. 1 to reach its goal of 10 million new cable subscribers, **CNBC has gotten commitments of 5.5 million subscribers** in response to its offer of \$3 per subscriber to cable operators. Money goes to operators who sign up at least 75% of their subscribers, and is only in effect if 10

million sign up by closing date. According to Tom Rogers, president, NBC Cable, "it's too early to tell if we will make the 10 million." Last tally at time of CTAM conference in mid-July was 3.4 million. In other CNBC news, network got early numbers back from Nielsen, which will issue CNBC's first ratings book in third quarter. Early showings give CNBC 0.2 rating in prime time, and 0.1 rating for 6 a.m.-8 a.m.

Senator John Danforth (R-Mo.), in statement released last Friday following FCC release of results of its political advertising audits (see story, page 30), **said** audits confirm "what candidates have known for some time: that **broadcasters routinely ignore the law that requires equal pricing of political and commercial advertising.**" Danforth said results underscore need for political advertising reform legislation sponsored by himself and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and reported out by committee. According to Danforth, bill would apply to federal and non-federal races alike and insure that candidates pay same rates as commercial advertisers.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

REWRITING THE RULES

The Fifth Estate continues on a roll in the courts. First there were the two cases upholding the FCC's basic deregulatory philosophy (BROADCASTING Aug. 20, et seq). More recently, two libel suits, one against CBS commentator Andy Rooney and another against NBC News, were dismissed by an appeals court, the first upholding a district court's summary judgment in Rooney's favor, the second overturning a lower court decision that had awarded \$5.2 million in damages to singer Wayne Newton for a series of reports on *NBC Nightly News* in 1980 and 1981 (BROADCASTING, Aug. 27).

The Rooney case was of particular interest. Although a victory for Rooney personally, it provided a not altogether flattering picture of the recently retailored look in libel suits.

The case involved the plaintiff's appeal of a lower court decision that came prior to the Supreme Court's recent narrowing of libel protection for the opinions of columnists and commentators. That narrowing ("obliteration" is how Jane Kirtley of the Reporters Committee for Freedom of the Press described it) came in June, when the protection for opinion that had been building in case law since the 1974 *Gertz vs. Robert Welch* decision ["Under the First Amendment, there is no such thing as a false idea"], was seemingly stripped away by a Rehnquist court that held in *Milkovich vs. Lorain Journal* that the *Gertz* statement had not been intended to "create a wholesale defamation exemption for anything that might be labeled opinion." Indeed, the district court's ruling that Rooney's on-air remarks were protected opinion was disallowed by the higher court in light of *Milkovich*. Fortunately for Rooney, the Supreme Court's requirement that libelous opinion must "imply an assertion of objective fact" that can be proved false was protection enough, with the appeals court dismissing the suit for failing to meet that test.

As the beginnings of a new body of case law on libel, opinion and the Fifth Estate, a victory is certainly better than a defeat. The absence of the strong libel protection of the past, however—opening the door as it does for a host of nuisance suits—combined with a test that asks each court to make the call between implying a fact and stating an opinion, leaves room for concern.

HUH?

President Bush made his determination about the feasibility of TV Marti two weeks ago (that's the balloon-borne transmitter trained at Cuba). Having seen the evidence—in a study commissioned by the USIA, which oversees TV Marti—that only about one quarter of the target audience could get the broadcast at all, and at that, the reception was "difficult and sometimes erratic," the President pronounced it a success, freeing \$16 million in funds for the service that could be better used almost anywhere else. We don't know

how the President managed to reach the conclusion that TV Marti is ship shape (which shape, incidentally, is that of a blimp with child), but we are reminded that someone also had to sign off on the Hubble telescope.

GROUP EFFORT

The broadcasting industry has been issued a challenge of sorts.

The State Department has formed an International Media Fund to aid in the development of private media in Eastern and central Europe (BROADCASTING, Sept. 3). According to the fund's chairman, Marvin Stone, it will not be merely a bank account (the East Europeans have themselves said they want helping hands, not handouts), but a clearinghouse for technical and policymaking assistance as well. It will appoint a board of prominent members of the communications industry to oversee the effort.

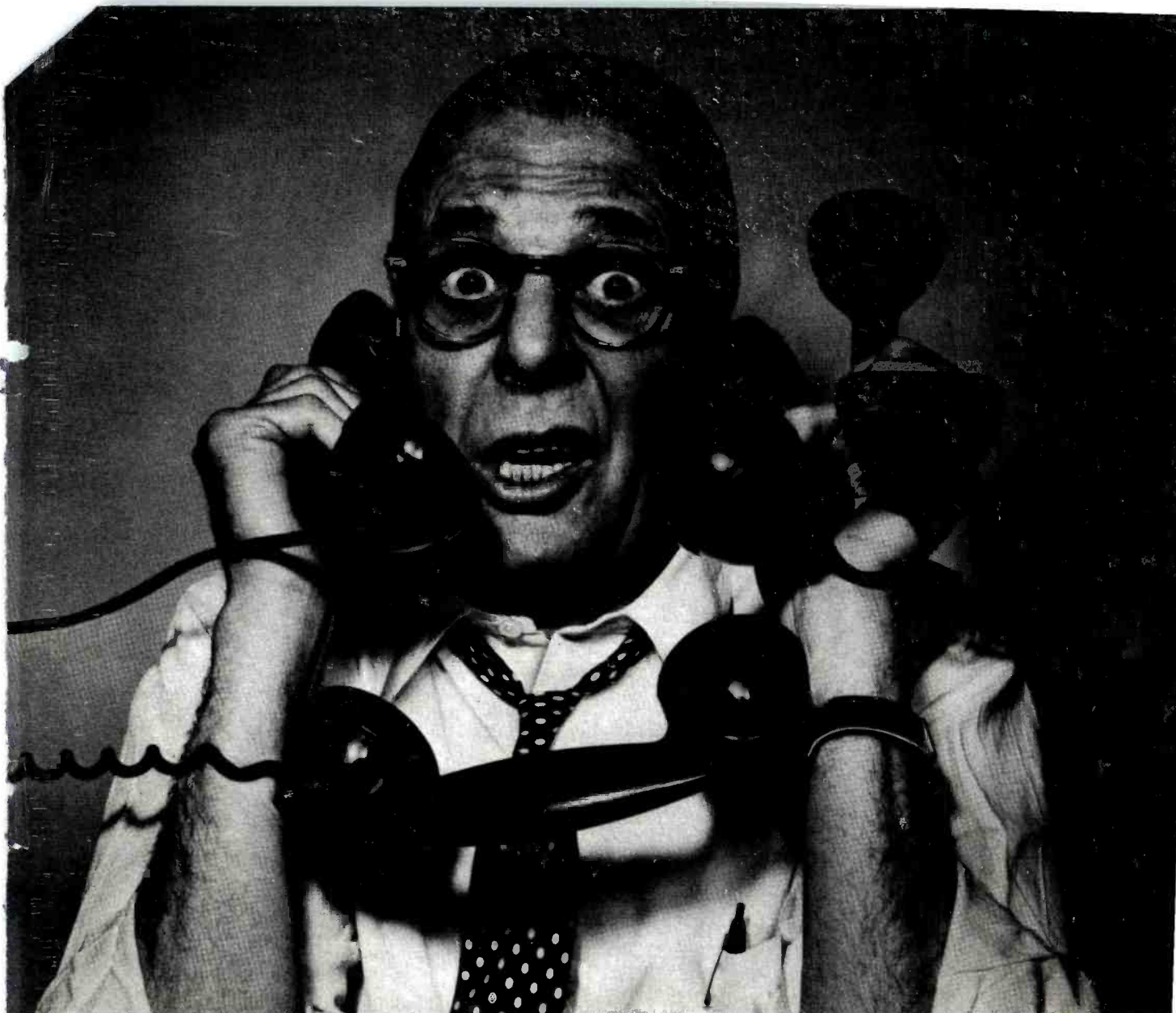
According to Stone, the nonprofit group will emphasize radio and television development and target U.S. broadcasters particularly, who, he suggested, do not share the printed press's zeal for spreading the word on the benefits of a free press. He referred to a "psychic need to export the First Amendment" exhibited by the print medium's executives and lacking in broadcasters, who he pointed out have been heavily regulated until recently. And who, we might add, still need some help of their own on the First Amendment front. We believe broadcasters are equally as interested in seeing a free world press as their print counterparts. They now have an opportunity to prove it.

We encourage all interested broadcasters, "psychic" and otherwise, to contribute their time and talents to the effort. The first opportunity for broadcasters to show their colors will be at the radio convention in Boston, where Fritts has scheduled the first advisory meeting for Sept. 13. We expect a packed house.



Drawn for BROADCASTING by Jack Schmidt

"I want you to go in there tomorrow and tell them that I'm not going to go through another !@%*# indecency hearing!"



Is your newsroom slowed by miscommunications? Gridlocked by inefficiency? Drowning in a sea of paper and printer ribbons? If it is, relax. UPI and BASYS have teamed up to offer newsroom software that any station can afford.

PC NewsDesk is the most advanced multi-wire, multi-user PC software. It's designed specifically for broadcast, with powerful editing, communications and security features you won't find in any other PC newsroom software.

THE WIRE SERVICE OF THE FUTURE ANNOUNCES THE END OF THE NEWSROOM OF THE PAST.

UPI and other wires by category, by keyword or by time received. It alerts you instantly when a bulletin crosses the wire. Its unique split-screen feature lets you edit a story or build a newscast on one side and monitor the latest UPI news on the other.

PC NewsDesk helps you produce a more current, more accurate newscast. Turn copy into scripts, add late-breaking details to the top of the broadcast, insert commercials. PC NewsDesk even times the copy auto-

matically after each change is made.

PC NewsDesk has an Assignment Desk to streamline scheduling. Electronic Mail to improve staff communications. Security log-on and secure files to keep an exclusive story from leaking.

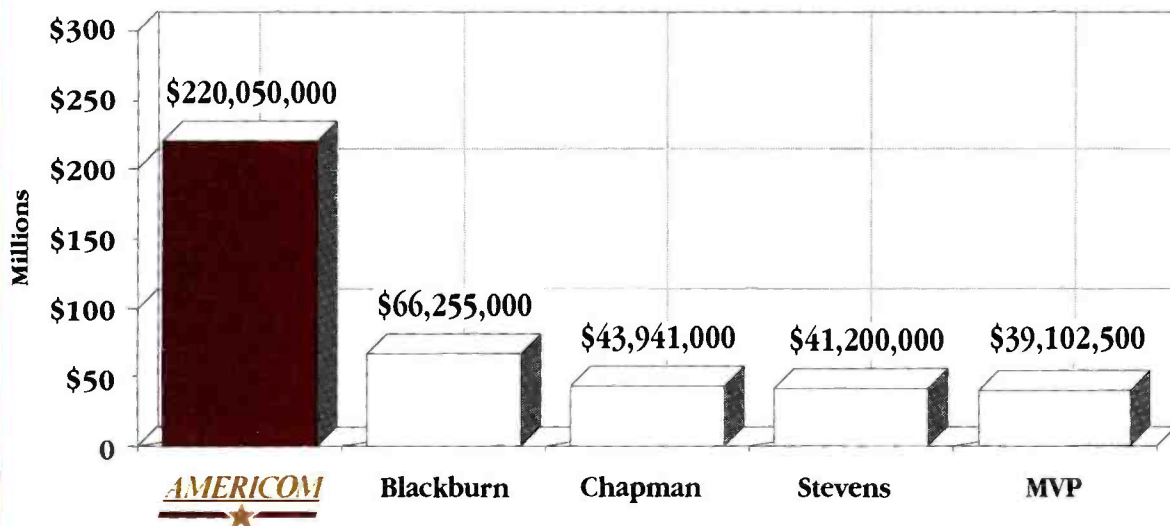
How much does the future cost? Less than you'd imagine. And you'll save a small fortune in paper and ribbons, besides.

If you're tired of working in the past, wire into the future today — with PC NewsDesk, from the UPI/BASYS team.

UPI WIRE INTO THE FUTURE.

The newsroom of the future, today!
See UPI/BASYS PC NewsDesk® software in action at NAB Radio '90.
Come to UPI Booth 226. Or call 1-800-UPI-8870.

Who Gets Deals Closed?



When the certainty of closing the transaction is the most important consideration, more owners turn to Americom than any other firm.

(Closings 1/1/90 - 7/31/90 as reported by station owners and brokers.)

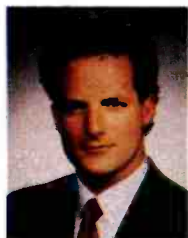
Call us today to discuss your growth plans for the 90's.



Bill Steding



Dan Gammon



Paul Leonard



Peter Handy



Ed Kiernan

AMERICOM

Americom Radio Brokers, Inc.

1130 Connecticut Avenue, N.W. / Suite 500 / Washington, DC 20036 / (202) 737-9000