

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 9

V.116
#2



PERFECT Strangers

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Available Fall '90-'91

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58th Year 1989

ESPN wins baseball
Fairness bill reprise
INTV wraps up

Not just fir

Universal Pictures Debut Network...
by every imaginable standard,
television's most successful movie network
for three straight years.

Debut III
Available for telecasting
September 1989.

st. Very first.



MCA TV

Source: Nielsen based on Movie Networks with 5 or more titles. © 1989 MCA TV. All rights reserved.

TESTI



THE PEOPLE'S COURT

"When we were looking to increase the household rating of our news lead-in, we turned to 'The People's Court' – and it performed. As far as we're concerned, 'The People's Court' is the best news lead-in in the history of television."

Jonathan Rodgers
Vice President & General Manager
WBBM-TV, Chicago



THE PEOPLE'S COURT

"Without a doubt, the ultimate test of 'People's Court's' compatibility with news is on our station where we run it between two newscasts. And sweep after sweep, our two-hour information block comes out #1 in each half-hour. With a performance like this, 'People's Court' is more than a show. It's a franchise."

Andrew S. Fisher
Vice President & General Manager
WSB-TV, Atlanta



THE PEOPLE'S COURT

"At KXAS our news lead-in has to be able to face 'Oprah' and 'Geraldo' at the same time and still deliver a strong number for our early news. We picked 'People's Court' to fight that battle because it's been proven in the trenches for 8 years. Proven as the strongest alternative to talk. Proven to have the same demo appeal as news. And proven to perform, not just during sweeps, but 52 weeks a year!"

Frank O'Neil
Vice President & General Manager
KXAS-TV, Dallas

MONEY.



THE PEOPLE'S COURT

"At WTVD we strive to be a high quality news and information station. So when we needed a strong news lead-in to bridge the gap between 'Oprah' and our 5:30 news, we turned to the highest quality court show in syndication, 'The People's Court.' With its entertaining format, usable information and proven compatibility with news, we have the highest possible audience flow from 'Oprah' right into our early news.

Alan Nesbitt
Vice President & General Manager
WTVD-TV, Raleigh-Durham



THE PEOPLE'S COURT

"With one of our competitors running 'Cosby' as their early news lead-in and the other using 'Donahue,' we looked for the strongest possible genre to counter-program talk and comedy. Without a doubt, the national picture shows that the best format against this tough competition is court shows and the best court show for us is 'The People's Court.'"

Reynard A. Corley
Vice President & General Manager
WXII-TV, Greensboro



THE PEOPLE'S COURT

"The People's Court" has been a consistent winner for WRGB since it debuted on our station eight years ago. We were one of the first stations to carry it, and are proud that this informative, entertaining and dependable performer is on WRGB-TV."

David Lynch
Vice President & General Manager
WRGB-TV, Albany

Join the list of successful station managers
who have witnessed our 8 years of achievement!

THE PEOPLE'S COURT

A Ralph Edwards Production in association with Stu Billett Productions.

LORIMAR[™]
SYNDICATION
A LORIMAR TELEPICTURES COMPANY

“We bought WMHE (FM), Toledo, Ohio in January, 1986, for \$6.3 million and sold it two years later for \$19 million.”



“The profit was fabulous, and we feel very good about Americom’s help in getting it for us. They researched our station thoroughly and clearly enhanced the buyer’s ability to understand our station’s full value.”

**Frank Osborn, President
Osborn Communications
(Publicly traded
NASDAQ OSBN)**

What other radio station owners say about Americom:

“When Americom calls us, they’ve done their homework. They know what we’re looking for and only bring us stations that match what we’re looking to acquire. We also feel they would do an excellent job selling a station for us, because we’ve been on the other side of the transaction with them several times.”

**Terry S. Jacobs, Chairman & CEO
JACOR Communications, Inc.
(Publicly traded NASDAQ JCOR)**

“I’ve always considered Americom very professional in terms of their customer service and the caliber of their support and professional staff.”

**Jim Arcara, President
Capital Cities/ABC Radio
(Publicly traded NYSE CAPCTS)**

Top Prices • Qualified Buyers

AMERICOM

Radio Station Brokerage & Financing

Cable at the bat...ESPN snags major baseball cable deal in four-year, \$400 million



contract. Network will carry 175 games, four nights per week. **PAGE 43.**

The I's have it...

Association of Independent Television Stations' President Preston Padden tells 16th annual gathering of INTV executives at Century Plaza hotel in Los Angeles that industry is well on road to recovery. "We've got the audience," he says, "now we need to turn it into money." Conference highlights begin on **PAGE 46.**

Piece of the action...

While neither company suggests that its new late night show will dethrone Johnny Carson, CBS's *The Pat Sajak Show* and Paramount's *The Arsenio Hall Show* hope to carve their own respective niches. **PAGE 52.**



Sajak



Hall

44/RETURN OF 'FAIRNESS'

Representative John Dingell (D-Mich.) introduces fairness doctrine bill virtually identical to that vetoed by President Reagan in 1987.

45/CONTEMPORARY RADIO HITS

According to just-released 1988 fall Arbitron ratings, radio stations with contemporary hit formats again rank high in nation's top five markets.

54/NEW BEGINNING

Genesis Entertainment readies weekly Saturday late night talk/variety show starring Byron Allen for syndication in fall 1989.

54/BACK ON THE AIR

Thanks primarily to unidentified backer and to Video Program Network, televangelists Jim and Tammy Bakker go back on air for first time in almost two years.

56/NEWS NEWS

Center for Media and Public Affairs' annual survey of three major TV networks' newscasts during 1988 turns up 2,201 stories on presidential election, with Democrats Lloyd Bentsen and Rev. Jesse Jackson receiving best press.

60/BEEN THERE

Line between managing radio and TV properties appears grey these days, with at least four group owners putting radio executives in charge of all broadcast properties and some in TV looking to radio for map through difficult times.

63/IMPROVEMENTS

FCC receives more support for its efforts to improve AM radio transmission.

64/ON BEST BEHAVIOR

Nation's largest MSO, TCI, works to create positive corporate image by courting city cable regulators and improving relations with broadcasters and programmers.

68/PARTY BUYOUT

In controversial 2-1 vote, FCC approves \$1 million settlement in which Marco, Fla., FM is to go to outside party not among original eight applicants.

70/SWIFT MOVE

Representative Al Swift (D-Wash.) reintroduces bill calling for uniform poll closing throughout continental U.S.

72/MTV BIRD

Just-launched Luxembourg satellite, Astra, adds MTV Europe to its programming lineup.

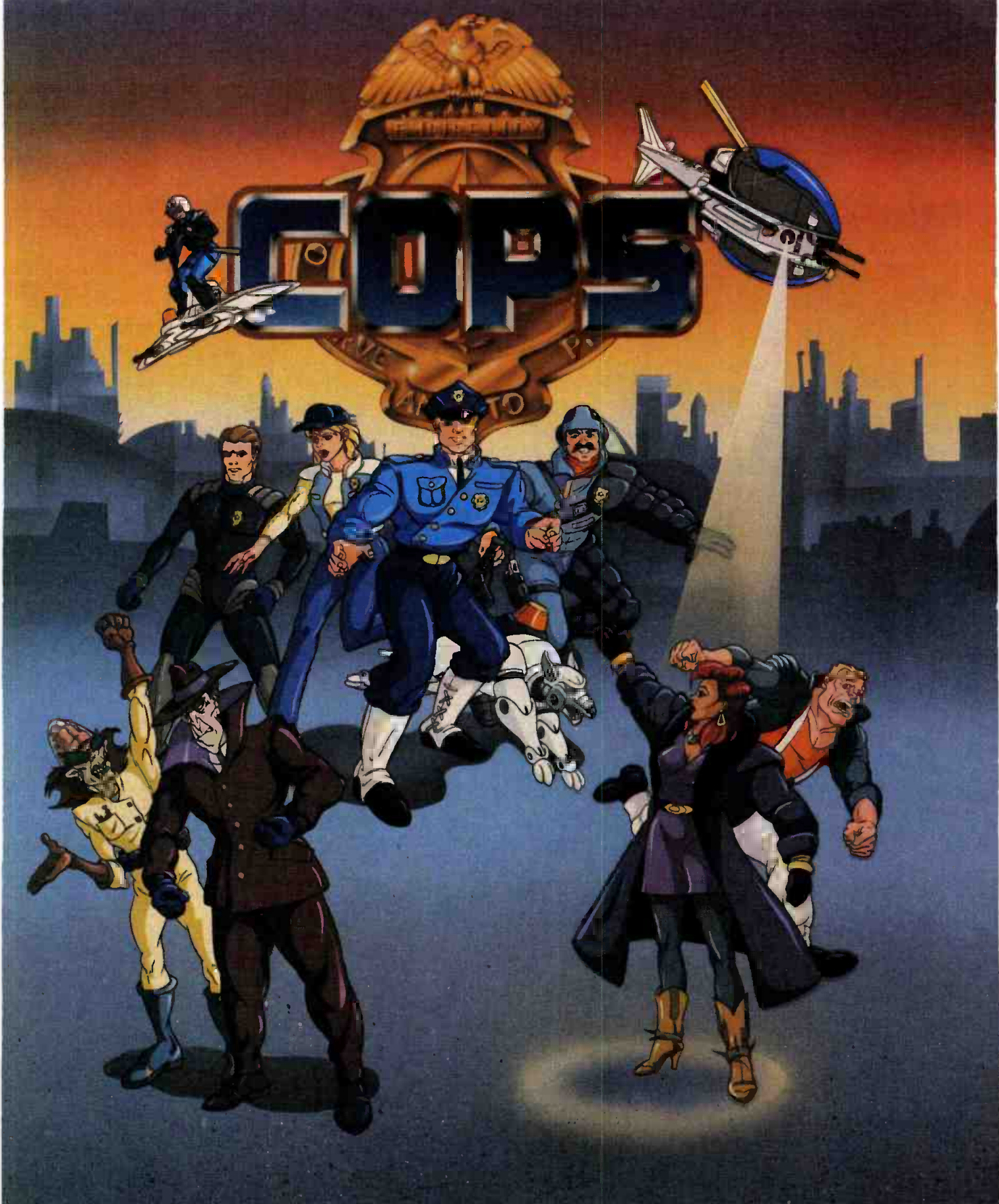
95/RADIO REPRESENTATIVE

In competitive radio rep business, where double-digit advertising growth is thing of past, Eastman Radio's Carl Butrum runs lean operation with emphasis on product development, sales and service.

DEPARTMENTS

Advertisers Index	94
Cablecastings	79
Changing Hands	74
Closed Circuit	10
Datebook	28
Distant Signals.....	73
Editorials	98
Fates & Fortunes	91
Fifth Estater.....	95
For the Record	80
In Brief	96
In Sync.....	78
International.....	72
Law & Regulation.....	68
Masthead	26
The Media	64
Monday Memo.....	38
On Radio.....	60
Open Mike	34
Programming	52
Stock Index	71
Technology	77
Telecastings.....	67
Where Things Stand.....	14

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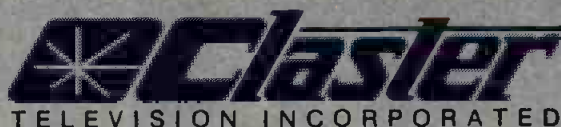
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C.O.P.S. CAPTURES KIDS

**OVER 112 MILLION KID
IMPRESSIONS SEASON TO DATE.**

Source: NSS Pocket Piece Gross Estimated Audience,
Season Average.

Booth 771

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TELEVISION INCORPORATED

Peace proposal

National Cable Television Association President James P. Mooney is expected to extend olive branch to broadcasters in speech this Tuesday (Jan. 10) to Washington Metropolitan Cable Club. Subject: must carry.

Not out

FCC staffer Bradley Holmes should not be counted out as candidate for one of two FCC vacancies. Transition team member who is processing applications for various jobs in Bush administration described Holmes as "impressive" and said he had backers on transition team. President Reagan had nominated Holmes (who was strongly backed by FCC Chairman Dennis Patrick) and communications attorney Susan Wing in April 1987, but nominations died with 100th Congress. And while Wing is regarded as certain to be President Bush's choice for commission—possibly chairmanship at some point—Holmes's chances were generally regarded as having dimmed to vanishing point. Was it reasonable to consider Holmes out of contention? "No," said transition team source. Team has resumes from growing list of individuals interested in becoming FCC commissioners. While it is not known whether they are on that list, two new names have surfaced as among those "mentioned" for FCC: Ira Goldman, on staff of Senator Pete Wilson (R-Calif.), and James M. Smith, attorney, Pierson, Ball & Dowd.

Preemptive strike

Association of Independent Television Stations is considering move of its annual convention, now usually first week in January, to first week in December, effective in 1990. (That would mean two INTV's that year.) Association is responding to what it considers pressure from NATPE International, which is moving its convention up to mid-January in effort, INTV believes, to force merger of two meetings, each of which now features programming exhibition. With buying season ever earlier, INTV believes early December date would be strong attraction both for exhibitors and delegates.

High profile

Word has it that CBS prime time news program, *48 Hours*, will decide later this week whether or not to send crews to NATPE International convention in Houston

(Jan. 24-27). If show devotes episode to convention, it will be in good company: registered journalists also include *West 57th*, *20/20*, *Nightline* and *The MacNeil/Lehrer NewsHour*. About 600 members of press are expected to attend. Extensive coverage is partly attributable to recent publicity in general press surrounding syndicated "reality" show genre.

Spectradyne speculation

Next big media deal appears to involve Spectradyne, Richardson, Tex.-based distributor of cable programming and pay-per-view movies to hotels. Rumor had it that owners in Spectradyne will unload their interests, which were acquired at time of management leveraged buyout just over year ago for roughly \$500 million. Principal owners are Acadia Partners L.P.—primary owners of which include Robert M. Bass Group and Shearson Lehman Hutton—and Hicks & Haas Inc., Dallas-based investment firm. For first nine months of 1988, Spectradyne had revenue of \$83.4 million, up 16% from prior year's period, and operating income plus depreciation and amortization of \$31.1 million, up 9%.

Ahead of game

Those standing to gain from ESPN contract for Major League Baseball (see page 43) may, surprisingly, include local broadcasters and superstations, barred by contract from carrying any Major League Baseball games on Wednesday nights beginning in 1990. Although those broadcasters lose Wednesday, they regain Monday night, which had been ABC's exclusively, and large portion of weekend window that had been blacked out by NBC. CBS, whose \$1 billion bid beat out NBC for MLB rights, will carry only 12 regular season games on Saturday and Sunday, blacking out local coverage of far fewer games than did NBC.

Superstation WTBS(TV) said that it will come out even, and perhaps ahead, by making up for Wednesday loss on Monday night and on weekends. WGN-TV Chicago, another superstation, will be even less affected, since most of its home games are played in afternoon.

Sellout

Booth space sold for equipment exhibition at this year's National Association of Broadcasters Convention in Las Vegas will set new record, surpassing 400,000 square feet. Last year's record

exhibition, which was held at Las Vegas Convention Center and nearby Las Vegas Hilton, covered 383,400 square feet. "The demand is higher too," said Rick Dobson, NAB exhibits director. "Our waiting list is longer than it's ever been." NAB will also use convention center's rotunda for exhibits for first time in 1989.

Good radio

Dr. Ruth Westheimer, sex therapist whose radio call-in show was canceled by Westwood One last August, may return with Sunday night show on Talkline Radio Network, new 24-hour satellite-delivered service set to launch Jan. 23. Live talk radio service may also feature program with colleague Dr. Michael Broder. On television side, Dr. Ruth is heading to Los Angeles to negotiate new series with Lifetime.

Saved by the bridge

Anticipation of year-end defection by NBC executives trying to protect their pre-merger pension benefits has proven exaggerated. General Electric said it had structured "bridge" that would allow executives and other employees to switch from existing NBC plan to General Electric plan without either them or company suffering adverse tax consequences. GE took corrective action because still-to-come interpretation of 1986 tax reform act might have endangered NBC plan. Those with gross wages over \$52,000 might have been required to include benefits in their 1989 gross income, and NBC itself could have been prohibited from deducting future contributions.

Out and about

Sonia Landau, given recess appointment in November as State Department's Coordinator for International Communications and Information Policy, is getting some travel time. She was in London for several days last month attending *Financial Times* seminar on telecommunications. Officials say she may travel to Geneva later this month for International Telecommunication Union's administrative council—scheduled to run from Jan. 30 to Feb. 3—then engage in bilateral meetings with number of European governments. Like most others given recess appointments by Reagan White House, Landau was asked to submit letter of resignation, effective Jan. 20, to give new Bush team opportunity to fill positions with its choices.

**NOTHING
SUCCEEDS...**

...LIKE

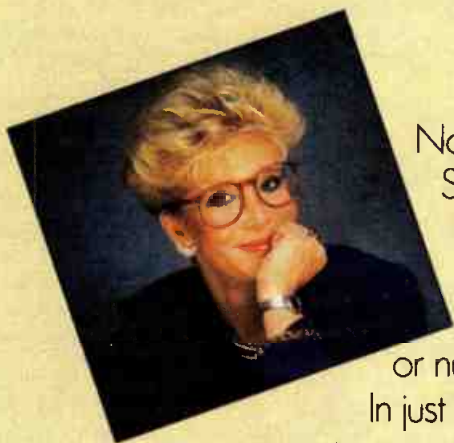
And...

*WABC New York • WPVI Philadelphia
WXYZ Detroit • WJW Cleveland
WPLG Miami • WMAR Baltimore
WTNH Hartford • KTVK Phoenix
WCPX Orlando • KMBC Kansas City
WLWT Cincinnati • WITI Milwaukee
WCMH Columbus • WTVD Raleigh-Durham
WWMT Grand Rapids • WTKR Norfolk
WJAR Providence • WGAL Harrisburg
WAVE Louisville • WBRE Wilkes-Barre
WDTN Dayton **and...**



*These Sally Jessy Raphael stations are #1
in their time periods. Source: NSI Nov. 1988.

SALLY.



Nobody has to tell you that Sally Jessy Raphael is a success. A huge success. The record speaks for itself.

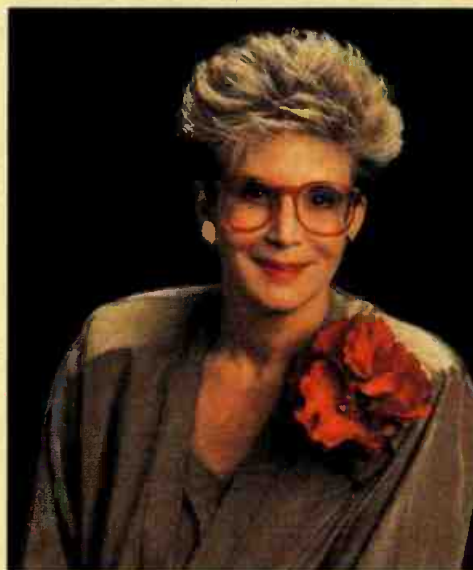
Sally is ranked number one or number two in 77% of her markets. In just two years her station lineup has

grown to more than 140 stations, and she's increased her national ratings by 72%.

And Sally's done it her way. No jumping up and down, no insults, no shouting, no violence.

There are any number of ways to be successful in television. We think you'll like Sally's.

See us at NATPE Booth 719



Sally Jessy Raphael

THE VISION OF SUCCESS.

 MULTIMEDIA
ENTERTAINMENT
First run for the long run.

*Nielsen NTI season average, 1985 through 1988 **NSI, October 1988

Where Things Stand

■ *Solid box denotes items that have changed since last issue.*

AM-FM Allocations

Despite opposition of NAB, FCC voted Dec. 12, 1988, to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting limited "short spacing" of FM stations. NAB believes move will lead to "AM-ization" of FM band.

Comments on FCC proposal for mandatory observance of National Radio Systems Committee standards for AM radio favored adoption of NRSC-1 audio standard rather than commission's preference, NRSC-2 emission standard. Broadcasters asked for immediate adoption of NRSC-1 with NRSC-2 adoption to follow after further refinement.

FM broadcasters commenting on proposed increases in maximum Class A station power from 3 kw to 6 kw were split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S.

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

Western Hemisphere countries on June 2, 1988, concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC is in midst of inquiry to determine how to use 10 new channels; it has indicated some channels will be reserved for national licensees.

Cable Regulation

Cable television industry is under fire from allegations it is "unregulated monopoly." Cities approved new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act next year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have also been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. Top motion picture and cable executives are holding series of talks to discuss their relationship and possible regulatory changes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment. Oversight hearings have been

AM-FM Allocations	14
By the Numbers	18
Cable Regulation	14
Children's Television	14
Compulsory License	14
Crossownership	14
Direct Broadcast Satellites	18
High-Definition Television	18
Home Satellite	18
Indecency	20
International	20
Land Mobile	26
Mergers	26
Wireless Cable	26

held by House Telecommunications Subcommittee and Senate Antitrust Subcommittee.

Children's Television

Proponents of children's television legislation suffered blow at hands of President Reagan, who issued pocket veto of bill on Nov. 5, 1988. Measure was passed by Congress just before adjournment (BROADCASTING, Oct. 24, 1988). Chief executive's rejection of bill will make it priority in 101st Congress. Television networks and National Association of Broadcasters let White House know they backed legislation, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Department of Education has released study concluding, among other things, that "research literature provides little support for most of the common beliefs about the influence of television."

Compulsory License

FCC voted in October 1988 to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying it would benefit consumers, broadcasters and cable programming services (BROADCASTING, Oct. 31, 1988). Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote which she is withholding until "editorial changes" are made.

What Congress will do is anybody's guess. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

During last Congress, House Telecommunications Subcommittee member John Bryant (D-Tex.) offered bill (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June 1988.

Crossownership

■ *Telco-cable*—FCC tentatively concluded last July to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas. FCC Commissioner Patricia Diaz Dennis dissented from actions.

In comments filed with FCC, telco industry along with National League of Cities and six major motion picture studios supported FCC initiatives, but cable operators led by National Cable Television Association strongly opposed them.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programming, although not as programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T are seen as barriers to such crossownership by BOC's. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering their entry into information services, including cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

■ *Duopoly, one-to-a-market*—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

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

Rupert Murdoch won victory in U.S. Court of

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IN CHILDREN'S
PROGRAMMING...**

**TURN TO
THE BEST TEAM
IN THE BUSINESS!**

***CLUSTER
& SUNBOW***

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IT LOOKS EVEN BETTER ON TV.

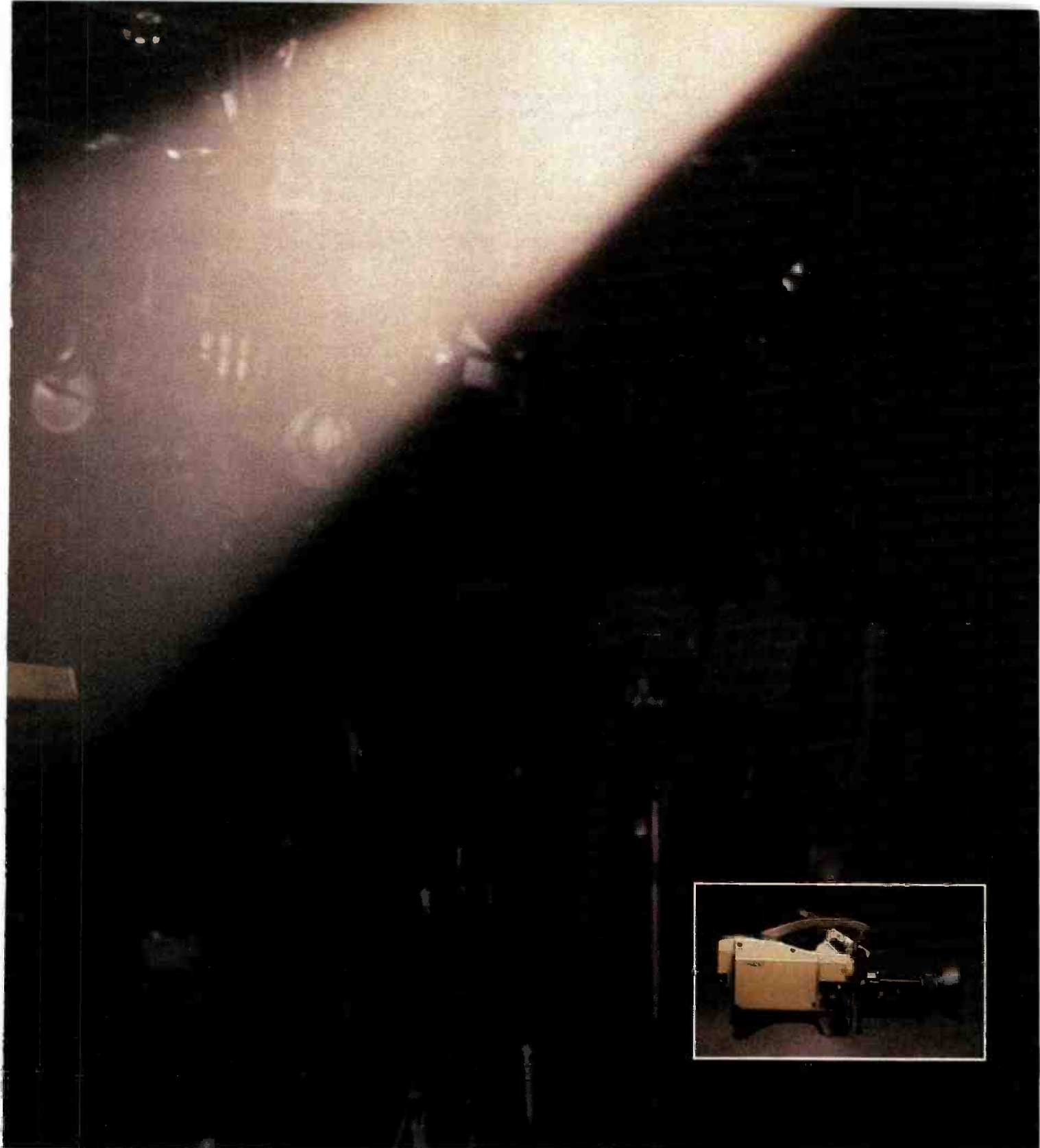
And no wonder—it's the Sony BVP-360. The best-looking studio camera on TV. And the one with the best-looking picture.

The BVP-360 offers state-of-the-art mixed-field technol-

ogy in 2/3" Plumbicon™ tubes—precise and ultra-stable geometry and registration, and more than 700 lines of resolution. The best signal-to-noise ratio. And the most accurate color reproduction. To the

darkest shadows and highest-level whites. And the widest range of light levels in between.

By design, the BVP-360 is ideally suited for studio and outdoor production. And, since the portable companion



BVP-350 uses the same circuit boards and optics, its picture is exactly the same.

But most of all, the BVP-360 looks good because it's from Sony—the leader in broadcast camera sales. And

it's backed by Sony service. Our national service organization is on call 24 hours.

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But see the BVP-360 for yourself. Contact your Sony Broadcast Sales Engineer. Or call Sony at (800) 635-SONY.

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BROADCAST PRODUCTS

Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

■ GE Americom and HBO (Crimson Satellite Associates) last week filed petitions to reconsider Nov. 8, 1988, FCC decision to deny request to modify their medium-power direct-to-home TV (DBS) satellite, Satcom K-3, power from 45 to 60 watts. Denial of power boost, which has been considered necessary to reach mass-marketable three-foot receiving dishes, could be death blow to Crimson plans to start first Ku-band DBS service in U.S., and/or to bring cable programmers to Ku-band delivery via already built K-3 (scheduled for launch in January 1990).

Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round

of positions early this year. FCC has proposed assigning pairs of DBS slots—one east, one west—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Replies to comments filed by Dec. 12, 1988, were due Dec. 30, 1988.

"True" high-power Ku-band DBS delivery of TV programing directly to homes will become reality in U.S. in "1992 time frame," says Hughes Communications, whose plan to launch 200-watt DBS will go to parent, General Motors, for approval early this year. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programing by affordable one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

Hughes says GE service would only be "interim" step toward its 200 watt service. Hughes and GE agree on need to bring together "business system," including programmers and cable operators.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

Defense Department has announced that it will provide funding to organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. While Pentagon expects to use technology in defense applications, main goal is to insure that U.S. secures strong share of semiconductor and HDTV equipment industries.

National Telecommunications and Information Administration has asked for comments on whether U.S. government should continue to support worldwide adoption of 1,125/60 HDTV production standard. Inquiry asks whether any production format should be supported and, if so, what criteria should be used to decide which is superior. Comments are due March 1, 1989.

Deadline for "action memos" to Telecommunications Subcommittee has been postponed from Jan. 4, 1989, to Feb. 1. Subcommittee Chairman Ed Markey (D-Mass.) has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit reports recommending policies that would encourage U.S. activity in HDTV manufacturing. FCC's HDTV advisory task force and NTIA also were asked to prepare reports on subject.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during meeting held Nov. 14-18, 1988, in Washington. Report based on finding of week-long meeting will be submitted to systems subcommittee in February.

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

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.) Under its terms, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure.

Momentum behind S.889 was believed to have weakened because of announcement

BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

C A B L E †	
Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit.

How To Draw Kids.



Fastest-clearing kid strip.
Now cleared in 9 of the top 10 on a straight barter basis.

Do it with **Pictionary**, the half-hour, high-tech game show strip, for kids, teens and young adults.

Pictionary is fast-paced, educational and fun to watch. It's packed with high-spirited physical hi-jinks and mental challenges that young people adore. It's a fun-filled game in which a team of kid contestants try to identify words as they are drawn on a high-tech video paintbox by a teammate.

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PICTIONARY

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QMI Television
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that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programmers, move many observers feel persuaded lawmakers that congressional intervention is unnecessary.

Indecency

■ Implementing stringent indecency law signed into law by President Reagan last fall (BROADCASTING, Oct. 3, 1987), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are expected to be challenged on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television.

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking.

International

■ Hollywood film studios have sold nearly billion dollars in movie packages to British pay satellite TV channels in recent weeks. British Satellite Broadcasting, UK direct-to-home service to launch this year, has closed more than \$600 million in multi-year film deals with Paramount, Universal, Columbia/Tri-Star, MGM/UA and Warner. Rival Sky Movies service of Rupert Murdoch, launching this winter on European Astra satellite, has tied up with Walt Disney, Warner and Murdoch-owned Twentieth Century Fox.

Luxembourg's Astra satellite, being positioned as Europe's new "hot bird" for cable and direct broadcasting, launched successfully Dec. 10 and is preparing to go operational with first programming next month. On 16-channel Astra so far are Rupert Murdoch's Sky Television package (Disney Channel, news, sports, movies, arts and general entertainment) and MTV.

Britain's Conservative government proposed massive overhaul of UK broadcasting system to be debated in parliament during 1989. Proposed changes include opening of new fifth terrestrial TV channel, auctioning of regional commercial TV franchises, relaxed takeover and ownership rules, separation of

fourth channel from existing commercial structure and changes in BBC financing.

State Department has "agreed in principle" to pursue special trade agreement with People's Republic of China to allow export of U.S.-made commercial satellites into that country for launch by China's Long March launch firm, saying both sides are "definitely prepared to move forward." Hughes Aircraft-built HS 601 birds for Australian Aussat B services and Hughes-built Westar VI, now in hands of Hong Kong-based China-UK consortium, are proposed exports in question.

Intelsat board of governors approved \$394.3 million Intelsat VII series contract with Ford Aerospace during Sept. 8-15, 1988, meeting in Washington. Contract calls for delivery of five satellites, first two to be launched in 1992-93. Each bird will carry C-band and Ku-band capacity, cross-strapping and spot beam antenna.

Pan American Satellite Corp. saw its first satellite, PAS 1, go into orbit June 15, 1988, aboard Arianespace rocket launched from Kourou, French Guiana. The satellite is intended to provide domestic services in South American countries as well as international services.

And in Geneva on Oct. 6, 1988, World Administrative Radio Conference dealing with satellites' use of fixed satellite services completed second and concluding session. Con-

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WILL WRIGHT RIGHT WRONG?

Robert Wright, the chairman of the board of NBC, gets indignant when it is said that NBC has abolished its Broadcast Standards Department. Mr. Wright insists that Broadcast Standards is alive and well even though there is no longer a department bearing that name and most of its personnel, including those at the top, have been fired or transferred. What was once a well-staffed department with a mandate to maintain standards of taste and truthfulness in programs and advertising is now an anemic "function" within Program Marketing and Administration.

The emphasis now seems to be on marketing more than on maintaining standards of taste, accuracy and decency. Last year, the Broadcast Standards Department fought a bitter battle with a production company that was making a movie for NBC about the Soviet shootdown of Korean Air Line flight 007 in 1983. The producers submitted a script promoting the ridiculous claim made by the Soviets and a few dubious Western conspiracy theorists that the airliner had been ordered to overfly

Soviet territory on a spy mission, risking the lives of the 269 passengers and crew.

Broadcast Standards engaged three expert consultants who told them that the script was loaded with serious factual misstatements. Broadcast Standards told the producers these inaccurate statements had to be taken out and facts supporting the view that the overflight was an accident would have to be included. That didn't sit well with the producers and writers. They had to keep in the false and misleading statements and keep out the truth if they were to put across their political, blame-America message.

While this battle was raging, NBC lowered the boom on Broadcast Standards, benching those who were fighting to keep the KAL 007 story from being a vehicle for a crazy conspiracy theory that would blacken America's image throughout the world. NBC threw in the towel, and the producers were able to ignore many important changes that Broadcast Standards had demanded. Alan Gerson, the new man in charge of Program Marketing, dropped the expert consultants, refusing even to show them the script to see if their recommended changes had been made.

Gerson told us last September that he neither believed nor disbelieved the KAL

conspiracy theory. He also told us that the radical *Nation* magazine, one of the biggest promoters of that theory, is middle of the road. In a recent meeting we had with Robert Wright and Gerson, the new guardian of broadcast standards was evasive when we asked if he thought the facts in a docudrama should be accurate to the extent possible. Wright cut him short, saying, "The answer to your question is yes."

We came away from that meeting with considerable doubt that Alan Gerson is deeply dedicated to accuracy and truth. He abandoned the fight to make the KAL film as accurate as possible. He adds insult to injury by claiming that all the old broadcast standards staff concurred in this ignominious capitulation. NBC has taken a wrong turn, one that should be righted by putting the guard back on the chicken coop and evicting the fox.

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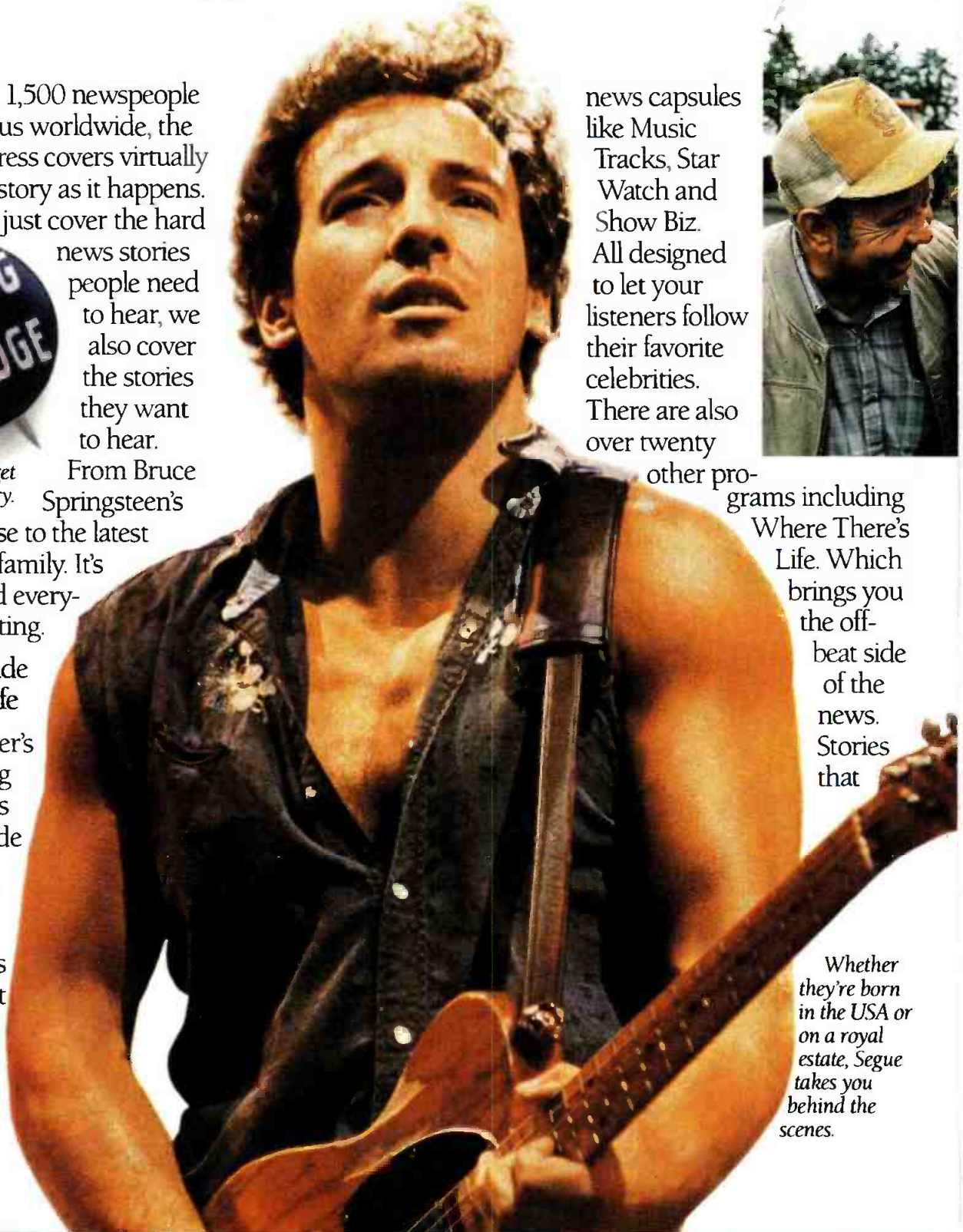
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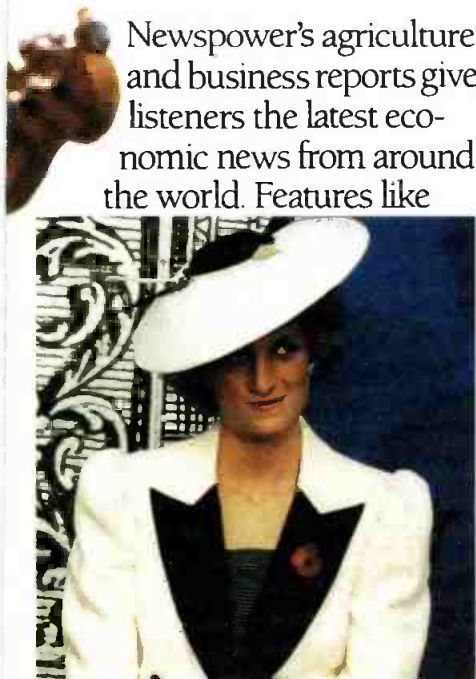
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ference, considered reasonable success, completed plan for use of expansion bands associated with 6/4 ghz and 14/11-12 ghz, which assures all countries guaranteed "equitable access" to geostationary orbit.

Jose L. Alegrett, former deputy director general of International Telecommunications Satellite Organization, was sentenced last December to 16 months to four years in prison for his part in kickback scheme that defrauded global organization of \$4.8 million. Judge Gerhard A. Gesell, in imposing sentence, said Alegrett would be credited with five months he served since his arrest in Aruba last summer. He also said he would recommend Alegrett be paroled after 11 months in view of help he has given U.S. government in its continuing investigation of kickback and other schemes. Alegrett in September had pleaded guilty to interstate transportation of money obtained by fraud, same charge to which Richard Colino, former director general of Intelsat, had pleaded guilty in connection with kickback scheme in July 1987. He is serving six-year term in minimum security prison in Virginia.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June 1988 by FCC's advisory committee on advanced TV service advised FCC not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5, 1988).

Mergers and Acquisitions

■ Sale of Metropolitan Broadcasting to Robert F.X. Sillerman was closed on Dec. 19. In related transaction, Metropolitan's president and chief executive officer, Carl Brazell Jr., formed new company, Command Communications, which purchased KJQI(FM) Los Angeles; KHOW(AM)-KSYX(FM) Denver; KRLD(AM) Dallas, and Texas State Networks for \$145 million. Sillerman will hold non-voting equity interest in Command, while Brazell will hold all voting stock. Legacy Broadcasting, of which Sillerman is shareholder, acquired 49% of Metropolitan and will operate Metropolitan stations WNEW-FM New York; WMMR(FM) Philadelphia, and KTWV(FM) Los Angeles. Westwood One, expected to acquire half interest in Metropolitan's WNEW-AM, will operate that station.

MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either \$35 cash or one

share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible-bond financing. UCT and UACI await SEC approval of new securities, not expected until 1989. Merger is also subject to shareholder approvals.

Lorimar Telepictures stockholders approved company's acquisition by Warner Communications Inc. at shareholder meeting Dec. 8. Under terms of tax-free stock swap, Lorimar shareholders will exchange roughly 2.7 shares for each common share of Warner. Original definitive agreement for merger had set ratio of about 2.4 Lorimar shares per Warner share, but was revised Oct. 21. New agreement also provides for "substantial" interim financing of Lorimar's operations by Warner. Transaction has been delayed by Sept. 27 New York state court ruling, upheld by appeals court Dec. 8. Court ruled that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Christ-Craft, group owner, became Warner's largest shareholder. On Dec. 29, Lorimar announced closing of sale of two of three stations it still held: company sold beneficial interest in trust holding two Puerto Rico stations to Orlando broadcaster Timothy Brumlik, for price between \$20 and \$30 million. Warner and Lorimar are hoping to complete transaction by end of January. Since May, Warner has taken over Lorimar's domestic theatrical distribution operations, along with distribution of Lorimar's home video library.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year to complement and challenge cable operators.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator. People's Choice TV has targeted Sacramento, Calif.

Wireless cable's principal problem remains inability to secure right to cable programming at what operators feel are equitable rates. Wireless pioneers charge that programmers' recalcitrance is due to pressure from conventional operators, the programmers' principal customers and, in some cases, their owners. Programmers say any discrimination against wireless cable is result of concern about financial stability of operators and signal security.

To keep cable programming flowing to wireless, WCA plans to keep heat on cable industry in Washington with charges of anticompetitive behavior. WCA has three champions on Capitol Hill: Senators Howard Metzenbaum (D-Ohio), Albert Gore (D-Tenn.) and Larry Pressler (R-S.D.).

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

Lawrence B. Taishoff, publisher.

Editorial

Donald V. West, managing editor.
Mark K. Miller, Harry Jessell,
assistant managing editors
Leonard Zeldenberg, chief correspondent.
Kira Greene, senior news editor.
Matt Stump, Kim McAvoy, John S. Eggerton,
associate editors.
Susan Dillon, Adam Glenn (international),
assistant editors.
Randall M. Sukow (technology), Peter D. Lambert,
Lucia Cobo, staff writers.
Kirstina I. Hoyt, editorial assistant
Anthony T. Sanders, systems manager
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Book Division

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Advertising

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Production

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Shaun Gehan

Shellene Scott, receptionist.

Corporate Relations

Patricia A. Vance, director.

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837

Geoff Folsie, chief correspondent.
Rich Brown, George Mannes, staff writers.
June Butler, advertising assistant.
Cecelia Tyson

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159

Tim Thometz, Western sales manager.

Sandra Klausner, editorial-advertising assistant.
Stephen McClellan, chief correspondent.
Steve Coe, staff writer.

International Advertising Representatives
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John J. Lucassen, Kamerlingh Onneslann 67, 1171 AC
Badhoevedorp Amsterdam, Netherlands. Phone:
31(2968)9 6226. Telefax: 31 (2968)9 3617. ■ Japan
Masayuki Harihara, Yukari Media Inc., 9-4-302, Miyakoji-
makitadori, 2 chome, Miyakojima, Osaka, 534 Japan.
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■ indicates new listing

January

Jan. 8-13—*Annenberg Washington Program* second annual winter faculty workshop, on "communications issues, policy issues expected to confront the new administration." Washington Program, Washington. Information: (202) 393-7100.

Jan. 9—Deadline for entries in 37th annual news competition sponsored by *Associated Press Television-Radio Association of California-Nevada*. Information: (213) 746-1200.

Jan. 9—Deadline for entries in *Associated Press Television-Radio Association* Clete Roberts Memorial Journalism Scholarship Awards, for "students with a broadcast journalism career objective who are studying in California or Nevada." Information: Rachel Ambrose, AP, (213) 746-1200.

Jan. 10—Deadline for entries in *Sigma Delta Chi's* Distinguished Service Awards honoring best in journalism. Information: (312) 922-7424.

Jan. 10—*Ohio Association of Broadcasters* Columbus managers' luncheon. Holiday Inn, Ohio Center, Columbus, Ohio.

Jan. 10—*Iowa Association of Broadcasters* legislative day and license renewal seminar. Des Moines, Iowa.

Jan. 10—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting and tour of AT&T fiber optic manufacturing facilities in Norcross, Ga. Information: Dick Amell, (404) 394-8837.

Jan. 10-13—"The Timex All-Star Jazz Show," screening at *Museum of Broadcasting*, New York. Information: (212) 752-4690.

Jan. 11—"Superbowl XXIII," newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 11—*Ohio Association of Broadcasters* copywriters' workshop. Parke University hotel, Columbus, Ohio.

Jan. 11—Deadline for entries in eighth *Northern California chapter of Radio-Television News Directors Association* awards. Information: Darryl Compton, (415) 561-8760.

Jan. 11-12—Cable Insights '89, "Taking the Mystery Out of Cable Technology," course on cable fundamentals for professionals in nontechnical positions, sponsored by *Jervold and Cable Television Administration and Marketing Society*. Hyatt Regency Ravinia, Atlanta. Information: (215) 674-4800 or (800) 523-6678.

Jan. 12—*New York Television Academy* drop-in luncheon. Speaker: Roger Werner, president-chief executive officer, ESPN, Copacabana, New York. Information: (212) 765-2450.

Jan. 12—*Ohio Association of Broadcasters* Cincinnati managers meeting. Hyatt Regency, Cincinnati.

Jan. 12—*Caucus for Producers, Writers and Directors* meeting. Speaker: James Quello, FCC commissioner. Los Angeles. Information: (213) 652-0222.

Jan. 12—"The Power of Television and its Impact on the Political Campaign," annual TV Day sponsored by *Advertising Club of Metropolitan Washington*. Featured speaker: Jeff Greenfield, correspondent, ABC's *Nightline*. Sheraton Washington hotel, Washington. Information: (301) 656-2582.

Jan. 13—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Information: Sue Edelman, (617) 876-6620.

Jan. 13—Deadline for entries in third annual RadioBest Awards competition, sponsored by *Twin Cities Radio Broadcasters Association*, recognizing "creative excellence in radio advertising from national and Minnesota sources." Information: Jeanne Nelson, (612) 544-8575.

Jan. 13-19—*National Association of Broadcasters* winter board meeting. Scottsdale Princess, Scottsdale, Ariz.

Jan. 15—10th annual televised ACE Awards (Awards for Cable Excellence), sponsored by *National Academy of Cable Programming*. Wiltern Theater, Los Angeles.

Jan. 15—Deadline for entries in Anson Jones Award honoring Texas media for excellence in health communication to the public, sponsored by *Texas Medical Association*. Information: (512) 477-6704.

Jan. 15—Deadline for entries in national awards competition sponsored by *Asian American Journalists Association*, recognizing "excellence

Major Meetings

Jan. 13-19—*National Association of Broadcasters* winter board meeting. Scottsdale Princess, Scottsdale, Ariz.

Jan. 24-27—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

Jan. 28-Feb. 1—*National Religious Broadcasters* 46th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meeting: Jan. 27-31, 1990, Sheraton Washington and Omni Shoreham, Washington.

Feb. 2-4—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

Feb. 3-4—*Society of Motion Picture and Television Engineers* 23rd annual television conference. St. Francis hotel, San Francisco.

Feb. 13-18—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 22-24—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex.

March 1-4—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4488.

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island Inn East, San Diego. Information: (703) 739-5082.

April 9-11—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

April 9-12—*Broadcast Financial Management Association* 29th annual meeting. Loews Anatole, Dallas. Future meeting: April 18-20, 1990, Hyatt Regency, San Francisco.

April 21-26—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Cannes, France.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

May 11-15—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-20—*American Association of Advertising Agencies* 71st annual convention. White Sulphur Springs, W. Va.

May 17-21—Annual *Public Radio* Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-24—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

June 10-13—*American Advertising Federation* annual national conference. J.W. Marriott, Washington.

June 17-23—16th International Television Symposium. Montreux, Switzerland. Information: 41-21-963-3220.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington.

June 21-25—*Broadcast Promotion and Marketing Executives Broadcast Designers Association* 33rd annual seminar. Renaissance Center, Detroit.

Aug. 20-23—*Cable Television Administration and Marketing Society* annual conference. Marri-

ott, Chicago.

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

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

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

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

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: John Battison, (614) 888-3364. Future convention: Oct. 11-14, 1990, St. Louis.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Century Plaza, Los Angeles.

Dec. 13-15—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 3-6, 1990—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

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

Jan. 15—Deadline for entries in Jack R. Howard Award for broadcast journalism, sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

Jan. 15-16—*Minnesota Broadcasters Association* winter conference. Sheraton Midway hotel, St. Paul, Minn. Information: Laura Niemi, (612) 926-8123.

Jan. 17—*South Dakota Association of Broadcasters* annual legislative day luncheon. Pierre, S.D.

Jan. 17—*Southern California Cable Association/Southern California Cable TV Marketing Council* dinner meeting to announce "Cable Up," 1989 subscriber acquisition campaign. Speaker: Fred Vierra, president/COO, United Cable TV Corp., and co-chair, National Cable Month. Pacifica hotel, Culver City, Calif. Information: (213) 684-7024.

Jan. 17—Deadline for synopses of technical papers for *National Cable Television Association* convention in May in Dallas. Information: (202) 775-3637.

Jan. 17—*Illinois Broadcasters Association "Radio Great Idea Exchange."* Bloomington, Ill.

Jan. 17-19—44th annual Georgia Radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia, Athens, Ga.

■ **Jan. 17-20**—"A Salute to Duke," screening at *Museum of Broadcasting*, New York. Information: (212) 752-7684.

Jan. 18—*New York Television Academy* luncheon. Speaker: Reese Schonfeld, executive producer, *People Magazine* on TV. Copacabana, New York. Information: (212) 765-2450.

Jan. 18—"The Presidency, the Press and the First Hundred Days," sponsored by *Gannett Center for Media Studies*, featuring former Presidents Gerald Ford and Jimmy Carter. Columbia University, New York. Information: (212) 280-8392.

Jan. 20—*Utah Association of Broadcasters* annual meeting and sales seminar. Salt Lake City.

Jan. 20—Deadline for entries in All Media Vanguard Awards, sponsored by *Women in Communications*, for "positive portrayal of women." Information: (703) 528-4200.

Jan. 20—Deadline for entries in 11th annual BDA international design competition, sponsored by *Broadcast Designers' Association*. Information: (415) 543-3030.

Jan. 20-22—*Alabama Association of Broadcasters* annual winter meeting. Auburn, Ala.

Jan. 21—*Associated Press Television-Radio Association of California-Nevada* regional seminar. Long Beach Ramada Renaissance, Long Beach, Calif. Information: (213) 746-1200.

Jan. 21—*Texas Associated Press Broadcasters* seminar on covering the legislature, Texas banking and a Texan in the White House. Holiday Inn-North Park Plaza, Dallas. Information: (214) 220-2022.

Jan. 23—Telecast of Television Academy Hall of Fame ceremony, sponsored by *Academy of Television Arts and Sciences*, honoring 1988 inductees Jack Benny, George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Fox Broadcasting. Information: (818) 763-2975.

Jan. 23—"Syndication 101," *NATPE Educational Foundation* seminar. George Brown Convention Center, Houston. Information: (215) 664-4400.

Jan. 23—Deadline for entries in Ernie Pyle Award for human interest reporting, sponsored by

Scripps Howard Foundation. Information: (513) 977-3035.

Jan. 24-25—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Albuquerque Airport Hilton. Albuquerque, N.M. Information: (202) 775-3637.

Jan. 24-27—*NATPE International* 26th annual convention. Keynote address: Michael Eisner, chairman-CEO, The Disney Co. George Brown Convention Center, Houston.

■ **Jan. 24-27**—"Jazz Casual," screening sponsored by *Museum of Broadcasting*, New York. Information: (212) 752-7684.

Jan. 25—*New York Television Academy* luncheon. Speakers: Jim Ryan, Gordon Elliott and Glenn (Hurricane) Schwartz. *Good Day New York*, WNYW-TV New York. Copacabana, New York.

Jan. 25—*Texas Cable TV Association* legislative meeting. First State Bank Tower, Austin, Tex. Information: (512) 474-2082.

Jan. 26—47th annual Alfred I. duPont-Columbia University Awards in Broadcast Journalism. Prior to ceremony, seminar will be held: "Broadcast News in the 1990's" featuring network news presidents David Burke, CBS; Michael Gartner, NBC, and Roone Arledge, ABC. Low Memorial Library, Columbia University, New York. Information: (212) 854-5573.

■ **Jan. 27**—Deadline for entries in 21st annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: Linda Semans, (202) 333-1880.

Jan. 27-28—*North American National Broadcasters Association* annual meeting. Sheraton hotel, Mexico City. Information: (613) 738-6553.

Jan. 27-28—*Colorado Association of Broadcasters* winter meeting and awards banquet. Aurora, Colo.

Jan. 27-28—*Minnesota Association of Cable Television Administrators* sixth annual conference. Scanticon conference center and hotel, Plymouth, Minn.

Jan. 28-Feb. 1—*National Religious Broadcasters* 46th annual convention and exposition. Sheraton Washington and Omni Shoreham, Washington. Information: (201) 428-5400.

Jan. 30-31—*South Carolina Cable TV Association* winter meeting. Radisson Columbia hotel, Columbia, S.C. Information: (404) 252-2454.

Jan. 31—Deadline for entries in 14th annual Commendation Awards, sponsored by *American Women in Radio and Television*, recognizing "genuine and positive depictions of today's women in broadcast programming and advertising." Information: (202) 429-5102.

Jan. 31—Deadline for entries in *National Association of Broadcasters* "Best of the Best" campaign, honoring radio promotions. Information: (202) 429-5420.

Jan. 31—Deadline for applications for *Harvard University's* Nieman Fellowships for Journalists. Information: Program officer, Nieman Foundation, Walter Lippman House, One Francis Ave., Cambridge, Mass. 02138.

Jan. 31—Deadline for entries in awards contest sponsored by *Investigative Reporters and Editors*. Information: (314) 882-2042.

Jan. 31-Feb. 2—*South Carolina Broadcasters Association* 41st annual winter convention. Columbia, S.C.

■ **Jan. 31-Feb. 3**—"Swing into Spring with Benny Goodman," screening at *Museum of Broadcasting*, New York. Information: (212) 752-7684.

February

Feb. 1—Deadline for entries in National Media Owl Awards, sponsored by *Retirement Research*

Foundation, for "outstanding films, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society." Information: Joyce Bolinger, Center for New Television, Chicago 60605; (312) 427-5446.

Feb. 1—*New York Television Academy* drop-in luncheon. Speaker: Nicholas Davatzes, president, chief executive officer, Arts & Entertainment. Copacabana, New York. Information: (212) 765-2450.

Feb. 1—Deadline for entries in *Radio-Television News Directors Association* regional awards. Information: (202) 659-6510.

Feb. 2-4—*Radio Advertising Bureau's* ninth annual Managing Sales Conference. Loews Anatole, Dallas. Information: (212) 254-4800.

Feb. 3-4—*Society of Motion Picture and Television Engineers* 23rd annual television conference. Guest speaker: Julius Barnathan, president, ABC Broadcast Operations and Engineering. St. Francis hotel, San Francisco.

Feb. 5-7—*Michigan Association of Broadcasters* midwinter conference and exhibits with engineering seminars. Lansing, Mich. Information: (517) 484-7444.

Feb. 6-7—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Ramada Renaissance, Atlanta. Information: (202) 429-5420.

Feb. 7-8—*Arizona Cable Television Association* annual meeting. Sheraton Phoenix. Information: (602) 257-9338.

Feb. 8—*New York Television Academy* drop-in luncheon. Speaker: John Gault, executive VP, ATC, and chief executive officer, Manhattan Cable TV. Copacabana, New York. Information: (212) 765-2450.

Feb. 8-9—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Sheraton Plaza La Reina hotel, Los Angeles. Information: (202) 429-5420.

Feb. 10—Deadline for entries in *Corporation for Public Broadcasting's* Public Television Local Program Awards, "recognizing outstanding local programming in public television." Information: (202) 955-5211.

Feb. 10-12—*Oklahoma Association of Broadcasters* winter meeting. Tulsa Marriott hotel, Tulsa, Okla. Information: (405) 528-2475.

Feb. 11—Presentation of 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington hotel, Washington. Information: (301) 656-2582.

Feb. 13—Deadline for entries in Livingston Awards for Young Journalists (34 years old and younger), sponsored by *Mollie Parnis Livingston Foundation of University of Michigan*. Information: (313) 764-2424.

Feb. 13—Deadline for entries in E.W. Scripps Award for service to the First Amendment, sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

Feb. 13-14—*Georgia Cable Television Association* annual convention. Omni International Atlanta. Information: (404) 252-4371.

Feb. 13-18—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 14-15—*Broadcast Credit Association* credit seminar. Orlando Airport Marriott, Orlando, Fla. Information: (312) 827-9330.

Feb. 14-15—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Atlanta Airport Hilton, Atlanta. Information: (202) 775-3637.

Feb. 15—*New York Television Academy* drop-in

BUD & LOU.
Perfect Buffoons.

luncheon. Speaker: Michael Alexander, executive vice president, MCA Broadcasting, Copacabana, New York. Information: (212) 765-2450.

Feb. 15—Deadline for entries in 17th annual Clarion Awards "recognizing excellence and outstanding achievement in 57 areas of journalism and communications," sponsored by *Women in Communications*. Information: (703) 528-4200.

Feb. 16—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Allen, chairman, AT&T. Marriott hotel, Washington.

■ **Feb. 16**—*National Academy of Television Arts and Sciences* presentation of Trustees Award to Peggy Charren, founder and president of Action for Children's Television. Marriott Marquis hotel, New York. Information: (212) 586-8424.

Feb. 16-19—*American Women in Radio and Television* national annual Commendation Awards judging. Embassy Suites hotel, Washington. Information: (202) 429-5102.

Feb. 20—Deadline for entries in Charles E. Scripps Award recognizing "outstanding efforts in the battle against illiteracy," sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

Feb. 22—*National Press Foundation* awards dinner, featuring presentation of Sol Taishoff Award for excellence in broadcast journalism to Brian Lamb, chairman and chief executive officer, C-SPAN. Sheraton Washington hotel, Washington.

Feb. 22—*Illinois Broadcasters Association* college seminar. Normal, Ill.

Feb. 22-24—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex. Information: (512) 474-2082.

Feb. 23—"The Future of Network News and the Changing Relationship Between Network and Local News," meeting of *Society of Professional Journalists*. Panelists: Barbara Matuso, author, *The Evening Stars*; "The Making of the Network News Anchor"; George Watson, Washington bureau chief, ABC News; Bob Richbloom, news director, WJLA-TV Washington, and Bret Marcus, news director, WRC-TV Washington. NBC, 4001 Massachusetts Avenue, Washington.

Feb. 27-28—*Illinois Broadcasters Association* congressional visit. Washington.

March

March 1—Deadline for receipt of applications for Harvard Journalism Fellowship for Advanced Studies in Public Health. Information: Margaret Gerteis, deputy director, Center for Health Communication, Harvard School of Public Health, 677 Huntington Avenue, Boston 02115.

■ **March 1-2**—"What's Ahead for the 1990's?" public affairs seminar sponsored by *Women in Communications*. Key Bridge Marriott, Arlington, Va. Information: (703) 528-4200.

March 1-3—*West Virginia Broadcasters Association* annual "Call on Congress." Washington. Information: (304) 344-3798.

March 1-4—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

■ **March 2**—*International Radio and Television Society* annual presentation of Gold Medal Award, this year to five recipients, in honor of 50th anniversary of IRTS: For news, Walter Cronkite; radio, Paul Harvey; TV, Bob Hope; advertising, Edward Ney, and cable, Ted Turner. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 3-4—Eighth convention of *Northern California chapter of Radio Television News Directors Association*. Concord Hilton, Concord, Calif. Information: (415) 451-8760.

March 5-6—*Cable Television Public Affairs Association* Cable Forum '89. Vista International hotel, Washington. Information: (202) 639-8844.

Errata

Box in Jan. 2 issue on **salaries of association presidents incorrectly reported that Community Antenna Television Association's 990 IRS form was unavailable for inspection.** Form is on file at CATA headquarters, but salary of association's president, Steve Effros, does not appear on it.

March 7-10—*Audio Engineering Society* convention. Congress Centrum, Hamburg, West Germany. Information: (030) 831-28-10.

March 8-9—*Ohio Association of Broadcasters* congressional salute. Sheraton Grande, Washington.

March 12-14—*West Virginia Broadcasters Association* spring meeting. Ramada Inn, Beckley, W. Va. Information: (304) 344-3798.

March 12-16—Sixth world conference of broadcasting unions, organized and hosted by *North American National Broadcasters Association*. Willard hotel, Washington. Information: (613) 738-6553.

March 13-14—*National Association of Broadcasters* group head fly-in. "where heads of radio station groups will meet to discuss common issues and concerns of the broadcast industry." DFW Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

March 16—45th annual dinner of *Radio & Television Correspondents Association*. Grand Hyatt hotel, Washington. Information: (202) 828-7016.

March 21—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

March 22—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. New York Hilton and Towers at Rockefeller Center, New York. Information: (202) 429-5420.

March 22—*Broadcast Pioneers* Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

March 23—*National Association of Black Owned Broadcasters* fifth annual Communications Awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 24-25—11th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: (404) 523-6136.

March 29-30—*Illinois Broadcasters Association* spring convention. Ramada, Springfield, Va.

March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

April

April 3-5—*Central Educational Network* annual conference. Radisson hotel, Toledo, Ohio. Information: S.J. Peters, (312) 390-8700.

April 4—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Los Angeles. Information: (213) 652-0222.

April 5-8—*Asian American Journalists Association* national convention. San Francisco. Information: (415) 346-2051.

April 6—53rd annual presentation of Ohio State Awards banquet/ceremony. National Press Club, Washington. Information: (614) 292-0185.

April 9-11—Public television annual meeting,

jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island East, San Diego. Information: (703) 739-5082.

April 9-12—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 12-14—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza hotel, Alexandria, Va. Information: Richard Ekfelt, (202) 452-1070.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, Newsday. Marriott hotel, Washington.

April 19-23—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra, (501) 569-3254.

April 21-22—*Kentucky Cable Television Association* general membership meeting. Drawbridge Inn, Covington, Ky. Information: Randa Wright, (502) 864-5352.

April 21-26—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 27-29—*Broadcast Education Association's* 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

■ **April 28-29**—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen, (214) 220-2022.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

May

May 2—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see listing above). Las Vegas Hilton. (212) 586-2000.

May 11—Presentation of National Media Owl Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605; (312) 427-5446.

May 11-15—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 15—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

May 17-20—*American Association of Advertising Agencies* 71st annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-27—*Input '89*, international public television screening conference, "annual forum for the exchange of program ideas among producers, programmers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 22—George Foster Peabody Awards lun-

BOB & BING.

Perfect Charmers.

cheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

May 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Washington Marriott.

May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

June

June 10-13—*American Advertising Federation* annual national conference. J.W. Marriott, Washington. Information: (202) 898-0089.

June 15-18—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information, in Montreux: (41) (21) 963-32-20.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington.

June 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott, Washington.

June 21-25—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 33rd annual seminar. Renaissance Center, Detroit.

July

July 9-12—*New York State Broadcasters Association* 28th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 12—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Michael King, president-chief operating officer, King World. Los Angeles. Information: (213) 652-0222.

August

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

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

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

September

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.

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

Sept. 16—*Academy of Television Arts and Sciences* presentation of nontelevised portion of 41st annual prime time Emmy Awards, primarily for creative arts categories. Pasadena exhibition hall, Pasadena, Calif. Information: (818) 763-2975.

Sept. 17—41st annual prime time Emmy awards

telecast (on Fox television stations), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Sept. 20-22—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan and Ohio cable television associations*. Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

Sept. 22-27—Cinetex '89, international film market, exposition, conference and film festival, produced in cooperation with *American Film Institute*. Bally's hotel, Las Vegas. Information: (818) 907-7788.

October

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

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

Oct. 3-8—World Summit for Electronic Media, organized by *International Telecommunication Union*. Theme: "Towards Global Information: The Electronic Media Explosion." Geneva Exhibition and Congress Center, Geneva. Information: 31 (2968) 6226.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 19-22—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove conference center, North East, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

Oct. 25-28—Broadcast '89, trade fair for film, radio and television. Frankfurt Fair Ground, Frankfurt, West Germany. Information: (069) 7575-6452.

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Trash or news?

EDITOR: On page 43 of the Dec. 19, 1988, issue, Geraldo Rivera answers to charges of "trash TV." Page 65 highlights the "riveting testimony" of the live TV coverage of the Steinberg trial as "exposing the problems to the public."

WCBS-TV New York wins "editorial praise" for its "public spiritedness," but Geraldo Rivera is called to task to defend a 21.9 rating for his show on Satanism. Never mind that the networks enjoyed "a substantial increase in ratings" with their Nussbaum testimony coverage; nothing intentional here!

It just appears so obvious that the very same mechanics that bring us "trash TV" must be at work in the decision to broadcast the pitifully disfigured Hedda Nussbaum testifying, in sordid detail, on her side of this bizarre story.

"Newsworthiness"? "Trash TV"?

Our collective attitude about what we do, and what we call what we do in this industry, never ceases to amaze me.

I, for one, have the utmost respect for Mr. Rivera. At least he was candid and honest.—Harry Gregor Jr., president, Hudson Valley Wireless Communications Corp., Poughkeepsie, N.Y.

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BALKI & LARRY. Perfect Strangers.

In virtually every decade, there's been a dominant male comedy team that helped define humor in their era.

Now, "Perfect Strangers" time has come.

Starring Bronson Pinchot and Mark Linn-Baker, the network comedy hit is now ready to strip. And with

100 half-hours available fall '90-'91, you'll get the same big laughs and strong performance that have been proven in prime time on three different nights, for the past three years.

"Perfect Strangers." The perfect addition to your access comedy block.

PERFECT
Strangers

M/B

Miller-Boyett
PRODUCTIONS

Monday Memo

A corporate advertising commentary by John McNulty, VP, public relations, General Motors Corp., Detroit

Like all consumer-oriented companies, General Motors relies on television as one of the prime carriers of its commercial message. The conceptualization and production of television spots promoting our new models is a major priority, both for the corporation and for the several advertising agencies it retains. Top talent is hired, and budgets are lavish. Then the finished commercials are deployed in the time slots we believe are most likely to reach the prospective buyers of our automobiles.

There is nothing in the paragraph above that would provoke a raised eyebrow if it were read aloud in an Advertising 101 class. Of course General Motors advertises, the average freshman would say, and the objective of its advertising is to move product. So what else is new?

In terms of the product advertising story, not much. But General Motors, like many other large corporations, also expends a considerable amount of time and effort each year on broadcast advertising that probably doesn't sell a single car. Our corporate advertising doesn't promote products; rather, it promotes philosophy.

The key to success in today's competitive business world is to aspire to excellence in every aspect of what we do and say. John Gardner wrote:

"The society which scorns excellence in plumbing because plumbing is a humble activity and tolerates shoddiness in philosophy because it is an exalted activity will have neither good plumbing nor good philosophy. Neither its pipes nor its theories will hold water."

The search for excellence at General Motors includes both our philosophy and our "pipes," and our corporate advertising campaigns have reflected this stress on excellence. We wanted to communicate our faith in America—our people and products, our heritage and our history. We did this in two ways: first, by sponsoring the finest television programs on American culture—our heritage and our history; second, by creating the highest quality advertising that stresses the excellence of our processes, products and—most especially—our people. A look at some of the programs—each produced as a "General Motors Mark of Excellence Presentation"—tells part of the story. In the past few years, they have included:

■ *The Kennedy Center Honors*. Each year this program has paid tribute to five individuals for their lifetime contribution to the performing arts—music, theater and dance. In December, the program honored Alvin Ailey, George Burns, Myrna Loy, Alexander Schneider and Roger Stevens.

■ *George Washington*, a mini-series aired in 1984, which followed Washington from boyhood through the revolution; and *George*



"We have attempted to complement our programs with the highest quality advertising—image-oriented, not product-oriented."

Washington: The Forging of a Nation, a sequel, aired in 1987, taking him through the presidential years. The programs won many honors, including a George Peabody Award.

■ *Bill Moyers in Search of the Constitution*. Moyers presented a series of 11 discussions with historians and experts including Supreme Court Justices William Brennan, Sandra Day O'Connor, Harry Blackman and Lewis Powell.

■ *The Civil War*. This five-part documentary will be aired on PBS early in 1990. It was produced by Ken Burns, who has won many awards for this type of program.

As part of the "Mark of Excellence" presentations, General Motors was also a sponsor for *Election '88*, the CBS News coverage of the national electoral process from the primaries and caucuses through the election on Nov. 8.

For this program and the two *George Washington* mini-series, we created and distributed free teaching materials to social studies teachers in secondary schools nationwide. More than 200,000 packages—containing posters, film strips, paperback books, teacher's manuals and handouts such as maps and posters of students—were sent out.

At the same time, we have sponsored a number of "Mark of Excellence Presenta-

tions" over a period of years that advance American classical music. These include:

■ The annual *Seventeen Magazine/General Motors National Concerto Competition* for high school performers;

■ Weekly nationwide radio broadcasts of the Detroit Symphony Orchestra;

■ Ongoing support for the New York String Orchestra Seminar.

We have attempted to complement these programs with the highest quality advertising—image-oriented, not product-oriented. Our divisions advertise their products aggressively. And they do it on programs carefully chosen to reach particular segments of the market.

With its "Mark of Excellence" presentations, corporate advertising takes a different approach. As an example, for the first *George Washington* mini-series, we produced a highly educational film tracing the building of a car from design through production. Of the 1,000 letters GM received lauding the program, more than 400 also praised the commercials.

The initial campaign had the tag line "GM Odyssey: Science Not Fiction." It tried to spark a new confidence in American technology by projecting some of GM's present research into the future. This included: night vision, where infrared sensors would alert drivers to unseen objects; electronic navigation systems to tell motorists exactly where they are and how to get where they're going, and Magnequench, a new material for manufacturing smaller, lighter, more powerful magnets, revolutionizing motor-driven parts.

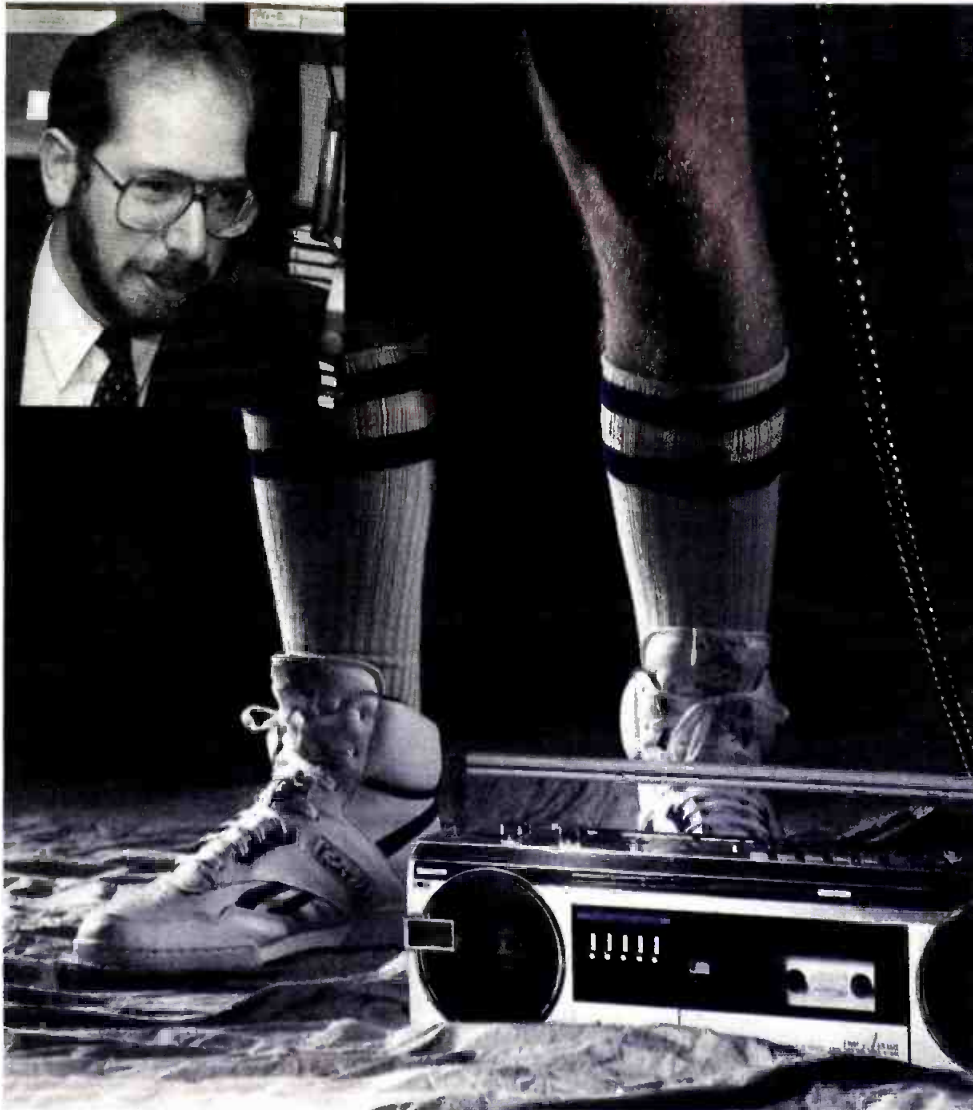
The next campaign featured the tag line "The Vision is Paying Off." Here we tried to show actual results of our emphasis on technology, such as the new Quad 4, "the most powerful efficient engine ever built or sold in America," and the "Sunracer," which defeated 23 other competitors in a 1,950-mile race of solar-powered vehicles in Australia.

Now, the latest campaign has a theme line "All of GM going all out for you." It puts GM employees into the picture with quotes about their jobs and their feelings about excellence. Then it presents a *fact*, a statistic that indicates the effect on the marketplace. For example, a test driver talks about the importance of her job, then the *fact* is presented: Three GM makes were rated as the best-built 1988 American cars by an outside survey.

Like the "Mark of Excellence Presentations," this advertising is not *product* advertising; it deals with *image*. It goes beyond product to a philosophy: the stress on excellence in our people and our products—and the support of excellence in our heritage and our culture.

We believe both our philosophy and our "pipes" hold water. ■

INTRODUCING TALKLINE RADIO NETWORK



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To win the radio ratings game you have to adopt an aggressive strategy. Talkline, America's Only all-live talk radio network, is a unique and interesting approach designed to give your station a competitive edge.

As a Talkline affiliate, you receive FREE all-live, two-way talk show programming 24 hours a day. Featuring fascinating discussions on pressing issues. Fast-breaking news from around the world. Valuable business and consumer advice. Action-packed sports talk. And much more.

We've assembled an all-star lineup of the nation's top-rated talk show hosts to provide fast-paced programming that will have your listeners on the edge of their seats. And on their phones.

Dial 606-781-TALK for more information on how Talkline Radio Network can help you score big points in the ratings!

Talkline
RADIO NETWORK
Radio that has everyone talking!

Celebrate the Ne



w Years with us.

There's plenty of good cheer at Buena Vista Television as we celebrate not just one new year, but two: A new year of WIN, LOSE OR DRAW and a new year of LIVE WITH REGIS & KATHIE LEE. And you're invited to join the festivities.

Here's a toast to LIVE WITH REGIS & KATHIE LEE—shaping up to be one of daytime's brightest hours. Moving into its second season, the show's steady growth continues throughout the country. They've already boosted their NTI ratings by 29% and increased their totals among women 25-54 by a spectacular 53%. This is one party that's just starting to swing!

Bert Convy and America's biggest stars are ringing in WIN, LOSE OR DRAW's third big year. Don't miss out on the celebrity fun and excitement that make this the #3 ranked syndicated game show and #4 first-run strip. Renew now for the third season and give your viewers cause for celebration.

Make a resolution to stay with the winners—LIVE WITH REGIS & KATHIE LEE and WIN, LOSE OR DRAW—and welcome in two happy new years with Buena Vista Television.



INTRODUCING DIONNE & FRIENDS, STATE-OF-THE-HEART TELEVISION.



With 11 gold albums gracing her brilliant career, Grammy winner Dionne Warwick returns to television with a half-hour weekly show sure to bring a smile to America's face and a song to America's heart.

Scheduled for Fall 1989, "Dionne & Friends" is superstar hitmakers, rising new talent and celebrities from all walks of life. In short, it's music and talk in perfect harmony.

Dionne
and friends



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Broadcasting Jan 9

Vol. 116 No. 2

TOP OF THE WEEK

ESPN gets to 'play ball' for \$400 million

Network scores with key sports package: four-year deal for 175 Major League Baseball games over four nights beginning in 1990

Peter Ueberroth put the finishing touches on his tenure as Major League Baseball commissioner last week, striking a \$400-million, four-year cable television rights deal with ESPN that will bring an additional 175 baseball games to cable subscribers.

The deal, the first national cable baseball package since USA Network's Thursday-night doubleheaders ended in 1983, puts cable squarely as the leader in distribution of regular-season baseball starting with the first pitch of the 1990 season.

ESPN will reach more than 50 million homes with its six-game-a-week lineup, and most of those can already tune in to hundreds of games carried on such national superstations as WTBS(TV) Atlanta and WGN(TV) Chicago and scores more telecast by regional cable networks and television stations.

But broadcasting will retain a solid position in the sport. CBS paid \$1.1 billion for

coverage of 12 regular-season games, the league championships series and World Series for 1990 through 1993 (BROADCASTING, Dec. 19, 1988).

With the CBS and ESPN deals set, MLB team owners are looking at a 47% increase in national television rights fees starting in 1990. ABC and NBC are paying nearly \$200 million a year under their current six-year deal, which expires at the end of the 1989 season.

The ESPN contract, for the 1990 through 1993 seasons, calls for single games on Sunday and Wednesday nights, plus doubleheaders on Tuesday and Friday nights—175 regular-season games in all.

The arrangement includes varying degrees of exclusivity for ESPN. On Wednesday, the agreement imposes a blackout on over-the-air and superstation broadcasts, but not on local cable coverage. In the set-up's scheduled Tuesday and Friday doubleheaders, no local broadcast or cable restrictions are imposed. The doubleheaders will be carried at roughly 7:30 and 10:30 p.m. on the East Coast, meaning roughly 4:30 and 7:30 p.m. on the West Coast.

Along with a fourth night of programming on Sunday, the package allows for a number of exhibition and opening day games and telecasts on the major holidays during the baseball season. In addition, ESPN will telecast a half-hour weekday highlight show, a season preview and specials built around the All-Star Game and the World Series.

Calling the set-up the "first time that our whole season will be presented," Ueberroth and others at a New York press conference announcing the deal emphasized how ESPN would serve as a baseball showcase. Each team will appear on ESPN over the course of the season, including at least one team, the Seattle Mariners, which has never appeared on national television. The Sunday-night schedule will be specifically designed so games will originate from each major league ballpark. No team will appear more than four times on Sunday night, and there will be a limitation on the number of times a team can be televised overall.

The losing bidders for the cable package were the USA Network, SportsChannel America and Turner Broadcasting. The top



L-r: John Martin, RJR Nabisco; Steven Bornstein, ESPN; Werner; Bryan Burns, MLB; Ueberroth, and Ed Durso, MLB

ESPN

THE TOTAL SPORTS NETWORK

three bidders, which were not disclose, had a "tiny, single-digit percentage difference between the three of them," Ueberroth said. After looking at the proposals, he said, two bidders—ESPN and TNT—were invited back for further negotiations. A source at Turner said it was simply a matter of money. MLB crafted the package, and both parties accepted it, he said. Although ESPN was the highest bidder, Ueberroth said MLB was not bound to accept the highest bid.

ESPN is not contemplating increasing its fees to affiliates to defray the cost of the contract, said ESPN President Roger Werner. And, he said, it will continue to make available to affiliates some time for local advertising.

In the wake of the reported \$500-million paid by Madison Square Garden Network for the local television contract of the New York Yankees, cable operators have been concerned about the effect escalating sports rights costs will have on affiliate fees and basic cable rates (BROADCASTING, Jan. 2).

Werner declined to make any announcements regarding production of the games and on-air talent, but he did say that it was likely that ESPN would produce all of its Sunday night games and many of the Wednesday games. Since ABC, which owns 80% of ESPN, will have no baseball coverage beginning in 1990, there was speculating that some of ABC's announcers would do some ESPN games.

Feeds for Tuesday and Thursday games would probably be picked up from other producers, Werner said. Typically, sports rightsholders make available two feeds of the games they are carrying, one with their own announcers and commercials, another with video only. It is the latter feed ESPN would likely pickup, then use its own announcers and insert its own commercials. The agreement allows for ESPN to drop a game in progress and switch to another game, said baseball spokesman Jim Small.

The Sunday-night game, envisioned as a tour of the major leagues, will ideally be broadcast from 24 different stadiums over the first 24 weeks of the season. The following two Sunday night games will be chosen to capitalize on division championship races. In each Sunday-night game, neither the local broadcaster nor cablecaster of either team will be permitted to air the game, with one exception: if the visiting team has already played two Sunday-night away games, a third game can be carried on the local broadcast station or regional cable network. Texas Rangers Sunday home games, played at night over much of the

season, will be used as a rain backup for the Sunday games. Local Sunday Ranger games can be shown in the Rangers market only on Home Sports Entertainment, the area's regional cable network. Broadcast rights holder KTVT(TV) Dallas, who carries mostly away games anyway, would not be permitted to carry any Sunday-night Ranger home games. Local rightsholders, either broadcast or cable, are free to run any additional games scheduled on Sunday night, although few games are normally scheduled that night. ESPN and MLB will determine which game normally scheduled for Sunday afternoon will be switched to Sunday night for the ESPN cablecast.

On Tuesday and Friday, if ESPN wishes to carry the Detroit at Boston game, WDIV(TV) Detroit and New England Sports

Network in Boston could still carry the game in their local markets. ESPN would have to substitute another game, such as St. Louis versus Pittsburgh, for the cable operators in the Detroit and Boston markets. If there is no local carriage, ESPN can carry that game in that market. Otherwise there are no restrictions on what local stations, regional cable networks and superstations can carry and the local media outlets are protected in their own markets.

On Wednesday nights, the ESPN-MLB agreement forbids local broadcast or superstation carriage of any league game, but permits local cable telecasts. But, in a Wednesday-night Detroit vs. Boston example, if there is no local cable carriage, a Detroit-Boston ESPN game will be carried in those markets.

In Los Angeles, at the Association of Independent Television Stations, news of the ESPN deal fueled the fires on the free television, sports siphoning debate. Edward Koplar, president of Cardinals broadcast rightsholder KPLR-TV St. Louis, said: "I can't believe its happening. Its very unhealthy for everybody." With the ESPN deal, "local broadcasters are going to feel it." The free versus pay debate, he said, "is an issue that Congress has to deal with." □

Dingell reintroduces fairness doctrine bill

Measure is essentially same as that vetoed by President in 1987

It came as no surprise, but the suddenness of it helped reinforce the view that Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, is determined to see the House pass legislation codifying the fairness doctrine. Dingell, on Jan. 3, the first day of the 101st Congress, introduced a bill (H.R. 315) to require broadcast licensees to "afford reasonable opportunity for the discussion of conflicting views."

The measure is virtually identical to the bill that won congressional approval in the last Congress but was vetoed by President Reagan on June 23, 1987. Congress had

acted on the assumption that the FCC was preparing to repeal the doctrine it had adopted almost 40 years earlier. The U.S. Court of Appeals in Washington in September 1986 had held that the doctrine had not been statutorily mandated, and was subject to repeal by the agency. And Congress was prescient: The commission repealed the doctrine some six weeks after the veto (BROADCASTING, Aug. 10, 1987).

Dingell's introduction of his bill is the first step toward what is likely to be one of the major battles in which both the nation's broadcasters and the new Bush administration will find themselves in the new Congress. Dingell and Senator Ernest Hollings (D-S.C.), chairman of the Senate Commerce Committee, have made it clear they will block legislation broadcasters seek until a fairness doctrine bill is enacted. An aide to Hollings said the issue remains "a top priority" with the senator. However, no legislation will be introduced in the Senate until Jan. 25.

In confronting the Hobson's choice presented by the two chairmen, the National Association of Broadcasters has said it would oppose codification of the doctrine. However, a spokesman said the matter will be reviewed by the NAB board at its meeting later this month. Then, if the measure is passed, President Bush will face the question of whether to veto it. He has left no doubt he regards the fairness doctrine as a violation of broadcasters' freedom of speech. But the new president will also be attempting to establish a comfortable working relationship with the Democratically



Dingell

controlled Senate and House.

Dingell, in a statement announcing the introduction of the fairness doctrine bill, not only made clear his belief that Congress is duty bound to "guarantee that conflicting points of view be heard, thereby enhancing the public's right to be informed." He also excoriated the commission. He said that in repealing the doctrine, the commission "overextended its mandate...by presuming to create policy in defiance of clearly expressed congressional intent," adding, "This inexcusable disregard for congressional intent makes it incumbent upon the Congress to ensure that broadcasters provide balanced coverage of controversial issues." That, he said, does not impose "an onerous" burden on broadcasters.

Dingell, in a reference to the appeals court's holding that the doctrine had not been incorporated into the law, said his bill "unambiguously makes the doctrine a part of the Communications Act of 1934." He also said it is "necessary only to restore the status quo which existed before an out-of-control regulatory agency arrogated to itself the right to make broadcasting policy."

And he contended that, contrary to the view of fairness doctrine critics, the "scarcity" argument long used to justify the doctrine remains a fact of life. He noted that the Supreme Court, in upholding the constitutionality of the doctrine in 1969, said that as long as there were substantially more people who wanted to broadcast than there were frequencies to allocate, the doctrine advanced First Amendment values. "The fundamental scarcity" which led the court to that conclusion, Dingell said, "has not been remedied." To support that assertion, he said that the number of comparative renewal applications pending at the commission is at an all-time high—there are eight cases in hearing, 12 counting the remaining RKO General proceedings on their way to settlement—and that the prices of broadcast properties—which greatly exceed the value of the assets involved—have soared astronomically.

Dingell also recalled the broad spectrum of support the fairness doctrine bill attracted in the last Congress—General Motors and the United Auto Workers, Mobil Oil and the AFL-CIO, Phyllis Schlafly and Ralph Nader. They were among a long list of witnesses testifying in favor of the bill.

The congressional "findings" listed in the bill reflect the arguments Dingell made in his statement. One is that "there is a substantial governmental interest in conditioning the award or renewal of a broadcast license on the requirement that the licensee assure the widest possible dissemination of information from diverse and antagonistic sources by presenting a reasonable opportunity for the discussion of conflicting views on issues of public importance." Another is that the doctrine "(A) fairly reflects the statutory obligation of broadcasters under the Act to operate in the public interest, (B) was given statutory approval by Congress in making certain amendments to that Act in 1959, and (C) strikes a reasonable balance among the First Amendment rights of the public, broadcast licensees, and speakers other than the owners of broadcast facilities."

Contemporary hit a hit

Radio stations with contemporary hit formats once again ranked high in the country's top five markets, according to the just-released fall 1988 Arbitron ratings, with the wide spectrum of adult contemporary formats also continuing to make a strong showing. In New York, where three contemporary hit stations placed in the top 10, contemporary hit WHTZ(FM) New York maintained its number-one spot. Contemporary hit WWPR(FM) New York, entering a period of transition with the reinstatement of call letters WPLJ(FM) and a new program director in place, dropped several notches from the third-place position it had held in both the fall 1987 and summer 1988 surveys. Contemporary hit WQHT(FM), which switched frequencies last September, increased its share over the same period last year from 3.7 to 4.0, but dropped from a fourth-place position in the summer 1988 survey to its current seventh-place position.

The contemporary hit battle in Los Angeles saw KPWR(FM) once again the victor in that market, with a 7.2 share, while KIIIS-FM (which has lost its added simulcast points) settled into the number-two spot with a 5.8 share. New adult contemporary KTUV-FM jumped onto the top 10 list with a 3.3 share, up from a 3.0 in the summer 1988 book.

Chicago saw MOR/talk WGN(AM) maintain its lead in the market; in the contemporary hit race, WYZZ(FM) topped WBBM-FM for the second straight quarter. Country WUSN(FM) climbed into the Windy City's top 10 with a 3.0 share, up from 2.4 during summer 1988.

In San Francisco, news/talk KGO(AM) remained the number-one station. Making significant gains were classical combinations KKHI-AM-FM and KDFC-AM-FM, which both moved into the top 10 from respective 1.7 and 2.0 summer 1988 shares. Also moving on to San Francisco's top-10 list was contemporary hit KITS(FM) with a 3.0 share, up from its 2.4 summer 1988 rating.

The big news in Philadelphia was the rise of contemporary hit WEGX(FM) to the number-one spot, with a 7.9 share, up from its 6.7 summer 1988 number. Since the last quarter, the market found room for adult contemporary WMGK(FM) on the top-10 list with a 4.7 share, but country WXTU(FM) with its 4.1 was knocked off the list.

Arbitron said its new seven-day radio diary, introduced during the fall 1988 survey, showed increases in midday listening and "away from home/other place listening" reported by respondents. All results are based on the Arbitron fall 1988 radio local market report for the period Sept. 22-Dec. 14 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service.

Station	Format	Fall 87	Fall 88	Station	Format	Fall 87	Fall 88
New York				San Francisco			
WHTZ(FM)	cntmp. hit	6.0	5.6	WJMK(FM)	oldies	2.7	4.2
WPAT-AM-FM	easy listening	6.0	4.9	WVAZ(FM)*	urban cntmp.	4.5	4.2
WLTW(FM)	soft cntmp.	4.7	4.7	WKQX(FM)	adult cntmp.	2.5	4.1
WOR(AM)	talk	4.5	4.7	WYZZ(FM)	cntmp. hit	3.9	4.0
WINS(AM)	news	5.0	4.4	WBBM-FM	cntmp. hit	3.9	3.2
WCBS-FM	oldies	3.6	4.3	WLAK(FM)	soft cntmp.	3.7	3.2
WRKS(FM)	urban cntmp.	4.6	4.2	WCLR-FM	adult cntmp.	3.0	3.0
WQHT(FM)	cntmp. hit	3.7	4.0	WUSN(FM)	country	2.6	3.0
WBLS(FM)	urban cntmp.	4.1	3.6	*Formerly WBMX			
WCBS-AM	news	3.2	3.6	Los Angeles			
WWPR(FM)	cntmp. hit	4.7	3.6	KPWR(FM)	cntmp. hit	7.5	7.2
WXRK(FM)	classic rock	2.8	3.4	KIIIS-FM	cntmp. hit	6.9	5.8
WABC(AM)	talk	2.4	3.3	KOST(FM)	soft cntmp.	4.5	5.4
				KABC(AM)	talk	5.5	5.3
				KJOI(FM)	easy listening	4.3	4.6
				KLOS(FM)	AOR	3.8	3.6
				KNX(AM)	news	3.2	3.5
				KBIG(FM)	soft cntmp.	4.0	3.3
				KTUV-FM	new AC	2.3	3.3
				KROQ-FM	AOR	3.7	3.2
				KRTH-FM	adult cntmp.	3.7	3.2
				KFWB(AM)	news	4.2	3.1
				Chicago			
				WGN(AM)	MOR/talk	8.0	8.6
				WGCI-FM	urban cntmp.	8.0	6.7
				WXEZ-AM-FM	easy listening	6.1	6.1
				WBBM(AM)	news	6.3	6.0
				WCKG(FM)	classic rock	3.4	4.3
				WLUP-FM	adult rock	4.5	4.3
				Philadelphia			
				WEGX(FM)	cntmp. hit	4.8	7.9
				WMMR(FM)	AOR	8.1	7.7
				WUSL(FM)	urban cntmp.	7.8	7.5
				KYW(AM)	news	8.0	6.5
				WEAZ(FM)	easy listening	7.4	5.7
				WPEN(AM)	nostalgia	4.6	5.1
				WYSP(FM)	classic rock	4.6	4.9
				WKSZ(FM)	soft cntmp.	5.8	4.8
				WMGK(FM)	adult cntmp.	4.7	4.7
				WWDB(FM)	talk	5.2	4.6

INTV CONVENTION

Independents: upbeat and giving no ground

Broadcasters feel while some advertising and regulatory problems remain, business generally has turned around; vigilance still needed against cable

Independent television executives are bullish about the future of their business and they were making no bones about it when they assembled for last week's 16th annual Association of Independent Television Stations convention at the Century Plaza Hotel in Los Angeles.

The some 1,500 independent broadcasters arrived, as INTV President Preston Padden put it, "with a justified sense of accomplishment and confidence for the future." For the industry, according to Padden, is well on the road to recovery from the past three years of financial turbulence when some 23 stations filed for bankruptcy and advertising revenue was off while program costs soared. And many stations had also overextended themselves with programing acquisitions.

But now it appears that independent stations are making some headway. "Independent audience ratings and shares are up, way up. Syndex has been restored. Program costs are heading south. Nielsen and Arbitron have agreed to disclose to the world the meter-diary gap that has unfairly penalized the independents for so long. And an orderly and healthy consolidation appears to be under way in those few markets over-saturated with local stations," Padden told his membership.

INTV Chairman John Serrao of WATL-TV Atlanta was equally enthusiastic in his opening remarks. By the end of the century, he predicted, independents will find their "licenses will be alive and well and far more valuable than you ever dreamed."

Still, their optimism was tempered by the fact that the average independent station

continues to lose money. Said Padden: "We've got the audience; now we need to turn it into money." And at last week's convention, INTV went on the assault and launched a major initiative to help its members compete for the same slice of the advertising pie (some \$11 billion) that the cable and broadcast networks now enjoy. It formed a national sales co-op called the INTV Network. Some 75 independent stations have joined the co-op (see page 47).

Independents have 25% of the audience but only 1% of the revenue, said Padden. "As a result, the networks end up with a lot of money not justified by their audience shares," he said. "They [the networks] capture 80% of the dollars with only 59% of the viewing. The cable guys get their piece with 12% of both audience and revenue. And we end up underselling our audience position by a whopping 96%."

Besides INTV's battle in the advertising arena, independent stations are still functioning in an unstable regulatory environment without mandatory cable television carriage rules (must carry). And as Serrao stressed: "Our continued growth is absolutely dependent upon free and unfettered access to both the audiences we seek to serve and the program product that we need to be competitive. We simply cannot permit vertically integrated conduits, either cable or telco, to choke off our access to consumers. Nor can we permit the networks to manipulate the syndication marketplace and interrupt the supply of programing that we need."

It is clear INTV is worried about the networks and their intentions to seek repeal of the FCC's financial interest and syndication rules.

"We wish the networks no ill," said Padden. "In fact, we want them to continue to prosper. However, we will use every resource at our disposal to prevent the networks from gaining the syndication rights, or the financial interests, that would enable them to choke off our supply of vital program product," the INTV president promised.

As for cable, Padden was not as vitriolic as he has been at past conventions. There seemed to be less anti-cable rhetoric espoused; nevertheless, there remains an overwhelming sense among the independents that cable has the upper hand in the marketplace.

Padden did tell his members that he thinks INTV's "long struggle against this unregulated monopoly may be nearing an end." He is encouraged by the comments of House Energy and Commerce Committee Chairman John Dingell (D-Mich.), which were presented in a brief video clip to the convention audience.

Dingell expressed concern about cable as a "growing and increasingly powerful monopoly." That monopoly, Dingell continued, "functions without regulation." But how is the public best served by such a monopoly? asked Dingell. "One or two things occur—either regulation takes place or competition is installed," said Dingell, adding that he could move in "either direction." But he said that "both appear to be necessary alternatives to the current situation."

Some of the steam was later taken out of those remarks. During an INTV breakfast session, Dingell's chief aide on communications matters, David Leach, told the broadcasters that the chairman has not



INTV Chairman Serrao



Preston Padden



Vice Chairman Maltz

"made a decision" about what is the "appropriate course" to pursue concerning telephone entry into the video business as a means of creating competition for cable. Leach said it was not a front burner issue and is not likely to be resolved for another five or six years (see page 49).

There was a call for cooperation by cable executive Marc Nathanson of Falcon Cable TV, who appeared on an INTV panel. But his plea was ignored. To Nathanson, cable and independents are "natural allies." The independents are important to Falcon, he said, noting that 70% of the company's business is local television. "We have a lot more in common with the network shares going down," said Nathanson.

There were no signs that the independents' distrust and animosity toward cable was weakening. As INTV Convention Chairman William Frank of KCOP-TV Los Angeles opened the meeting, his remarks captured the industry's sentiments. "When cable, the major enemy of free TV, has a compulsory license to carry our signals even though there are no must-carry rules in effect to protect our stations...don't take it personally, 'it's a business.' When cable buys the rights to all the New York Yankees games and takes them off free TV and the courts protect them...don't take it personally, 'it's a business.'"

And there was plenty of corridor conversation concerning the ESPN baseball deal which independents see as a threat to the survival of free over-the-air TV (see story, page 43).

"The American people, unified by free broadcast television, must not be divided between the information rich and poor," said INTV Vice Chairman Milton Maltz of Malrite Communications. Maltz made a special presentation to advance the "Free TV" advertising campaign that industry groups are launching to promote the over-the-air TV versus cable. The campaign, which Maltz is spearheading, will debut at the National Association of Broadcasters annual convention in Las Vegas, April 29-May 2. It included a videotape with comments from television celebrities and public officials, including Dingell, on free TV ("Closed Circuit," Dec. 26, 1988). Free television, Maltz said, has been taken for granted by viewers, public officials, advertisers and broadcasters. "Today, free advertising-supported television is in danger," warned Maltz. "Increasingly, cable and VCR's are siphoning programming away from free TV. Other technologies, whether DBS, optical fiber or MDS, are likely to accelerate the trend. The ultimate result is not more choice or variety for the American people. Instead, they will be expected to pay for what they once got for free."

In closing, Padden urged his members to maintain a strong offensive posture. "It is the broadcasters who command more than 80% of the television viewing in this country. And on issues ranging from HDTV compatibility to must carry and the compulsory license, it is the broadcasters who should set the agenda—not with belligerence or arrogance—but with confidence and strength." □



Century Plaza hotel and tower in Los Angeles

INTV develops ad hoc ad network

Group wants part of \$11 billion upfront market; rep firms oppose idea, say it will hurt national spot

The Association of Independent Television Stations announced last week that its member stations signed an "agreement in principle" to participate in the association's proposed ad hoc network for selling national advertising time. The proposal last week drew sharp criticism from rep firms, who contended they have the exclusive contractual rights to sell their clients' national availabilities. Reps also said the plan, if implemented, would devalue national spot time.

Stations in well over half of the top 50 markets have indicated they would like to participate in the INTV sales network. And despite objections from a number of rep firms, INTV said it was "encouraging the participation" of rep firms, and had received "unsolicited letters expressing interest" from Viacom, LBS, and unwired networks International Television Network (ITN) and America's Leading Independent Network (ALIN).

Details of the plan still have to be worked out, and INTV said stations agreeing to participate would reaffirm their commitment, with the option of pulling out, once all the details were complete.

The network is designed to capture a piece of the \$11 billion upfront network market by having independents contribute time from various dayparts that would be sold to advertisers on a "one order-one invoice basis." Independents are shut out of that upfront market, said INTV, even though "collectively [independents] enjoy a total day share of 23%-25% of the national television audience, more than any of the broadcast or cable networks."

INTV said it was targeting advertiser network dollars without diminishing revenue generated in the national spot market. But rep executives suggested that advertisers simply see networks and independents as two different animals, regardless of how independents band together. "If they seriously believe this [plan] would not drain dollars from national spot, then they must believe in the tooth fairy as well," said Ray Johns, president, Seltel Inc. Johns predict-

ed that the INTV plan would, in effect, offer national spot avails to advertisers at between a 20% and 30% discount. "The value of the pie would get smaller," he said, "and each piece within the pie would get smaller as well."

Al Masini, president, TeleRep, agreed the proposal would devalue independent commercial time. "It's not practical," he said. "It would also violate every contract we have with stations to be the exclusive sales agent" of their national advertising time. Masini declined to say whether he thought reps would take legal action if INTV proceeds with the plan.

The INTV network is one more variation on the ad hoc network concept that has become popular in recent years in both radio and television. The INTV plan stems, in part, from a desire by member stations to control the terms and conditions upon which time in such networks will be offered. □

Three from Hill champion free TV

Swift, Rinaldo and Tauke agree on importance of localism, diverge on codifying public interest standard

Free TV found three defenders from Capitol Hill last week, recruited to advise the INTV convention about politics and public policy. Congressmen Al Swift (D-Wash.), Matthew Rinaldo (R-N.J.) and Tom Tauke (R-Iowa) all thought the medium was threatened, but not yet to so great a degree as to warrant congressional intervention.

"I feel strongly that free TV, as you like to call it, will survive into the 21st century," Rinaldo said. "Desirable, highly rated programs are not likely to leave broadcasting" for cable, which he said would have difficulty increasing penetration above the present 53% level. Tauke said "there is a trend and we should be concerned about it," noting that it is important to maintain the national dialogue [through networks] and local service. He added: "When Amer-

icans find out they have to pay for their favorite programs, Congress will take notice." Swift said the country must not lose what TV does in "reflecting your community back to you."

A discussion of codifying the public interest standard found no such harmony. "It is an extremely dangerous thing for the broadcasting industry to do," said Tauke. "I think it's a death knell for the industry in the long run...it's not a futuristic thing....The government should not edit the local news nor be the chief programmer."

Swift was sanguine—although he did remark that broadcasters are always ambivalent, wanting both "wriggle room" and certainty. "They can't have it both ways," he said, while explaining that his approach to quantification "looks complicated but is really simple" (it would award points for various types of programming).

Rinaldo commended INTV for empha-

sizing its commitment to the public interest standard but was skeptical that it could be traded for a wish list of legislation favorable to broadcasters (free use of the spectrum, license renewal and must carry among them). The industry can make a good case for such issues on their own, he said.

Rinaldo, author of the children's TV bill that passed the last Congress but was vetoed by President Reagan, predicted a successful reintroduction this year, again without broadcaster opposition. Tauke believes a better approach is to let the industry set voluntary guidelines, and has introduced an antitrust exemption to make that possible.

A surprise to many in the audience was the assertion by the congressmen that they had not been approached by telephone companies seeking to enter the television business. Indeed, Tauke said that "the National Cable Television Association must be look-

ing for a reason to keep its members sending in money." Moreover, he said, "I don't know of anybody on our subcommittee [the House Telecommunications and Finance Subcommittee] or in the Congress who is championing telco entry."

Rinaldo went further: "There would be no support for legislation if there were any."

Swift noted that "if we knew where cable wants to end up, it would be relatively easy" to draft such a course, legislatively, adding that "I don't believe cable meets in Denver every Monday deciding how to screw broadcasting that week."

Rinaldo closed with the observation that the subcommittee's time would be largely devoted to finance issues this session, except for his children's TV bill and the fairness doctrine recodification. Of the latter, he said: "The sooner we get rid of that the better off we'll all be." □

Patrick tells independents to oppose content regulation

FCC Chairman Dennis Patrick urged independent broadcasters not to trade their First Amendment rights; the industry should oppose reimposition of the fairness doctrine and other forms of content regulation, Patrick told the INTV board prior to the start of the association's annual convention in Los Angeles last week. He spoke to the directors the same day that John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, and others introduced H.R. 315, which would codify the doctrine (see page 44).

His advice was not heeded, however, according to INTV President Preston Padden. The association is sticking to its earlier position and will not fight efforts to revive the doctrine. And INTV will continue backing a legislative initiative to regulate advertising on children's television, said Padden.

The chairman believes broadcasters should become more "vigorous" proponents of the print model. Patrick told BROADCASTING in an interview that he warned the INTV directors that accepting content regulation would be a "mistake."

Industry goals, such as avoiding spectrum fees, securing spectrum for HDTV, gaining must carry and creating more stability in the license renewal process, can be achieved without accepting content regulation, argued the chairman. Those issues can be "fought out" on their own merits, Patrick said, adding that "in fact, accepting more content regulation would be antithetical to their [broadcasters'] desire to stabilize the renewal process.

"Most of the issues like spectrum fees and HDTV are independent of this whole question of the print model versus the public trustee model. So they do not need to give up one to get the other."

The passage of a children's bill that would require the FCC at renewal time to take into consideration whether a station has served the "educational and informational needs of children" would create only

more problems for broadcasters who hope to reform the renewal process. Patrick feels such a standard is ambiguous and hard to interpret.

INTV is making a "mistake" by not "moderating" its view, he said. "It is a mistake not only from a First Amendment perspective but I think it is a mistake from a very pragmatic business perspective."

If broadcasters choose the public trustee approach over the print model, Patrick said, they are "positioning themselves to be almost uniquely the repository of all of the regulatory desires or instincts of future FCC's and Congresses."

Moreover, he pointed out that their competitors in the mass media marketplace will not be "so constrained." Consequently, the FCC chairman said, they will have more flexibility to respond to changes in the market.

But how does the industry deal with Congress and its demands for a tradeoff? "I think the broadcasters should stand up and say that we oppose transfer fees because it is a tax and it has a distorting affect on the market, which hurts consumers. With respect to HDTV, broadcasters should argue that we need additional spectrum for HDTV because it better serves consumers. I think Congress should evaluate those sorts of questions on the merits. They are absolutely unrelated to the question of whether or not broadcasters should suffer more in the way of content regulation."

Furthermore, he believes that a strong, free over-the-air broadcasting system cannot thrive unless broadcasters have the ability to "adapt and to deal with changes."

As for the growing debate over the siphoning of sports programming (New York Yankee baseball games, for example) from free over-the-air TV to cable, Patrick said the FCC does not have the ability to tell the Yankees how to sell their product and that his "philosophical instincts are ones which are grounded in notions of intellectual prop-

erty rights. But I do think it is extraordinarily important to create a market structure and environment in which all of the players have an equal opportunity to compete for product."

By that he means restoring syndicated exclusivity rules (syndex), which the FCC did last year, and by eliminating cable's compulsory copyright license.

The INTV directors also heard from FCC Commissioner James Quello. He told BROADCASTING that he applauded the group for maintaining its support of the public trustee concept of broadcast regulation. He upheld the concept as essential to the survival of free over-the-air television.

Without it, he said, he feels the industry would be vulnerable. The public service obligation, he said, gives broadcasters a "regulatory leg up" in asserting their claim for mandatory cable television carriage legislation (must carry).

Quello is an opponent of the fairness doctrine, but he recognizes INTV's reluctance to fight congressional efforts to codify the doctrine. INTV has made it clear that it would accept fairness in exchange for some form of must carry. To most broadcasters, he said, must carry is a "more important bottom line" issue than the fairness doctrine.

The FCC commissioner also stressed that he is dedicated to "free TV." Quello conveyed his views in a videotape that aired during the opening session of the INTV convention. "While pay and subscription services play an important role in our society, they are not adequate substitutes for free over-the-air television. Free local over-the-air television reaches 98% of all American households. It is impossible to achieve this level of penetration through wired delivered services," Quello said, adding later that "we should not become a nation of information 'haves' and 'have nots' based solely on the ability to pay." □



Power breakfast. A sneak preview of where the 101st Congress and the FCC are headed was revealed by Hill and FCC staffers appearing at an INTV breakfast. Pictured, l-r, on the dais: moderator Shaun Sheehan of Tribune Broadcasting; FCC General Counsel Diane Killory; Terry Haines, Republican counsel, House Energy and Commerce Committee; John Haring of FCC Office of Plans and Policy; David Donovan, aide to FCC Commissioner Jim Quello; David Leach, House Energy and Commerce Committee Chairman John Dingell's (D-Mich.) chief communications policy advisor; Regina Keeney, Republican staffer, Senate Commerce Committee, and moderator Tom Herwitz, Fox television Stations.

Sponsored by BROADCASTING, the breakfast featured others from the Hill and FCC who spoke during roundtable discussions with the independents.

Leach told the INTV audience that Chairman Dingell has not decided what is the "appropriate course" to pursue concerning telco entry into video. It is "something to be resolved in the future...in five or six years." It is not something, said Leach, "which is on the front burner" for this Congress. He noted that there is a perception among some members that cable's behavior is "arrogant." If cable continues behaving in that manner, he warned that Congress may want to "take a look" at the issue.

Leach was clarifying the chairman's position on the matter after

INTV aired a video clip of Dingell during the opening session which gave the impression that there would be quick action on the telco-cable debate.

To Haring, telco delivery of video services "would be a reality before the turn of the century."

Haines predicted Congress would take a "serious look" at must carry, but not until it moves bills that would enact the fairness doctrine and regulate children's television.

Keeney warned broadcasters that Congress may try to tax their use of the spectrum. "Congress is looking everywhere for revenue," she said. The way they look at it, she said, is that "broadcasters are getting something for free." Broadcasters "can hide and say we do not want this. Or they can take charge and decide how they are going to pay," said Keeney.

Donovan expounded on the need for free TV to be a major element of public policy formulation in Washington.

Killory tried to dispell the rumors that FCC Chairman Dennis Patrick was being forced out of the commission. She said the chairman would be around for the "foreseeable future." Killory also referred to a statement by one of President-elect Bush's principal aides, Chase Untermeyer, who told BROADCASTING that "we have no problem with Dennis Patrick, and he will remain chairman of the FCC for the foreseeable future," ("Closed Circuit," Jan. 2).

New animated children's shows unveiled at INTV

Buena Vista will introduce two half-hours, Warner Bros. one with Spielberg; projects said to use close to 'theatrical' quality animation and debut in 1990

As many independent stations are reevaluating their commitment to children's programming, particularly barter programs, two major syndicators last week announced plans to bring new animated barter strips into the market in the fall of 1990. Buena Vista Television, in fact, will introduce two new half-hours in 1990—*Tale Spin* and a first-run version of the popular NBC Saturday morning cartoon *Gummi Bears*—that it will market as part of a two-hour children's afternoon programming block to be packaged as "The Disney Afternoon."

Executives from Warner Bros. and Lorimar Telepictures announced what will apparently be the first new first-run television program to be produced after Warner's acquisition of Lorimar, a deal expected to close later this month. That program is called *Tiny Tunes*, which will be a joint production venture of Steven Spielberg and Warner Bros.

Bob Jacquemin, president, Buena Vista Television, Disney's television syndication and production unit, said *Tale Spin* will cost \$30 million to produce and distribute

over the first two-year cycle (65 episodes). That will make it perhaps the most expensive half-hour of animation in syndication. Coupled with the three other Disney animated afternoon programs, the company will be investing more than \$100 million in first-run animated syndication product by 1990.

In addition to *Tale Spin* and *Gummi Bears*, the Disney afternoon block will include *Duck Tales*, now in its second season and rated number one among first-run animated children's shows, and *Chip 'N' Dale's Rescue Rangers*, which debuts in 1989.



Steven Spielberg

Tale Spin is based on two "primary" Disney characters (meaning they are featured prominently in the company's theme parks and merchandising efforts) from the theatrical classic "The Jungle Book." To help promote the new television program, Disney will re-release "The Jungle Book" to theaters in the summer of 1990. And Disney is also planning two new theatricals, based on two of the programs in the children's block—"Duck Tales," scheduled for release in December 1989, and "Chip 'N' Dale," scheduled for release in 1990.

Buena Vista is banking on the success of *Duck Tales* to draw stations to consider an expanded block of Disney animated television programs, said Jacquemin. He also said stations will be pitched on the enhanced efficiencies of promoting and selling an entire block of related programs. *Duck Tales* averaged a 4.6 rating in November. The next highest rated animated shows in November were *The Real Ghostbusters* and *Teenage Mutant Ninja Turtles*, which tied with a 2.9.

Tale Spin, said Jacquemin, will offer stations some of the "most sophisticated and elaborate animation ever done for television." A typical half-hour of television animation, he said, contains perhaps 8,000 "cells," or individual drawings that are combined to create the program. By com-

parison, theatrical animation uses about 21,000 cells per half hour, providing much greater detail and more fluid character movement and expressions. *Tale Spin* will contain up to 20,000 cells, said Jacquemin, close to full theatrical animation.

Buena Vista will ask for two-year commitments for both *Tale Spin* and *Gummi Bears*, and will ask stations to commit to placing *Tale Spin* between 4 and 6 p.m., and *Gummi Bears* between 3 and 6 p.m. *Duck Tales* and *Rescue Rangers* were also sold in two-year cycles.

"By 1990, Disney will be up to full capacity" in first-run animation, said Jacquemin. On the drawing board, he added, is a plan to develop a first-run version of Disney's *Winnie the Pooh*, a first season Saturday morning cartoon on ABC that is leading its time period. *Pooh* would serve as a backup program for "The Disney Afternoon" time block.

Meanwhile, the Spielberg-Warner project, *Tiny Tunes*, was also billed last week as a project that will come very close to full theatrical animation. *Tunes* will also be a half-hour series designed as an afternoon children's strip in syndication (65 episodes, available fall 1990) with a possible simultaneous network run on Saturday mornings. Stations picking up the program in syndication will be asked to sign on for two years.

The program is a joint production effort of Spielberg and Warner Bros., and will be offered to stations on a barter basis, according to Dick Robertson, the executive in charge of all Lorimar program syndication activity, who presided over a press conference to announce the show at last week's INTV convention, along with Warner Bros. President Terry Semel and Spielberg. (Warner is expected to announce shortly that Robertson will head all of the Warner and Lorimar domestic program syndication, once the acquisition is complete.)

Executives at the press conference stressed repeatedly that the program would be one of the most expensive in its genre to produce, with Spielberg adding that the quality would come close to the "full animation" seen in recent theatricals such as "Roger Rabbit" and "Land Before Time," both of which he had a hand in producing. But the executives refused to offer even a ballpark estimate on the cost of the show.

Tiny Tunes will feature new, pint-sized versions of characters from Warner's *Looney Tunes* library of cartoons from the 1940's and 1950's, including Bugs Bunny, Daffy Duck, Yosemite Sam, Foghorn Leghorn and others. "I have known and loved the Warner Bros. characters," said Spielberg, adding, "With these characters, our goal will be to produce stories that can capture the imagination of the family television audience."

The new program announcements last week took some at the INTV show by surprise, since many independents are reevaluating their commitment to children's animated programming. In fact, the closing session at the convention was entitled, "Can We Afford to Stay in the Kids Business?"

Responding to that concern, Robertson

countered that the top children's programs are profitable for stations and said that, in essence, Warner was banking on Spielberg's ability to produce a program that will be a top ratings draw. Buena Vista's Jacquemin added that he saw the problem with the children's program market as a lack of quality programs. If stations televise quality children's programs, he said, kids will watch.

For the past several years, Jacquemin said, much of the new children's programming has been created for the sole purpose of marketing toys based on characters in the programs. Those programs, he said, were made on the cheap in Japan and turned around for a quick profit. The devaluation of the dollar against the yen largely prohibits that approach now, he said. "Our motivation is decidedly different," Jacquemin said. "We're focusing on the program, not the toy."

Meanwhile, other distributors at the convention last week focused on talking up previously announced projects or renewing existing programs. However, two other new programs, proposed for a fall 1989 debut, were launched by Genesis Entertainment and Harmony Gold.

The Harmony Gold project is a new game show strip called *Perception*, hosted by David Sparks and described as a high-tech visual puzzle game combining elements of *Jeopardy!* and *Concentration*. A co-production of Harmony Gold, ReteEuropa and Blumenthal-Waldo Productions, the show is being offered for cash plus one minute of barter. Harmony Gold earlier announced another new project, *All in a Day's Work*, a weekly reality show focusing on the offbeat ways some people make a living.

The Genesis program, a weekly talk show entitled *The Byron Allen Show*, is targeted for clearance on Saturdays in late fringe (see story, page 54). □

Panelists spar over cable, telco issues

Sparks flew during one INTV session featuring representatives from the cable, broadcast, motion picture and telephone industries. Cable came under repeated fire from all sides, as both Hollywood and broadcaster interests seemed willing to discuss the possibility of allowing telephone companies to enter the video business under certain conditions.

The panel was moderated by National Association of Broadcasters President Eddie Fritts, and FCC Commissioner James Quello served as the "inquisitor." Quello posed a number of questions to panelists: Mel Harris of Paramount; Kevin O'Brien with KTVU-TV Oakland; John Sodolski of the United States Telephone Association, and Robert Thomson, Tele-Communications Inc.

Thomson extended an olive branch to the independents, expressing TCI's support for

must carry legislation and its interest in cooperating with broadcasters. But his overtures seemed to fall on deaf ears.

Thomson told the INTV audience that telco entry into television poses a serious threat to the future of "free TV." A fiber broadband network, he continued, could spell an end to broadcasting as it operates today. "Why would Mel's studio (Paramount) do business with you when they can go directly to the telephone companies? It is a classic bypass technology," Thomson said.

Harris was quick to respond: "I am all choked up by the warmth of this cable industry that is so afraid of a single wire into the home." His remarks drew applause from the independents. "I believe we ought to have competition," said Harris, but he qualified his invitation by saying, "We would not welcome trading one 600-pound gorilla for a 900-pound gorilla."

O'Brien believes the specter of telco entry has made cable more responsive to broadcaster complaints about channel shifting and carriage. Moreover, he emphasized that bringing the telcos in to compete with cable is something to explore. However, the phone companies must guarantee broadcasters free carriage and delivery of a quality signal, he said.

A broadcaster whose independent station, WFLX-TV West Palm Beach, Fla., was shifted from channel 9 to its over-the-air assignment, channel 29, on a TCI system, rose from the audience to convey that "all is not peace and love." Although he was shifted, two other UHF stations were not, he said. Thomson said TCI's policy is that must-carry stations should be carried on channel and that he was "happy to look into it."

The ESPN baseball deal (see page 43) was another area of debate. O'Brien felt the agreement is "just the beginning" of what may lead to the disappearance of sports programming from free over-the-air TV.

But Thomson argued that cable is not "searching" for ways to divert programming from free TV to cable. "We did not seek to take Monday night football. They [NFL] came to us and said: 'We need more money. Can you do Sunday night?'" said the TCI spokesman in reference to the ESPN-NFL deal.

In between the squabbling, the USTA's Sodolski emphasized his industry's desire to work with broadcasters. Quello asked Sodolski whether telcos want to be competitive to cable or a replacement. "All we want is the ability to compete. We want to provide the same CATV service. We can do it better and cheaper than they [cable] can," he responded. He also predicted that if public policy affecting the telcos was altered today, 50% of American homes would be served by an interactive two-way, switched fiber network by the year 2000.

Because broadcasters and telephone industry executives know so little about each other's business, Sodolski suggested forming a "small industry-to-industry committee." Fritts said he welcomed that "opportunity" as well as establishing a similar arrangement with the cable industry. □

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Hall



Sajak

Paramount and CBS look for a piece of the late night action with Arsenio Hall and Pat Sajak, respectively

Paramount's syndicated *The Arsenio Hall Show*, which premiered Jan. 3, and CBS's *The Pat Sajak Show*, which was to premiere Jan. 9, are the two latest contenders for post-prime time viewers. While both programs will go up against late night king Johnny Carson on NBC, neither CBS nor Paramount are suggesting their shows will dethrone Carson. "That's not going to happen," Frank Kelly, senior vice president, programming, Paramount Domestic Television, acknowledged last week.

Instead, executives associated with both new programs suggest there is room for all three of the talk strips in late night. Michael Brockman, the CBS Entertainment vice president in charge of daytime, children's and late night programming, said that the success of *The Oprah Winfrey Show* and *Geraldo* in daytime, where at one time *Donahue* was the only game in town, demonstrates "that you can provide a similar vehicle distinguished by the personality and do fairly well."

Kelly agreed, noting that Paramount believes that Hall, who is 30, will attract a younger skewing audience than either Sajak, 42, or Carson, 63. "From a pure ratings standpoint, we hope to do two things," said Kelly. "Bring new viewers to

the time period and also attract existing late night viewers who aren't locked in on something."

The *Sajak* show has been cleared by CBS affiliates covering "about 90%" of the country, said Jerry Dominus, vice president, sales, CBS-TV. However, only about half of that coverage represents live clearance, with the other affiliates delaying the program by at least a half-hour. *Hall* has been cleared by between 93% and 94% of the country, on a mix of affiliate and independent stations, mostly at 11 p.m. or 11:30 p.m., with some exceptions.

Paramount is quite pleased with the reception of the program by stations. "I think it reflects station demand for talent," said Kelly. But CBS is also pleased with the reception by affiliates to *Sajak*. For one thing, the network's late night checkerboard schedule was cleared by only about 75% of the affiliate base, and many of those clearances were delayed by a week, said Dominus, making it more difficult to sell advertising.

"You've got to be realistic," said CBS's Brockman. "We didn't expect to come in and turn around [the network's late night problems] overnight." When stations can pick up an off-network syndication show and control all the inventory, said Brockman, "it's not easy for them to give the network back that time. Our expectation is that if we do a good job with [*Sajak*], down the road there will be significant growth in

live coverage."

Agency executives report that CBS is selling *Sajak* based on a projected performance of between a 3.5 rating and a 4 rating for its first 52 weeks. Paramount is projecting a 3.5 national rating for *Arsenio Hall*. However, Kelly of Paramount suggested that in Hall's case, as a syndication project, time period improvement, particularly in the top markets, will be the key to success, and not the national rating.

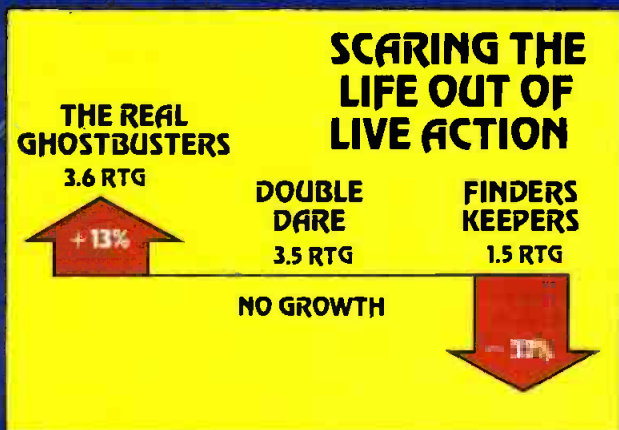
Sajak, for which CBS spent more than \$4 million to build a new sound stage at the network's Television City in Los Angeles, is averaging between \$16,000 and \$17,000 per 30-second spot, according to agency sources. The asking price for *Hall* is \$14,000 for the national spot time being sold, although agencies report paying a couple thousand dollars less than that. By comparison, *The Tonight Show* on NBC averages around \$45,000 per :30, a network executive said last week.

According to Mel Conner, senior vice president, director, network operations, Saatchi & Saatchi/DFS-Dorland, both CBS and Paramount, have taken, "a very realistic approach" toward selling their shows. "They know and acknowledge it's going to be a slow build," said Conner. In fact, Conner believes that regardless of what the two new shows do, "two years from now, Carson will still be the number one late night show," if he wants to be. But the newcomers, added Conner, "have an op-

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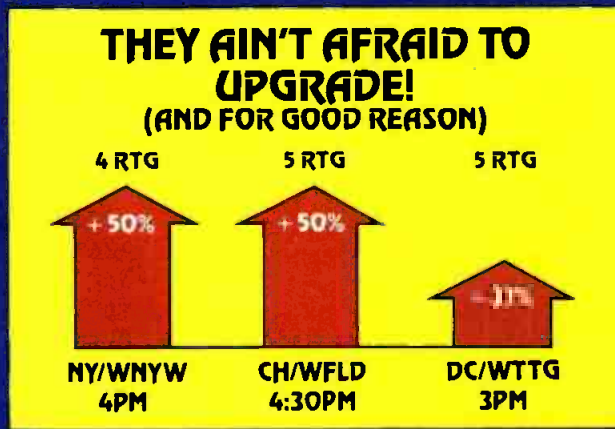
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portunity. In time they can make in-roads. No one stays number one forever." *Sajak* is 90% sold for the first quarter, including sales to charter advertisers that have agreed to commit at least \$2 million each to the program through next September, including, Bristol-Myers, Burger King, Suburu, Ralston-Purina, Hershey, Disney, Kodak, Nabisco and Quaker Oats.

National sales for *Arsenio* are being handled by International Advertising Sales, New York. Company president Brian Byrne said last week the program was 75% sold for the first quarter, with advertisers including Kraft, American Express, Burger King and Jimmy Dean sausage.

As to format, *Sajak* will be 90 minutes long (as Carson used to be before paring back to one hour), will be backed up by a band (led by Tom Scott), will average four guests nightly and will feature a desk a la Carson. Guests on the first show (Jan. 9) are to include Chevy Chase, Michael Gross, Joan Van Ark, and country singing group, the Judds.

Arsenio Hall lasts one hour, is backed by a band (led by Michael Wolff), will average three guests per night and uses a couch and chair but no desk. The first episode's guests (Jan. 3) included Leslie Nielsen, Brooke Shields and singer Luther Vandross.

CBS is banking on Pat Sajak's "comfortability," both with viewers and guests, while Paramount is trying to create a somewhat more festive, "party" atmosphere with Hall as the life of the party. □

Genesis tests waters with weekend, late night talk show

Company targets counterprogrammers to NBC's 'Saturday Night Live'

Banking on the continued success of new talk shows in syndication, Genesis Entertainment is looking to launch its seventh first-run syndicated program in its six-year history. The new show is a once-a-week Saturday late night talk/variety show starring Byron Allen (*Real People*), designed for CBS and ABC affiliates looking for counterprogramming to NBC's *Saturday Night Live*.

The program is also news because it is being financed by Allbritton Television Productions with Allen's BYCA Productions producing in association with Allbritton. The venture represents that group owner-publisher's entry into television program production.

According to Mike Moore, president of Allbritton flagship station, WJLA-TV Washington, the company's television production unit is sort of a "corporate R and D venture," with *The Byron Allen Show* as the first test. The five Allbritton stations are expected to carry the show, including WJLA-TV, at 11:30 p.m. Saturdays, said Moore.

The new one-hour show is targeted for launch in the fall of 1989, with 26 original



Allen

episodes (repeated once) offered on a barter basis (seven minutes of local time and six minutes of national). King World's barter sales division, Camelot Entertainment, will sell the barter time, Moore said.

Genesis will unveil the program at the NATPE International convention later this month in Houston. Each week, the program will feature four guests, including two musical guests (one pop artist and one R&B artist), as well as a comedian and a film star.

Gary Gannaway, chairman and chief executive officer, Genesis, said the company signed on as distributor of the program because, "I really believe in [Allen] as a talent and I think there is a glaring hole in the Saturday late night marketplace." Not only may some viewers be tiring of *SNL*'s brand of satirical skit humor, said Gannaway, but all stations are now looking a little harder at fringe time periods in an effort to maximize revenue.

"Some stations are missing their yearend [revenue projections] by 2% to 5%," said Gannaway. "As a result, the incremental time periods are now being looked with a little more scrutiny." Such time periods, he



Gannaway

said, "only have to add a little drop in the revenue bucket to make a viable contribution."

A pilot for *The Byron Allen Show* was recently completed and featured guests Roseanne Barr, R&B artist Jeffrey Osborne, pop artist Nia Peeples, and actor Robert Englund, who plays Freddy Kruger in the "Nightmare on Elm Street" film series and syndicated television series. Since leaving *Real People* in 1984, Allen has been touring the country as the opening act at music concerts.

For Genesis, *The Byron Allen Show* represents the second distribution deal it has signed in recent weeks. Last month, the company acquired the off-network syndication rights to *Highway to Heaven* from the show's producer, Michael Landon.

Last year, New World had those rights, but struggled in trying to sell the program on a cash basis, managing to clear just 30 markets, covering only 12% of the country. In a novel approach, Genesis plans to offer the show on a barter basis, retaining five national minutes, with stations keeping seven local minutes.

The risk, said Gannaway, is that while a cash sale keeps the show in circulation for several seasons, when sold on a barter basis, the program must generate significant ratings in year one or stations will pull it. The barter distribution effort has just begun, said Gannaway, with clearances so far in Detroit; Reno; Evansville, Ind., and Paducah, Ky.

In Los Angeles, independent KTLA(TV) bought the show on a cash basis. With the station accounting for a sizable 5% of the country, Genesis will have to find another program and station there to clear barter time on for advertisers buying into *Highway to Heaven*. Genesis hopes to come out of NATPE with the top 30 markets cleared for the show, Gannaway said.

The company also distributes two first-run properties, *The Great Escape* travel weekly, and the strip, *The Judge*, as well as *The Best of National Geographic*. Gannaway said it was likely *The Judge* would be renewed, while the jury is still out on *Great Escape*. □

Jim and Tammy try comeback

Televangelist and his wife are back on the air via unidentified angel's purchase of television time

Televangelists Jim and Tammy Bakker were back on the air Jan. 2 for the first time in almost two years, thanks mostly to an unidentified backer who financed satellite time, and to Chico, Calif.-based Video Program Network, which purchased over-the-air and cable system time in 13 markets last week for the defrocked former Assemblies of God minister, indicted on federal wire fraud charges late last year (BROADCASTING, Dec. 12, 1988).

In addition to buying time for the *Jim and Tammy Bakker* show on broadcast TV stations, said Video Program Network sales

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manager, Ron Sorensen, VPN is buying "slack time" on cable systems—windows created by incidents of program duplication triggering syndicated exclusivity blackouts. Broadcast network news and CNN aired excerpts of the one-hour daily program last Tuesday.

Video Program Network had distributed the Bakker's programming to broadcasters "before their troubles happened," said Sorensen, "so naturally we were approached." The Bakkers could not be reached for comment on the show, which was originating from a friend's home south of Charlotte, N.C.

VPN has purchased time and arranged regular airtimes for the show on cable systems in San Diego, Atlanta and Chico and on broadcast stations in Los Angeles, Philadelphia and Albany where VPN has bought 100% of the airtime on WOCD(TV), licensed to Amsterdam Broadcasting Inc, which could not be reached for comment.

Sorensen described VPN, which he said has no broadcast or cable interests itself, as a "humanitarian" and "religious" network and a member of the National Religious Broadcasters association. It distributes other religious programming, he said, but also sports, travel and "financial seminar" programs, some of which he said could be described as "program-length commercials."

The Bakkers "would have to be on a lot of networks other than ours" to reach their reported goal of 900-station distribution, he said. □

NFL on ESPN: lower ratings, but still profitable

Network expects 'modest profit' from 1988 NFL package; local ad sales boosted in many regions

Despite a drop in ratings, ESPN President and Chief Executive Officer Roger Werner said last week the sports service will make a

ESPN saw its cable-only ratings drop from a 10.6 in 1987 to a preliminary estimate of 9.3 in 1988, a 12% drop. But because ESPN continued to grow over all, the number of cable households watching fell only 8%, said Werner. The combined broadcast-cable ratings dropped from a



"modest profit" on its eight-game NFL Sunday night package.

12.4 in 1987 to a 10.4 in 1988.

What hurt ESPN were a number of games with lopsided scores. "We had a bunch of runaway games, and the ratings reflected that," Werner said. Indeed, the winning margin in four of the eight games was 22 points or more, including one 44-3 blowout, and several other games were low-scoring affairs, which also hurt the numbers.

Still, Werner expressed satisfaction. "This year we don't feel was a bad one," he said. "Financially, it wasn't a problem. After the first couple of games, we anticipated there might be shortfall [and] planned for that, so we don't have big makegood problems," he said. Any makegoods that are left, he said, are "a very small number." Like last year, Werner said, ESPN will make a modest profit, although "a little bit less" than in 1987. And, Werner points out, "The NFL still represents, by far, the highest rated programming series on cable television."

Next year will be the final year of ESPN's three-year deal with the NFL. "We're optimistic about it," said Werner, in that the parity in the league will produce a good schedule for ESPN. (Expanding on its international series of games, one of ESPN's four pre-season games this year [Aug. 5] will be live from Japan, giving it a 10 p.m. ET start time.)

Even though ESPN's national ratings were down, some cable operators did very well with ESPN's local advertising avails. For many systems, having NFL games to sell put their sales forces on the map. "From what I'm hearing, [local sales] had a very good year," said Werner. Indeed, Telectable nearly doubled the amount of revenue it received from a sports advertising

What's news

The presidential election dominated the three major TV networks' newscasts in terms of the number of stories devoted to it during 1988. The Center for Media and Public Affairs' annual survey of those newscasts turned up 2,201 stories on that subject. Only about one-third as many—645—were devoted to the second-ranked news topic, the Soviet Union and its leader, Mikhail Gorbachev. The other eight top news topics were Israel (603), U.S. economy (585), Persian Gulf (375), Panama's Manuel Noriega (359), health (319), defense (249), Nicaragua and the contras (238) and drug abuse (220).

The survey broke down the presidential election stories in terms of the good and bad press accorded the various candidates during the year, and found that the Democrats' vice presidential candidate, Texas Senator Lloyd Bentsen, and Democratic presidential hopeful the Rev. Jesse Jackson had received the best press. The report said 77% of the evaluations regarding Bentsen and 74% of those dealing with Jackson were positive. The Republican vice presidential candidate, Indiana Senator Dan Quayle, received the worst press among the major candidates—with only 34% positive evaluations. The presidential candidates—George Bush and Michael Dukakis—tied, each with 41% positive ratings.

In another year-end review of news stories, a survey of Associated Press member editors and broadcasters produced a list of 10 considered the most important. The presidential election and the earthquake that devastated Soviet Armenia were considered the top two stories of 1988. The others produced by the survey that was taken before the Pan Am airliner crash in Scotland last month: the drought that parched American farms last summer; the downing of the Iranian airliner by a U.S. warship in the Persian Gulf; America's reentry into space with the successful launch of the shuttle Discovery on Sept. 29; President Reagan's decision to reopen talks with the Palestine Liberation Organization; the end of the Iran-Iraq war; the damage being done to the environment; Gorbachev's announcement of Soviet troop reductions, and the forest fires that devastated national parks.

A separate AP survey, of foreign newspaper editors, revealed a difference in journalistic perception. The top story, in their view, was the U.S.-Soviet summit in Moscow and the first steps in implementing the Intermediate Nuclear Forces treaty. That story was not even on the U.S. list. The end of the Iran-Iraq war ranked second in the foreign editors' view, not seventh, as in the U.S. survey.

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For information and clearances, call Mary Mandabach or Shawn Dukes at (317) 843-0060, fax 317-844-1243, or telex, 910-240-9343 immediately, or write TelX Entertainment, 9100 Keystone Crossing, Suite 725, Indianapolis, Indiana, 46240.

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package it sold that included ESPN spots. Jerry Machovina, corporate director of ad sales, said Telecable took in \$1.25 million in 1987 and \$2.1 million in 1988 in the packages (priced roughly at \$40,000), in which NFL spots are sold with ESPN college football and other spots.

Machovina said that since local ratings are not available, Telecable sells on the association with a premium property. Although Telecable lost 50 of its 160 clients, it picked up 130 new ones, giving it 240 sponsors over all in 1988 for the ESPN package. That pushed up revenue, said Machovina, as did limiting the number of spots within the NFL games from three to two per advertiser. The boost from ESPN is helping local advertising in general at Telecable, he said. Local ad revenue jumped from \$5.2 million in 1987 to \$7.5 million in 1988, and Machovina projects it to hit \$11 million in 1989. □

'Affair' advancing. Fox's *A Current Affair* is claiming improved clearances and placement for 1989. Jeff Erdel, spokesman for the series, said that as of today, Jan. 9, the show will be cleared in five new markets, including Denver (KCNC-TV), the last top-20 market to sign up. The four other stations now introducing the show are WESH-TV Orlando, Fla.; WXII-TV Greensboro, N.C.; WFR-TV Rockford, Ill., and WICV-TV Erie, Pa. Erdel said *A Current Affair* will have improved clearance in San Francisco where the show is moving from midnight on KGO-TV to 4 p.m. on KRON-TV. Last Monday, Jan. 2, the show moved from midnight on WPLG-TV Miami to 7 p.m. on WRVJ-TV. Erdel said that in the 134 markets where *A Current Affair* is carried, 50 stations run it in prime time access, while "most of the others carry it in early fringe."

More captioning. According to the National Captioning Institute, captioned prime time programming on the three major TV networks will increase 20% for the 1988-89 television season. The increase brings the total captioned prime time schedule to 95%. For the fourth consecutive season, ABC and its producers will provide funding for the network's entire prime time schedule. Both CBS and NBC currently underwrite funding for one-third of their prime time schedules. Also, due to a grant from the U.S. Department of Education to NCI, hearing-impaired sports fans will be able to enjoy closed-captioned broadcasts of events including the Super Bowl, NCAA, NBA and NFL championships. The grant, coupled with monies contributed by the three networks and ESPN, enables to NCI to close caption several hundred hours of sporting events in 1989.

Week 15: Three-net slump continues

The three networks delivered a combined 38.1 rating for week 15 (ended Jan. 1), or 34.4 million households, considerably lower than last season's week 15 delivery of 37 million households. Historically, week 14 is a mid-season low point for network prime time ratings, with ratings numbers beginning to bounce back during weeks 15 and 16.

This season's upward trend seems to have been delayed somewhat: Week 14 registered a combined 36.3 rating, the lowest number for all three networks so far this season. Week 15's 38.1 rating brought with it a very small increase—only 1.8 rating points—from week 14. The 1987-88 increase was from a week 14 rating of 36.8 to a week 15 rating of 41.8; a move up of five rating points. The 1986-87 increase was from a 41.2 for week 14 to a 46.1 for week 15, a 4.9 point increase.

At press time last week, prime time ratings averages were available for the first three nights of week 16 (Monday, Jan. 2, through Wednesday, Jan. 4), with each night showing an increase over the previous week's evening averages.

The combined ratings for the Big Three on Monday (Jan. 2) was up only 0.3 rating points from week 15's 38.2, to a 38.5. Tuesday's evening average was up 8.1 rating points, from week 15's 40.6. Wednesday's 41.9 average showed an increase over week 15's 36.3.

Turning back to the specifics of week 15, NBC won the week with

a 13.6 rating and a 23.2 share—the network's lowest winning numbers this season. CBS edged into second place with a 12.3/21.2, narrowly beating ABC's 12.2/20.8. CBS's average was up 1.9 rating points over its week 14 rating average of 10.9.

CBS managed to take the top three slots in the weekly rankings (see chart), with its Sunday lineup. The *CBS Sunday Movie*, *The Karen Carpenter Story* took the top slot with a 26.3/41. Second place went to *Murder, She Wrote's* 22.9/36. *60 Minutes* came in third (21.9/36). Fourth place went to ABC's *Roseanne*, registering a 21.2/33, according to Nielsen. (An ABC ranking of week 15's programming lists CBS's NFC playoff post-game show as registering a 21.4/38, and thereby taking fourth place, ahead of *Roseanne*.)

CBS also won the evening news race, posting a 12.1/22 over ABC's 11.4/21 and NBC's 11.2/21.

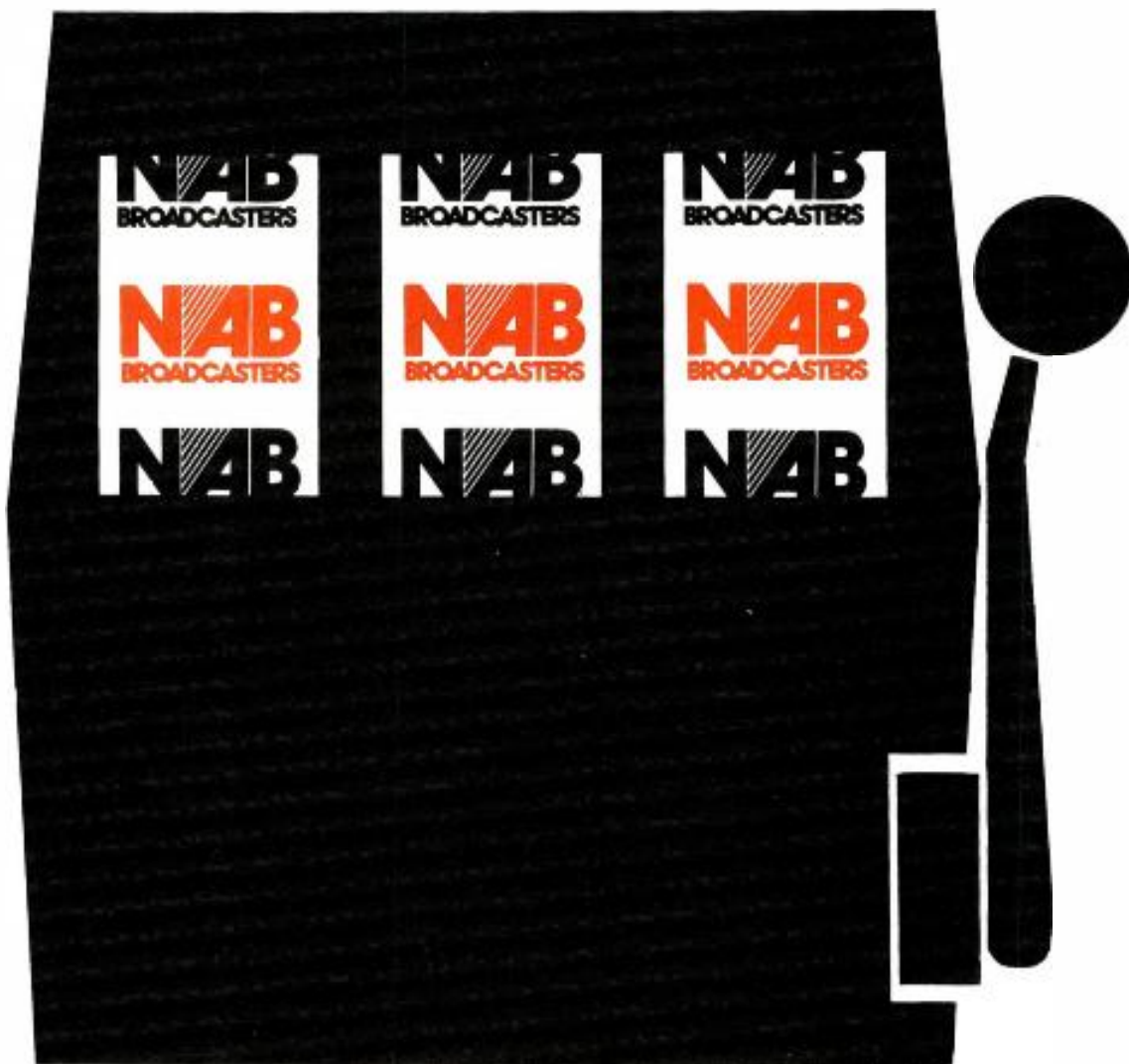
CBS won Monday and Sunday nights. NBC took Tuesday, Thursday and Saturday. ABC won Wednesday and Friday.

■ In the Arbitron metered markets, the *CBS Sunday Movie* ranked first in seven out of the 14 total markets. ABC's *Roseanne* ranked first in two markets, Chicago and Houston. CBS's *Murder, She Wrote* took first place in Boston, while that network's *60 Minutes* ranked first in Washington, D.C. (followed by the *CBS Sunday Movie*). NBC's *Cosby* ranked first in Detroit. ABC's *Who's the Boss?* won in New York. In Miami, CBS's NFC post-game show ranked first, followed by *60 Minutes*.

Nielsen	Net	Show	Nielsen	Net	Show	Nielsen	Net	Show			
1.	26.3/41	C	CBS Sunday Movie	25.	13.7/24	N	Midnight Caller	49.	8.8/15	N	Magical World of Disney
2.	22.9/36	C	Murder, She Wrote	26.	13.6/23	A	Growing Pains Special	50.	8.6/15	C	Kennedy Center Honors
3.	21.9/36	C	60 Minutes	27.	13.5/23	A	Mr. Belvedere	51.	8.4/14	C	48 Hours
4.	21.2/33	A	Roseanne	28.	13.3/22	A	Moonlighting	52.	8.1/14	A	Burning Questions: Kids
5.	20.9/34	N	Cosby Show	29.	13.2/21	A	Ice Capades	53.	8.0/14	C	Beauty and the Beast
6.	18.7/30	N	Cheers	30.	13.0/23	N	NBC Friday Movie	54.	8.0/13	C	Happy New Year, C. Brown
7.	18.6/30	A	Who's the Boss?	31.	12.8/21	C	Newhart	55.	7.9/13	A	Mission: Impossible
8.	18.0/29	N	Different World	32.	12.8/20	N	Family Ties	56.	7.7/14	A	Koppel Report
9.	17.8/29	N	Unsolved Mysteries	33.	12.8/27	N	Hunter	57.	7.2/11	F	Married...With Children
10.	17.5/28	N	In the Heat of the Night	34.	12.8/20	N	NBC Sunday Movie	58.	6.7/11	F	America's Most Wanted
11.	16.8/27	N	Matlock	35.	12.7/23	A	China Beach	59.	6.5/13	C	Dirty Dancing
12.	15.2/24	N	Dear John	36.	12.7/23	A	20/20	60.	6.2/12	C	Simon and Simon
13.	15.2/25	N	Night Court	37.	12.7/26	N	Empty Nest	61.	6.1/10	C	Annie McGuire
14.	15.0/25	A	Growing Pains	38.	12.6/20	A	ABC Sunday Movie	62.	6.0/10	C	Dirty Dancing Special
15.	15.0/25	N	ALF's Christmas Special	39.	12.3/21	N	NBC Monday Movie	63.	5.7/10	N	Sarafina!
16.	15.0/30	N	Golden Girls	40.	12.1/20	A	ABC Monday Movie	64.	5.6/11	C	Raising Miranda
17.	14.9/25	C	CBS Monday Movie	41.	11.9/20	A	Hooperman	65.	4.7/10	C	West 57th
18.	14.7/26	N	L.A. Law	42.	11.3/20	C	Equalizer	66.	4.4/7	F	21 Jump Street
19.	14.6/24	A	Head of the Class	43.	11.0/17	N	Day By Day	67.	3.6/7	F	Reporters
20.	14.3/25	A	Full House	44.	10.9/22	A	ABC Saturday Movie	68.	3.5/5	F	Garry Shandling Show
21.	14.3/25	C	Knots Landing	45.	10.8/21	N	Orange Bowl Parade	69.	3.1/5	F	Tracey Ullman Show
22.	14.2/23	A	Wonder Years	46.	10.6/18	C	CBS Tuesday Movie	70.	2.6/4	F	Duet
23.	13.7/24	A	Perfect Strangers	47.	10.1/16	C	Paradise	71.	2.2/4	F	Beyond Tomorrow
24.	13.7/22	C	Kate and Allie	48.	9.5/16	A	Incredible Sunday				

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Harnessing radio's strengths for television

Some say that TV industry, faced with audience fragmentation and soft ad growth, is looking to radio for examples of overcoming difficult times

The line between managing radio and television properties appears to be blurring. At least four radio-television group owners positioned radio executives in charge of all broadcast properties in 1988, while some radio-only groups are becoming increasingly aggressive in their acquisition of television properties.

Some observers contend that the television industry, faced with audience fragmentation and soft advertising growth, may be looking to the radio industry to tap into its ability to overcome difficult phases. Perseverance, after all, is a word that comes up often when discussing the history of radio. During the early 1950's, with the advent of television eating away at its audience, radio endured. Some say that the radio industry, well equipped to overcome adversity, is now taking the ball and running with it.

"They're just having a helluva time," said George Gillett, chairman of Gillett



Berger



Clark



Rosenwald



Wagner

Holdings Inc., which controls the largest nonnetwork-owned television affiliate group in the country. He said that he expects radio operators to become "increasingly aggressive" in buying television properties, adding: "It's a perfect situation for people in the radio business, because with all of the [media] beating up that's occurred toward television, they're now able to buy TV cheaper as a multiple than radio and it's a better business."

Gillett is quick to praise the broadcast management skills of radio executives, particularly in the areas of audience niching, creative promotion, creative selling, event selling, market research and, especially, market positioning. "The things that they are so good at, television has historically not been particularly good at," he said. "The television business for years has been a relatively easy business," he added, "and radio's been a very tough business."

Radio Advertising Bureau's Daniel Flamberg, senior vice president for marketing and communications, points to several factors as having changed the nature of the television business: independents playing a much bigger role; audience erosion by cable and other alternative media, and changes in audience lifestyles and demographics. "It's like a watershed for television," he said, "in the same way that the advent of television was a watershed period in the development of radio sales strategies and management strategies."

Long-time radio executives who last year rose to head major radio-television broadcast groups include Steve Berger, president, Nationwide Communications Inc.; Bill Clark, president, Shamrock Broadcasting Inc.; John G. (Gil) Rosenwald, president and chief operating officer, Malrite Communications Group Inc., and Carl J. Wagner, president of the broadcast group of Great American Broadcasting Co.

Wagner was named president of the broadcast group of Great American when the company combined its radio and television operations in February 1988. His 29-year career with Great American had included several radio titles, including that of radio group president since 1974.

"Television, I think, has been a little slow to react to the competition," said Wagner. "We have to get better at it," he added, "particularly in borrowing from the radio industry's ability to promote itself."

"The kinds of skills required in radio in the 1960's and 70's are the kinds of skills necessary in television in the 1980's and 90's," said Charles Mechem, chairman, Great American, discussing Wagner's new position. Radio executives, he said, are particularly attuned to the importance of promotion, local business and local programming, hands-on management and around-the-

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ATTENTION: WOMEN WHO SOUGHT EMPLOYMENT WITH THE VOICE OF AMERICA (VOA), THE UNITED STATES INFORMATION AGENCY (USIA), OR THE UNITED STATES INTERNATIONAL COMMUNICATION AGENCY (USICA) BETWEEN OCTOBER 8, 1974 AND NOVEMBER 16, 1984.

**YOU MAY BE A VICTIM OF SEX DISCRIMINATION
ENTITLED TO A MONETARY AWARD AND A POSITION WITH THE AGENCY.
UNITED STATES DISTRICT COURT FOR THE DISTRICT OF COLUMBIA**

CAROLEE BRADY HARTMAN, et al.,
Plaintiffs,

v.

CHARLES Z. WICK,
Defendant

Civil Action No. 77-2019
Judge Charles R. Richey

PUBLIC NOTICE

On November 16, 1984, the United States District Court for the District of Columbia found in this class action lawsuit that the United States Information Agency (USIA or the Agency), including the Voice of America (VOA), is liable for sex discrimination against female applicants for the following positions at the Agency. The USIA was also formerly known as the United States International Communication Agency (USICA). On January 19, 1988, the Court issued its opinion ordering relief in a variety of forms to potential class members. Accordingly, this case is now in the remedial phase.

JOBS COVERED

Specifically, the Court has found that the Agency has discriminated against women in hiring in the following jobs:

- Electronic Technician (Occupational Series 856)
- Foreign Language Broadcaster (Occupational Series 1048)
- International Radio Broadcaster (Other) (Occupational Series 1001)
- International Radio Broadcaster (English) (Occupational Series 1001)
- Production Specialist (Occupational Series 1071)
- Writer/Editor (Occupational Series 1082)
- Foreign Information Specialist/Foreign Affairs Specialist/Foreign Service Information Officer/Foreign Service Officer (Occupational Series 1085 and 130)
- Radio Broadcast Technician (Occupational Series 3940)

WHO IS INCLUDED

All women who sought employment with the Agency in any of the jobs listed above between October 8, 1974 and November 16, 1984 and were not hired may be eligible for relief. Also included are those women who were discouraged from applying for these positions during that time period. Even those women subsequently hired by the Agency in some capacity may be entitled to participate in the remedial phase of this case.

Women who sought employment with the Agency as Foreign Service Officers or Foreign Service Information Officers may be eligible for different kinds of relief depending upon the date of application and whether they sought employment at the entry level or mid-level. Women who sought employment with the Agency as entry level Foreign Service Officers or Foreign Service Information Officers in the years 1974-1977 must use the procedure outlined below. Women who sought employment with the Agency as mid-level Foreign Service Officers or Foreign Service Information Officers in the years 1974-1984 must also use the procedure outlined below. However, women who sought employment with the Agency as entry level Foreign Service Officers or Foreign Service Information Officers in the years 1978-1984 cannot use the procedure outlined below, since the Court has ordered an alternative form of relief for them and selected women in this group will be notified individually as to their rights.

RELIEF AVAILABLE AND HOW TO OBTAIN IT

Relief available to class members may include a monetary award and/or priority consideration for a current position with the Agency. If you think you may be entitled to relief, you must obtain a claim form, complete it fully, and return it to counsel for the plaintiff class, Bruce A. Fredrickson, Esq., Webster & Fredrickson, 1819 H Street, N.W., Suite 300, Washington, D.C. 20006 (202/659-8515), postmarked no later than July 15, 1989.

You may obtain a claim form in person and/or in writing from several sources: counsel for the plaintiff class, whose address is listed above; in person from USIA, Front Lobby, 301-4th Street, S.W., Washington, D.C. (8:15am-5:00pm), Office of Personnel Management (OPM), Federal Job Information Center (First Floor, Room 1425), 1900 E Street, N.W., Washington, D.C. (8:30am-2:30pm), or from area OPM Offices throughout the country; in writing, VOA-Hartman, P.O. Box 400, Washington, D.C. 20044. You should carefully consider all questions on the claim form, sign it, and return it to counsel for the plaintiffs. Do not, under any circumstances, return the claim form to the Judge, the Court or the Clerk of the Court. The Judge, the Court and the Clerk of the Court will not accept the claim forms and will not forward claim forms to plaintiffs' counsel.

PROCESSING OF CLAIMS

The process for handling claims has not been finally decided. Thus far, the Court has ordered that responding class members demonstrate their potential entitlement to relief at an individual hearing to be scheduled at a later date. However, the Court has reserved the right to reconsider this procedure in the event the number of claims filed makes this approach unmanageable.

Should individual hearings be used, you will be fully informed as to the date and time of your hearing. Moreover, you will be entitled to legal representation by counsel for the plaintiff class or his designee at no cost to you. Legal counsel will discuss your claim with you prior to your hearing, help you prepare your case and represent you at your hearing. You may, of course, retain your own attorney to represent you, if you so desire.

At the individual hearing, you will be asked to demonstrate your potential entitlement to relief by showing that you applied for one or more of the covered positions during the period October 8, 1974 and November 16, 1984 and that you were rejected, or that you were discouraged from applying. Evidence may be required in the form of testimony, documents, or both. Once you have demonstrated these facts, USIA is required to prove, by clear and convincing evidence, that you were not hired (for each position for which you applied) for a legitimate, non-discriminatory reason, such as failure to possess requisite qualifications. Should USIA make such a showing, you would then be entitled to demonstrate that the Agency's reason is merely a cover for sex discrimination or unworthy of belief.

Following the hearing, the Presiding Official will decide whether you are entitled to relief and, if so, what relief is appropriate. You may be entitled to wages and benefits you would have earned if you had been hired (back pay) from the date of your rejection until the date relief is approved. Under the law, back pay is offset by earnings you may have had during the period. In addition, you may be found to be entitled to front pay (that is, compensation into the future until an appropriate position is afforded you). Similarly, you may be found to be entitled to priority consideration for employment with the Agency. If hired, you may further be entitled to retroactive seniority with the associated benefits and the value of any promotions you would likely have had if you had not suffered discrimination.

REQUIRED STEPS TO FILE YOUR CLAIM

To participate in the remedial phase, you must fully complete the claim form and return it, POSTMARKED NO LATER THAN July 15, 1989, to counsel for the plaintiff class. Your failure to do so will result in your losing all rights you may have in this lawsuit. If you have questions about your rights or procedures available to you, you may contact counsel for the plaintiff class:

Bruce A. Fredrickson
Webster & Fredrickson
1819 H Street, N.W., Suite 300
Washington, D.C. 20006
(202/659-8515)

October 4, 1988

Date

/s/ Judge Charles R. Richey

United States District Court
Judge Charles R. Richey

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clock dynamic programing. "You can't simply rely on programing in television to be automatically effective because of the increasing competition," he said.

Malrite chairman and chief executive officer Milton Maltz selected Gil Rosenwald as radio-television broadcast group president after the executive's years of experience in various radio station management capacities. Rosenwald's positions included stints as account executive at WHK(AM) Cleveland; general sales manager of WHK(AM)-WMMS(FM) and eventually vice president and general manager of both stations.

"We kind of favored a lot of our radio guys over the decade," said Maltz; the company expanded to include television 1976. Nevertheless, he said, the company looks for people-oriented, aggressive marketers regardless of broadcasting orientation. "I don't like to label them as radio or television; if they're good, they'll make it in our organization," he said.

At Shamrock Broadcasting, President Bill Clark spent seven years as president of the company's radio division prior to his November 1988 appointment as the company's overall president. In his new position, he oversees 15 radio stations and three television stations.

"People are offering up some fairly woeiful predictions about what's going to happen to certain aspects of the television business," said Clark. When radio was backed into a similar corner, he said, operators became more aggressive marketers and better salespeople. "I think we learned how to operate in an extremely competitive world," he said.

Steve Berger, named president of Nationwide Communications in September 1988, had served as the company's radio vice president since 1982. Prior to that, his work with several radio stations in various capacities included positions as account executive, KQV(AM) Pittsburgh and vice president and general manager, WDVE(FM) Pittsburgh.

Pete Frenzer, executive vice president, investments, Nationwide Mutual Insurance Co. (parent company of Nationwide Communications), said Berger's appointment

Don't touch that dial. In an attempt to adapt a radio drama format to "the way people use radio today—with a lot of dial twisting," Fort Edward, N.Y.-based producer, ZBS Foundation has created 90 episodes of *Saratoga Springs*, with each self-contained episode running three-to-four minutes. With a launch in March over a projected 500 noncommercial stations in the U.S., Canada and Australia and over Armed Forces Radio, said ZBS. The drama will air daily for 18 weeks, then will be re-edited as 13 half-hours aired weekly. Produced in association with noncommercial KCRW(FM) Santa Monica, Calif., the series is funded by that station, the Corporation for Public Broadcasting, the National Endowment for the Arts and the New York State Council on the Arts.

AM improvement generates more suggestions

was intended to develop creative ways to deal with what he described as a "mature" television market. "It's kind of the way people thought about radio, when we switched from AM to FM and when television was really starting to take away the radio market," he said. "To make those kinds of businesses turn around and go again, it takes a different way of looking at things and a lot of imagination and a lot of creativity."

Berger is proud to point out such creativity at the company's WBAY-TV Green Bay, Wis., where the station last month celebrated the holidays by piling gifts from its "Toys for Tots" campaign onto its news set. "In television, it's time to break the rules," said Berger.

"Television is fragmenting, and they really need people who deal with fragmentation," said Berger. "Lord knows, radio's been dealing with fragmentation for years."

Radio executives moving up to head existing radio-television groups are just one side of the coin; on the other side, radio-only groups can be found looking toward acquiring television properties. The move to buy television properties is a "natural" area of growth for existing radio groups, said Gillett, since they appear to have the know-how to operate television stations and can now buy such properties at less expensive multiples than radio stations.

"They're chuckling, and they're going to chuckle all the way to the bank with these opportunities," said Gillett, adding that he anticipates radio groups will become increasingly aggressive negotiators this year.

Clear Channel Communications, for example, last year established a subsidiary, Clear Channel Television, with the goal of acquiring television properties. Indianapolis-based Emmis Broadcasting has also made no secret of its plans to expand its radio-only base to include television properties.

"Maybe the skills that we've had to live with and know to survive in radio are now more apropos for television," said Emmis President Jeff Smulyan. Specifically, he said, the increasingly competitive television industry may be looking now toward radio executives for expertise in marketing, research, programing and local sales.

Smulyan hopes those crossover skills will guide Emmis through its own planned entry to television station ownership. He said the company, which attempted to acquire Indianapolis independent WTTV(TV) last year, aims to have its first television property by 1990 at the latest.

"For a company like ours, where 10 of its 12 FM slots are filled, there's not much more to do in radio. So, by definition, we're forced into TV," said Smulyan. "It's certainly the closest allied industry."

"Television and radio are not all that different," added Berger. "The bottom line is that TV, like radio, is entertainment."

For many in the radio industry, the current wave of attention is a positive one. "Radio people have had a kind of self-imposed inferiority complex," said Flamberg, "and these kinds of moves go a long way to reversing that." □

Comments on FCC's planned changes in groundwave calculation are in favor of proposal, urge commission to find money necessary for implementation

The FCC has again received support for its efforts to improve AM radio transmission. Comments in response to the commission's proposed new curves to calculate AM groundwave propagation were unanimously supportive. That support matched the favorable comments received late last month for proposals to adopt new methods of calculating field strength and nighttime protection ratios and to enhance the nighttime operation of daytime AM stations (BROADCASTING, Jan. 2).

But unlike the earlier round of comments, there was a point of disagreement over implementation. Most of those responding to the first batch of comments requested that all AM improvement provisions be adopted together rather than in a "piecemeal" fashion. Some commentators on the groundwave proposal claimed that adopting each proposal separately will do no harm.

The Washington consulting engineering firm of du Treil, Lundin & Rackerley praised the proposed propagation curves and the new computer program devised by the FCC's Office of Engineering and Technology. "This program represents the most advanced method of calculating groundwave field strengths available at this time," it said. The firm recommended use of the program itself over the proposed curve for individual stations' calculations as a way to more accurately predict field strength, but said that both the curve and program are improvements over the current curve.

"In some cases, the standards proposed to be modified have been in use for almost 50 years," wrote the Association for Broadcast Engineering Standards (ABES). "In other respects...changes have been made over the intervening years in a less than systematic manner." In supporting the FCC's proposal, ABES also praised the commission's stated desire to revise its

"M3 map" which charts the conductivity of soil throughout the U.S. In its order for the groundwave propagation rulemaking, however, the FCC said that "there are no funds available for such a project and, in view of budget restrictions, it is not anticipated that such funding would be available any time in the near future."

ABES responded that "given the importance of the matter, however, we urge the commission to place the issue of such funding high among its priorities." CBS, owner of seven AM stations, was among those to write in favor of the ABES position.

The National Association of Broadcasters wrote in rebuttal that "the first commission priority should be to improve accuracy in its groundwave propagation curves." While an improved M3 map would reduce research costs for new AM station applicants, it pointed out that there are not currently many applicants for new AM stations.

Those who picked up their earlier arguments for simultaneous adoption of the several AM improvement items included NAB, Clear Channel Broadcasting Service, Cox Enterprises and du Treil, Lundin & Rackerley. Clear Channel called for implementation "in a coherent and parallel fashion with other AM improvements. By so doing, the commission will avoid creating situations in which protection limits may change once modifications have been sought or granted."

Others argued that separate adoption of the groundwave propagation curves would be preferable. Because the various AM improvement rulemakings have been released simultaneously "it is to be anticipated that...the new rules could become effective at approximately the same time," ABES wrote. "The use of more accurate methods of groundwave field strength calculation should not be delayed indefinitely," said consulting engineer Karl D. Lahm. "Should enough controversy develop in related proceedings...the use of the proposed method for allocations purposes could be delayed for years." □

'Evening' tryouts. Minnesota Public Radio will provide a second-season preview of its weekly variety show *Good Evening*, Jan. 10, at 1 p.m. (ET), offering 160 American Public Radio affiliates an opportunity to sample the work of upcoming guest hosts. Following host Noah Adams's decisions to leave the show and to rejoin National Public Radio's *All Things Considered* (BROADCASTING, Jan. 2), MPR began lining up guest hosts, one of whom could become the permanent host beginning next fall. They are storyteller Donald Davis, Jan. 14; singer Maura O'Connell, Jan. 21; actor-storyteller Dan Rowles, Jan. 28; humorist Gamble Rogers, Feb. 7; storyteller Susan Klein, Feb. 11; radio comic actor (and *Duck's Brunch Mystery Theater's* "Dr. Science") Dan Coffey, Feb. 18, and singer-songwriter Claudia Schmidt, Feb. 25.

Coordination. Following a precedent established over the past several years, the FCC has temporarily suspended Section 74.24 of its rules in the Washington area from Jan. 16 to 21 to accommodate those using auxiliary spectrum space during the presidential inauguration of George Bush. With the suspension of the rule, auxiliary spectrum use will be coordinated by a local broadcaster, Richard Harvey of the Washington Executive Broadcast Engineers (202-975-3187). The rule has been suspended a number of times in recent years when heavy use of ENG equipment was expected, most recently at the Republican and Democratic National Conventions last year.

TCI: Transforming Corporate Image

In effort to disarm cable critics and preserve current regulatory climate, country's preeminent MSO works to change negative attitudes about company by taking moderate positions on issues, improving relations with broadcasters, courting city regulators

Tele-Communications Inc. is cleaning up its act.

Over the past two or three years, the nation's largest cable operator has been attempting to shed its "Darth Vader" image by courting city cable regulators, taking moderate positions on regulatory issues, improving relations with broadcasters and programmers and becoming an all-around good corporate citizen.

Times are good for the cable industry and, like other major cable operators, TCI wants nothing more than to preserve the current regulatory and legal climates that give operators considerable freedom in marketing and pricing, puts few restrictions on the buying and selling of cable systems and protects them from head-to-head competition.

TCI's good behavior and improved public relations are intended, in part, to disarm cable's critics who use TCI's past excesses—some real, some imagined—to paint cable as an uncontrolled monopoly and in need of new regulatory constraints or some serious competition. And to a certain extent, TCI has achieved its goal.

"TCI has been working very hard to change its image from pretty heavy handed to one that is more sensitive to others in the field," said Al Swift (D-Wash.), a senior member of the House Telecommunications Subcommittee and a frequent critic of cable last year. "The degree to which they are successful will play a large part in whether or not we legislate [to reregulate cable]," the lawmaker said. "If TCI continued to act as it used to, you'd be in a headlong rush for legislation."

Washington observers anticipate no "headlong rush" to tamper with the status quo of cable during the 101st Congress, and, as Swift suggested, that is at least partially attributable to TCI's effort. "With Congress, TCI is in much, much better shape than it was two or three years ago," said Bert Carp, vice president for government affairs, Turner Broadcasting System, and the former executive vice president of the National Cable Television Association. "They have been responsive, and you get credit for that," he said. "It's been one of the big reasons the industry hasn't suffered any serious setbacks [in Congress] in the last couple of years."

The evidence of a "new" TCI is mounting:

- TCI has promised to adhere to the

FCC's last set of must-carry rules requiring cable systems to carry local broadcast signals, reflecting a compromise between broadcasters and cable operators, even though a federal appeals court struck them down as a violation of the First Amendment rights of operators.

- TCI has said it would agree to phase-out of the compulsory copyright license, except for systems in underserved markets and for the carriage of local signals. The license facilitates cable systems' carriage of distant broadcast signals.

with major motion picture studios to ameliorate studios' concerns about cable operators' growing power in the programming marketplace.

- In the wake of the PTL sex-and-money scandal, TCI helped create last year the Vision Interfaith Satellite Network, representing around 20 "mainstream" religious denominations, some of which had little previous television exposure.

- In early 1987, TCI made a complete commitment to C-SPAN, the cable industry's public affairs network. Since then,

TCI TELE-COMMUNICATIONS, INC.

- After the FCC reimposed its syndicated exclusivity rules last year, TCI said it could live with them if the way they are implemented were modified. The so-called syndex rules require cable systems to delete programs on distant signals that duplicate programs on local signals.

- TCI reached agreement last year with the National Association of Public Television Stations to carry some noncommercial stations on more desirable channels, and dropped the plan to reassign channels of many broadcast signals as part of its marketing strategy.

- TCI President John Malone is among several cable executives now negotiating

carriage of C-SPAN by TCI systems has risen from 22% to 100%.

- After TCI decided to distribute network-affiliated television stations in Denver via satellite to cable systems and backyard dish owners, it headed off trouble with networks by agreeing to deal only with dish owners unable to receive signals off air. (Agreement was subsequently codified last year in federal law.)

- Through the affiliated Netlink USA, TCI systems are actively marketing cable programming to backyard dish owners, winning friends in the home satellite industry—those that make and sell the dishes.

- TCI has discouraged cable networks from acquiring rights to Major League Baseball playoffs, not only because it believes they were overpriced, but also because it fears it would cause an anti-siphoning backlash.

- TCI has worked to establish strong ties with such groups as the National Association of Telecommunications Officers and Advisers and the National Federation of Local Cable Programmers, sending executives to their conferences and sponsoring parts of them.

- Like other establishment cable operators, TCI has ceased challenging municipal franchising authority (and specific regulations) on First Amendment and antitrust grounds.

- Since the beginning of rate deregulation at the start of 1987, TCI has been less aggressive than most in raising rates. Its revenues-per-subscriber ranks among the lowest in the industry.

- And, just last month, it agreed to submit to limited rate regulation in Dubuque, Iowa, settling a lengthy dispute with the city.

When TCI began the buying binge in the early 1980's that eventually transformed it from just another cable multiple system op-



President John Malone

erator into the preeminent one, it already had a well-established reputation for providing second-rate service and for taking a hard line with municipalities in franchise negotiations. TCI's adversarial approach toward cities made for few friends among city officials.

(TCI was, indeed, quicker than most to take a city to court. When the city of Boulder, Colo., tried to stop TCI from wiring the entire city, TCI sued, alleging that the city's moratorium of cable construction violated antitrust law. The case led to a 1982 Supreme Court ruling that exposed cities to antitrust suits from any kind of city contractors.)

As it grew and became more powerful, TCI clashed not only with municipalities, but also with broadcasters, Hollywood producers, the upstart entrepreneurs of the home satellite industry and even with others within the cable industry, particularly cable programmers.

"There were some people in the organization who were very arrogant...and tough-nosed in their dealings with everyone," said Steve Effros, president, Community Antenna Television Association, who has followed TCI since his days at the FCC in the early 1970's. "So anywhere you went these guys were not loved in any way, shape or form. The lack of concern about contacting city officials before you did something...the simple PR stuff, the simple courtesies were just totally ignored. It got worse and worse until they were considered Peck's bad boy."

Because of its prominence, TCI has been the principal target of an anti-cable campaign waged intermittently over the past three years by the motion picture industry and elements of the broadcasting industry. After Congress enacted the Cable Communications Policy Act of 1984, which freed cable from rate regulation and otherwise limited municipal regulation, and after a federal appeals court the following year struck down the must-carry rules as unconstitutional, the producers and broadcasters became concerned that cable, in general, and TCI, in particular, were becoming too powerful. They continue to demand new restraints on TCI and the rest of the cable industry. In particular, they want caps on the number of subscribers one company can control and on the interest cable operators can have in programming.

TCI's PR push involves the company's top executives, starting with President John Malone, but, for nearly two years, it has been directed on a day-to-day basis by Robert Thomson, vice president, government relations. A former congressional lobbyist for the Carter White House, Thomson was hired in February 1987 not only to improve TCI's standing in Washington, but also in the thousands of municipalities where TCI does business.

Preston Padden, president of the Association of Independent Television Stations, has been one of TCI's toughest critics, but acknowledges that Thomson has done the job for TCI. "He is exactly what that company needed," said Padden. "He has done a terrific job. TCI is one hell of a lot better off since they hired him."

Carp, who worked with Thomson at the

Carter White House and recommended him to TCI, also praises the job he has done. "But anybody who is successful in this kind of a role is only successful because senior management has a commitment to make it work," he said. "You can advise someone all day, but if they aren't listening, it doesn't help."

TCI officials said they really have not changed much, that their basic policies and operating philosophies are the same as they always were. But, they also said, they are taking into consideration the impact of business decisions on broadcasters, municipalities and others and trying to explain their positions more clearly.

"We run a lean company at the top," explained TCI Executive Vice President J.C. Sparkman. "We were so busy building a company...that we didn't realize that some people didn't understand us," he said. "If you are doing a good job, you have to tell people about it."

With TCI the subject of much negative rhetoric in Washington, Thomson said, it is important for TCI to define itself. "If you don't paint your own picture, someone else paints it for you."

According to Sparkman, TCI has long held moderate views on such cable-broadcasting issues as must carry and the compulsory license. Indeed, TCI was not among those cable operators pushing the courts to strike down must carry, and it was a supporter of the compromise with the broadcasters that led to the FCC's adoption of a new set of must-carry rules in 1986. (The courts later found the new set of rules equally unconstitutional.)

The National Cable Television Association, in which TCI is an important force, is prepared to support the National Association of Broadcasters' effort to persuade Congress to adopt a constitutionally sound must-carry law. In the meantime, TCI is behaving as if the last set of FCC must-carry rules are in effect.

Sparkman and Thomson said stories of TCI excesses in its dealings with the cities are yesterday's news. Sparkman said TCI "has never been abusive" and dismisses the 1986 *Jefferson City* antitrust case (in which an appeals court upheld a \$36 million verdict against TCI. TCI had contended that the First Amendment entitled it to continue operating in the Missouri city after the city revoked its franchise) as a "situation in which an employe quite frankly got out of hand...I, frankly, did not know what happened until it was too late."

In addition to helping formulate policies



VP, Government Relations, Robert Thomson

that would unduly or inadvertently antagonize others, Thomson said, his job is to "accentuate the positive" and carry the TCI story to its various "constituencies" as well as to its potential allies and enemies.

NCTA President James Mooney said TCI's new attitude toward public relations is a sign of a maturing company. "It simply reflects a realization by the company and by John Malone in particular that, given the nature of the industry and the opportunities for controversies to arise, the company has to be in the business...of constantly explaining its goals and intentions," he said. "It is characteristic of major communications companies...that they have to be in the business of trying to create an image that accurately reflects what they are about and what their aspirations are."

According to some industry sources, TCI grew up faster than it really wanted to. The \$36 million loss in Jefferson City provided the internal impetus, they said, while other cable operators, fearing they were being tarred by the same brush, provided the outside pressure. They said Mooney was instrumental in persuading Malone to hire Thomson and making sure he was put in a position to influence the company's policy-making.

Mooney would not comment on any role he might have had in the hiring of Thomson. And Carp, who was executive vice president of the trade association at the time, said he did no more than add Thom-

Getting ready for Census '90. The National Association of Broadcasters has been recruited by Commerce Secretary C. William Verity to assist the Bureau of Census in conducting 1990 Decennial Census of Population and Housing. And Census Director John G. Keane has invited a triumvirate leadership to head a Broadcasters Census Committee. They are NAB President Eddie Fritts; Thomas B. Cookerly, president, broadcast division, Allbritton Communications Co., Washington (for television stations); and Robert Hyland, senior vice president, CBS, KMOX(AM) St. Louis (for radio stations). Station managers in each of the country's 282 metropolitan statistical areas will urge stations in those areas to air messages promoting support for Census '90 during a four-week period around April 1, 1990, when members of the public are asked to respond to a census questionnaire. Verity said a similar broadcasting effort in 1980 was credited with helping boost an anticipated mail-back count by almost 3%. Each 1% improvement over projected mail return translates into a \$10 million saving in census costs.



Executive VP J. C. Sparkman

son's name to the list of candidates TCI was considering.

TCI's new approach seems to be paying off. Its positions on broadcasting issues has quieted most broadcasters. Its greater emphasis on running cable systems, its policy of keeping rate increases below the industry average, and Thomson's courting of city cable officials has helped TCI strengthen relations with many of the cities it serves. Its active marketing of programming services to backyard dish owners and its support of industry organizations and some of its goals has helped smooth relations with the home satellite industry.

At the same time, Malone has been a central figure in the cable-Hollywood talks aimed at settling their differences. Because of the talks, the producers put a halt to their high-volume campaign to put the reins on cable.

"I think this is something you accomplish through a lot of small acts, and probably the most significant thing is the set of arguments they haven't had with broadcasters and individual communities," said Carp. "They are still as willing to fight as anybody I know, but my sense is they are just having the really important fights."

TCI is getting good marks from some city administrators. Richard Emenecker, who oversees TCI's system in Pittsburgh, said that when TCI bought the system from Warner in 1984, he was skeptical about TCI's willingness to agree to the city's franchising requirements and stick to them. TCI made a bad first impression when it applied for the franchise in the late 1970's and it had a poor reputation in the city's suburbs, he said. But TCI has proved itself to be a conscientious, responsive operator, he said.

After four years of first-hand experience, Emenecker praises TCI for its customer service and relatively low rates, although he faults them for dragging their feet on local programming. Over all, he said, TCI comes across as a company in for the long haul, dedicated to remaining the largest and becoming the best. "That's what a city wants:

a company committed to being a quality cable company, not a conglomerate that dabbles in cable."

TCI's involvement with NATOA and NFLCP is a good idea, said Emenecker. "It's a recognition that they are meaningful players in the cable business," he said. "You can't ignore two organizations that are influential locally and nationally. They aren't going to go away."

Richard Maulsby, the cable administrator in Washington who oversees TCI-backed District Cablevision's wiring of the nation's capital, gives TCI a passing grade for its performance so far. When TCI moved into the "more sophisticated, urban markets, it had to change its ways," he said. "It certainly is in their self-interest to be a good citizen."

Maulsby said TCI has been "quite solicitous" of city officials lately, and that the attitude has been "helpful" and "healthy." But, he added, the company still has a way to go in convincing cable administrators of its good intent. "I think a lot of people are still suspicious of their motives," he said.

A few years ago, TCI was anathema in the home satellite industry, which concluded that TCI was using its considerable leverage to prevent programmers from dealing with home dish owners on terms that would enable the backyard dish industry to challenge seriously cable operators for subscribers.

But Chuck Hewitt, president, Satellite Broadcasting and Communications Association, the industry's principal trade association, said TCI is now becoming a part of the industry. "They are, instead of resisting the growth, at least on the surface, helping its growth." He cited TCI's Netlink USA, which offers dish owners a package of broadcast signals, and its marketing of cable programming to dish owners through its cable systems.

Hewitt speculated that TCI is motivated by not wanting to alienate congressmen interested in seeing the home satellite business flourish and by a recognition that the business is a natural adjunct to its cable business. TCI wants to be a part of the alternative distribution medium, he said.

TCI's actions are "less heavy handed,

much more cooperative in trying to make things work across the board," he said, noting that TCI was instrumental in forging a compromise on the Home Satellite Act of 1988, which created a mechanism for distributing broadcast signals via satellite to home dish owners.

Not everyone is convinced there is a new TCI.

"About three years ago, TCI became the biggest company, and therefore the most visible company, and it had to remove some of the more obvious political vulnerabilities and it has done that fairly effectively," said an attorney who represents cities in their battles with cable and who asked not to be identified. "But in a real sense a lot of that is cosmetic. They are no longer overly aggressive or unnecessarily confrontational. But when there is real money involved in an issue, they remain very tough to deal with."

"It's hard to hide the tiger behind the pussycat," said Tom Herwitz, vice president, corporate and legal affairs, Fox Television Stations Inc. Fox Broadcasting. "I'm not sure their basic practices have changed. They have become very enlightened in terms of public policy in realizing that a lot of the things cable had traditionally fought for weren't worth fighting for anymore."

"There are clear, continuing, unresolved problems that result from the fact that there is one entity market by market that controls access to wired homes," Herwitz said. "Until that problem is solved, a benevolent dictator is still a dictator, and fundamentally that is an unacceptable situation, no matter how benevolent he is."

Barbara Dixon, vice president, public affairs, Motion Picture Association of America, said she shares the others' skepticism, but concedes TCI has learned to behave itself—at least in the districts of key congressmen. "They figured out that it does not behoove you to tick off the chairman of the judiciary subcommittee with jurisdiction over copyright matters."

But TCI watchers within the cable industry believe TCI's metamorphosis is real. Said Effros: "They have turned around their image substantially, and it's because of their actions, not just because of their words." □

Presidential payroll. Former National Association of Public Television Stations President Peter Fannon was paid \$61,190 in fiscal 1988, although his last day as president of the nonprofit organization was Aug. 31, 1987, two months after the fiscal year—July 1, 1987, through June 30, 1988—began, according to the Internal Revenue Service form 990 filed by NAPTS. Fannon was paid \$85,000 for the entire previous fiscal year. Reports that the board had forced his departure remained unconfirmed at the time of his resignation (BROADCASTING, June 29, 1987). His successor, David Brugger, who became president in mid-January 1988, was paid \$44,092 in the same year ending June 30, 1988.

Richard Ottinger, chairman of the NAPTS board of directors, told BROADCASTING last week that "the board entered into a contract with" Fannon, upon his departure, "to complete certain responsibilities over the next several months—I believe through December." Other sources described Fannon's role at NAPTS after Aug. 31, 1987, as "consultant." One of those sources said that the board and Fannon had agreed not to discuss the consulting agreement, but that Ottinger had revealed its existence at a public board meeting in 1987. NAPTS declined comment on all aspects of the IRS filings.

Other association presidents' salaries gathered last week from 990 forms included \$135,000 earned by Margita White, president of the Association of Maximum Service Telecasters, and \$70,562.45 by outgoing Radio-Television News Directors President Ernie Schultz.

Cable operators considering Ku

MSO's ponder developing programing package including distant signals

Several top cable MSO's have had high-level discussions about creating a Ku-band programing package—that would include national distant signals heretofore a part of basic cable lineup—and marketing it to existing cable subscribers. The discussions, which have been ongoing throughout the fall, are the result of operator's reactions to increasing copyright costs for imported stations and favorable elements of H.R. 2848, the TVRO superstation bill passed last year. If the discussions ever lead to a deal, it would move the cable industry into position as a major player in the small-dish, Ku-band DBS industry.

Although the idea intrigues operators, one source close to the talks said chances, at the moment, were less than even that a deal will ever happen. Indeed, Bob Thomson, vice president, government relations, TCI, said it was "easy to make too much of what few preliminary and highly speculative discussions that have taken place." Two separate contingents that have been discussing such a project—TCI and ATC being one, and Comcast, Continental, Cox and Newhouse, the other—and have talked with each other, one source said. Another source said the discussions only two of many occurring among satellite and cable players looking towards giving Ku-band DBS a boost or taking advantage of opportunities presented by H.R. 2848.

H.R. 2848 mandates that each program distributor pay copyright holders 12 cents per subscriber per month for each independent distant signal, and three cents for each-network affiliate they beam to C-band and Ku-band dish owners. There are further restrictions on network affiliates, pertaining to homes being able to receive the signal off-air or through cable. But there are no restrictions on independents.

What the cable operators have been looking at is distributing a number of independent distant signals in a package, including the distant signals they now carry on basic, to cable subscribers in their service area. Creating a DBS superstation tier, as it were, would allow cable operators to save on programing costs by moving existing superstations from their basic package to the TVRO tier. A cable operator with a basic rate of \$16 pays as much as 60 cents per subscriber per month in copyright fees for some distant signal, and as basic rates rise, so too does the cost of those superstations. Moving such signals to a TVRO tier dramatically reduces the cost of the programing, and is considered a prime reason behind the discussions. The Senate bill imposes stiffer penalties on pirates and makes it easier to report illegal activities, increasing the bill's appeal to cable operators.

And, at present, the FCC's new syndicated exclusivity rules do not apply to DBS. So cable operators could solve the blackout problem on distant signals by switching them to the TVRO superstation tier, al-

though one operator said syndex was not the primary motivation behind the discussions. (On the syndex front, the bill mandates the FCC launch an inquiry into extending syndicated exclusivity to DBS. Part of the rationale for a DBS superstation tier could be removed if the FCC extends syndex to TVRO.)

Mark Ellison, general counsel of the Satellite Broadcasting & Communications Association, said it is technically infeasible to black out signals in all the country's regions at present. Videocipher II scrambling equipment can black out signals in 35 to 36 regions, said Ellison, far below what would be required to extend syndex to TVRO.

One other benefit to the tiering, said one cable operator, is that as more cable services vie for fewer channels on systems, a DBS package would allow an outlet for those new services to be tested.

The TVRO package is seen as augmenting, not replacing, existing cable service. Subscribers would have to ante up about \$1,000 for a one-meter Ku-band dish to receive such a package, although if several MSO's guaranteed large orders from manufacturers, that figure could drop to \$500-\$600. Mel Woolf, National Rural Telecommunications Cooperative operations director, said most C-band dishes could be refitted to receive Ku signals for around \$350-\$400, and \$100 less than that by next year. And among small Ku antennas-receivers, the Matsushita flat antenna, for example, will be ready for mass manufacture in the U.S. by next September, said Daniel Wells, vice president, Comsat Video Enterprises, which co-developed the antenna. Operators also would be careful not to jeopardize their existing cable revenue stream, thus the idea that the package would be in addition to cable service for those homes passed by cable. But a package of distant signals, representing news programing from major markets, plus other movie and professional sports programing could be an inviting package of cable mar-

keters.

Such a marketing package would also help the TVRO industry. "It would be a tremendous boost for our industry," said SBCA's Ellison, for manufacturers and programers. The bill sunsets in six years so there exists "a window of opportunity," said Ellison.

Cable executives say such a package would give the consumer more choice. It would also be designed not to compete with existing C-band packages, but help the Ku-band industry get off the ground, and give cable operators a firm foothold.

GE, which has only signed HBO for its Satcom K-1 bird, declined comment on the discussions last week, but given that it has the most powerful Ku-band bird in orbit with K-1, and has need to fill that capacity, it would be a likely distributor. GE and HBO are partners in another Ku-band bird, Crimson's K-3, scheduled for launch in January 1990, but K-1 serves as Crimson's early entry for any Ku-band plans.

The idea, however, faces a number of problems that may prevent it from ever seeing the light of day. One is whether there are enough homes that would be interested to buying the dish to get the extra programing, especially some of the programing that had been on basic before. A second hurdle is marketing the concept to consumers, a concept may be more difficult to understand than basic, pay or pay-per-view. A third stumbling block may be integrating the all the consumer hardware, given the problems subscribers face in integrating VCR's, cable and their television sets. Additionally, there is syndex, signal piracy and satellite cost issues.

Those problems, among others, contribute to the assessment that the preliminary discussions held to date may not go much further. But, as top cable operators gather in Los Angeles this weekend for the ACE award ceremonies on Sunday, Jan. 15, and the NCTA board meeting the next day, the Ku question figures to be on the agenda.



Northern network

KTMA Acquisition Corp., Halcomm Inc. and Red River Broadcast Group have formed an independent UHF network to serve Minnesota and parts of Wisconsin. The new company, Minnesota Independent Network Inc., will rebroadcast the signal of KTMA(TV) Minneapolis over KXLI(TV) St. Cloud and KXLT(TV) Rochester, and low-power television stations in Brainerd, Bemidji and Grand Rapids. Eventually, low-power TV stations in Alexandria and Donnelly-Herman will be leased, and two low-power stations will be built in Park Rapids and Austin. The

flagship, KTMA, will apply for a new call sign. KXLI's tower and transmitter will be moved near Sauk Center, and the station will move from ch. 41 to ch. 19. The deal is subject to FCC approval. Donald O'Connor, president/general manager of KTMA, is the president and general manager of the new company.

Adding news

Univision, the Spanish language television network based in New York, began broadcasting national newscasts the week of Nov. 14, 1988. The breaks are scheduled three times a day, at 3:57 p.m., 4:57 p.m. and 5:57 p.m. ET.

Commission approves outside party buyout in new station comparative proceedings

2-1 decision involving Marco, Fla., FM called private spectrum auction by dissenter Quello; majority says move serves public interest

The FCC has liberalized its policy governing settlements among mutually exclusive applicants in comparative proceedings for new television and radio channels, approving a \$1 million settlement in which the contested FM channel—92.7 mhz in Marco, Fla.—is to go to an outside party or “white knight” not among the original eight applicants.

The action—taken by a 2-1 vote by the commissioners on circulation two days before Christmas, but not announced until three days after (Dec. 28)—was controversial in its making and was generating even more controversy as word of it spread last week.

Critics of the action, led by FCC Commissioner James Quello, who cast the dissenting vote, said it constituted or came close to constituting a private auction of broadcast spectrum and undercut the entire comparative process that is intended to put new channels in the hands of those Congress and the FCC deem will best serve the ever elusive “public interest.”

“It begins to look and smell a lot like a de facto auction,” said David Donovan, an aide to Quello who, like his boss, was in Los Angeles last week for the Association of Independent Television Stations convention. “You are running against the underpinnings of the [Communications] Act, which says you can’t buy and sell spectrum.”

Donovan’s comments echoed those of Administrative Law Judge Joseph Chachkin, who presided over the comparative proceeding. In a prehearing conference with the applicants in April that foreshadowed his rejection of the settlement in May, Chachkin said the deal was, in effect, a private auction. If allowed, he said, “the whole comparative process makes no sense.”

Others who were threatening to challenge the policy in court delivered even harsher assessments. Henry Geller, a former FCC general counsel and former head of National Telecommunications and Information Administration who is now director of Duke University’s Washington Center for Public Policy Research, said Congress and the FCC look like “jackasses” for allowing auctions in which the proceeds go to applicants rather than into the federal treasury. And Andrew Schwartzman, of the Media Access Project, called it “an astounding act of self abuse.”

As approved by the FCC, the deal calls



Commissioners Dennis and Quello and Chairman Patrick

for the substitution of Rowland Gulf Radio Inc., the outsider, for Affirmative Broadcasting Corp., one of the original applicants, and the dismissal of the other six applicants. (Although there were originally eight applicants, one dropped out prior to the settlement negotiations.)

Rowland, which will be left as the sole applicant, has agreed to pay \$1,055,000 to the seven applicants. The applicants (and their portions): Emerald Sea Broadcasting (\$250,000); Affirmative (\$230,000); Showcase Communications Inc. (\$200,000); William and Susan Gaston (\$200,000); Rebecca Radio of Marco (\$70,000); Marco Minority Associates (\$70,000), and Marco Skywave Inc. (\$35,000).

“It’s the ‘white knight’ approach whereby they [the FCC] allow an outsider when these hearings are so complicated none of the parties has the ability or desire to buy out the rest of them,” said longtime broadcaster Marshall Rowland, who along with his wife, Carol, are the principals of Rowland Gulf. “We are coming in as white knights and everybody is going to go away happy.”

The Rowlands also own WAYX(AM)-WBGA(FM) Waycross, Ga., and WAIA(AM)-WSOS(FM) St. Augustine, Fla., and are financing the Marco deal with proceeds from the sale of WQIK-AM-FM Jacksonville, Fla., for nearly \$5 million (BROADCASTING, April 9, 1984).

In the FCC’s Dec. 28 release announcing the action, the FCC said it served the public interest. “The law generally favors settlements as a way of reducing the time, cost and uncertainty of protracted litigation; further, providing new broadcast service to the

public in an expeditious manner is an important public interest objective.

“By entering into settlement agreements with Rowland, the original applicants have ... effectively declared that they are no longer interested in litigating the right to serve Marco. When faced with a qualified applicant like Rowland, to proceed with comparative hearings would be a waste of time and resources and needlessly delay the start of a new service to Marco.”

“It will change the dynamics of comparative proceedings by allowing johnny-come-latelys to come in and make a deal with all of them [original applicants],” said John Kamp, director of the FCC office of public affairs. “It introduces new additional money into the comparative process. It should speed up settlements.”

When two or more entities apply for the same channel in the same market, they go into a hearing at the FCC before an administrative law judge, who compares the attributes of the applicants and decides which one would best operate the station in the public interest. In making the comparisons, the ALJ is guided by various criteria that have evolved over the years. For instance, the ALJ must give more weight to applicants that propose “integration” of ownership and management than those who do not.

Because of the complexity and cost (for the applicants and the agency) of the comparative proceedings, the FCC has for years actively encouraged settlements of the comparative proceedings, which usually involve one applicant buying out the others.

If there are no solid precedents for last week’s action, there were some clear fore-

shadowings. Other ALJ's have approved similar settlements in which an outsider ended up with the frequency, but they have no precedential weight. The Review Board, whose decisions do carry such weight, in *Tequesta Television* in December 1987 approved a deal in which an outsider acquired 49% of one applicant's voting stock and bought out the others. (After the television station went on the air, the outsider purchased controlling interest in the station.)

Finally, because of the length (23 years) of the proceeding, the FCC last year began approving settlements of the comparative renewal cases involving RKO General's 14 stations and various outside parties. In the lead settlement, the FCC allowed Walt Disney Co. to acquire KHJ-TV Los Angeles, paying \$321 million to RKO and Fidelity Television, the group that had challenged RKO's renewal for the station's license in 1965.

Nonetheless, the latest FCC action constitutes new policy. Unlike *Tequesta*, the Rowland case involves an outsider taking immediate and full control of an applicant. And although the FCC has approved settlements involving third parties in the RKO case, said Kamp, to his knowledge, the Marco case is the first time the full commission has approved an outside settlement in a "comparative new" case.

Vincent Pepper, the Washington attorney for Rowland, who was instrumental in putting the deal together and getting it through the FCC, said, "The commission has always authorized, in the instances when it's been faced with it, an outsider moving into a proceeding and ending up with the construction permit....But until now we have never had a decision of the full commission."

According to Pepper, the Rowland case has allowed the FCC to correct the policy the Review Board established in *Tequesta*, which did "violence" to its other policy of not authorizing the sale of construction permits. Despite the no-sale policy, the Review Board approved the deal even though it was clear the outsider was going to acquire control of the station. "So what we've done is clean it up," Pepper said. "We've said, 'Hey, if you're going to accept an outsider, put him in the applications. Let him be the one who is granted because he intends to build it.'"

Tequesta also fails as sound policy in a practical sense, he said. It requires the outsider to buy 49% now and 51% later without any assurance that the FCC will approve the later buy, he said. "How many people are going to buy in on that basis? Nobody."

Pepper took issue with Chachkin's assertion that the settlement undermined the comparative process. "We have people who file in a number of selected proceedings and always try to buy the proceedings out....The only difference between that situation and my situation is that I'm on the outside."

"There is nothing phony here," Pepper said. "My client is a qualified broadcaster. He probably would not have won the comparative hearing, had he been an applicant in the proceeding. But that's neither here

nor there; neither would have all but one of them."

Pepper said the FCC Mass Media Bureau supported Rowland "all the way." In particular, he said, Charles Dziedzic, head of the bureau's hearing division, and Deputy Bureau Chief Rod Porter, went to bat for his client with the judge, the review board and the full commission. (Linda Bocchi, a former bureau attorney now in private practice, represented the bureau in prehearing conferences with Chachkin.)

Dziedzic said the primary distinction between the original applicants and Rowland is that the latter did not file a competing application prior to the closing of the filing window. Rowland remedied that failing to the satisfaction of the FM by publishing notices of their intention with regard to the FM in local papers, he said.

Quello voted for the RKO settlement, but, according to Donovan, that case presented a "unique set of facts," he said. It involved more than 20 years of litigation and parties committed "to follow the legal course through to the bitter end."

The FCC's policy concerning the sale of construction permits limits payments to the "out-of-pocket" expenses of the permittee, Donovan said. "The legal justification for that is that nobody has property rights to spectrum. You can't buy and sell it."

What's more, he said, "if you are going to change policy, it should be done through a rulemaking."

In his May 24, 1988, order rejecting the settlement, Chachkin said, "They [the applicants]...seek to utilize a settlement arrangement to circumvent the commission's established processes for qualifying applicants and awarding construction permits....The Marco applicants have chosen, instead to privately auction the construction permit to the highest available bidder, Rowland. Unlike public auctions, which have not been sanctioned, the treasury is not enriched."

To the attorneys at the April prehearing conference, Chachkin's decision came as no surprise. "Frankly, I think what you're trying to do here is conduct a private auction to the highest available bidder," Chachkin said at the conference. "The commission has no authority to conduct public auctions. Congress has not given them approval...I don't think the public interest is served by that, and I don't think there's precedent permitting that....The whole comparative process makes no sense if you could do that—if you could auction off to the highest bidder...."

Schwartzman said the public interest groups he represents is "giving serious thought to taking this policy on" in federal appeals court. "The policy is profoundly disturbing," he said. "For a commission that professes to be concerned about too many sham applications in the comparative hearing process, this is an astounding act of self abuse. This is going to undercut minority ownership, this is going to scare away legitimate minority applicants in favor of minority applicants who are fronts for undisclosed parties, it is going to stimulate evasion of character and other policies and it is going to turn [the] process into a gigan-

tic charade. The only logical explanation I can think of is that it is a conscious effort to expose the comparative hearing process to ridicule and force its abolition."

Geller, who believes the government should auction off spectrum if it continues to remove public interest obligations from those who use it, said he is "astonished" that the FCC would permit individuals to reap money from the auctioning of spectrum, but not the deficit-ridden federal government. "Congress looks like a jackass along with the FCC," he said.

"All the agency is saying is that a bunch of people, once they apply, can go around and auction it to the highest bidder," Geller said. "They haven't done a damn thing for the public interest and the government doesn't get any money at all....It's as though...[the government] took a million dollars, set it down in front of 1919 M Street and burned it."

"This is the greatest advertisement for government auctioning spectrum," said Geller, who said he would make sure Congress is fully aware of the Rowland decision and its implications.

Roy Russo, co-chairman of the mass media committee of the Federal Communications Bar Association, had no comment on the propriety of the FCC action, but he said it is clearly a step toward spectrum auctioning by the FCC. If parties to the proceeding can now auction off spectrum to the highest bidder that comes along, he said, it is not outside the realm of possibility that the FCC itself might do so. With the decision, the FCC is "changing the landscape" of new station proceedings. By contrast, he said, the ongoing proceeding to revamp the application form to discourage unqualified applicants is "dealing with a few trees."

Marshall Rowland Jr., now managing the Georgia stations for his father, said he and his father are eager to get the Marco station on the air. Marco is about nine miles south of Naples, Fla., in a rapidly growing section of a rapidly growing state, he said. The 33-year-old Rowland knows the market well, having worked as general manger of WSGL(FM) Naples. Indeed, he said, it was while at the station that he became acquainted with Bill Gaston, the station's engineer. Gaston was the Marco applicant who interested Rowland and his father in pursuing the Marco FM, he said.

It will cost another \$300,000 to \$400,000 to put the station on the air, Rowland said. "The stick value of the station is \$3 million," he said. But his family has no intention of selling and quickly doubling its investment, he said. It plans to operate the station, he said. "It's definitely coming together," he said. Everybody's happy. This is one of the best things the commission has ever done."

"I think it's going to be good for the industry," the elder Rowland said. "I really do. There are several hundred hearings over there at the FCC and they just don't have the dollars and the manpower to decide all these things. If you can come in from the outside and get these stations on the air, it's just one less worry for the commission." □

Swift reintroduces poll closing bill

Measure calls for uniform end to voting in continental U.S.

Representative Al Swift (D-Wash.) lost no time last week in picking up where he left off in the last Congress in his effort to reform political campaign laws, including those affecting broadcasting. The lead item in a package of measures introduced on Jan. 3, the first day of the new Congress, calls for uniform poll closing throughout the continental U.S. Another would entitle House members who accept caps on spending in primary and general election campaigns to a 30% discount in their purchase of broadcast time.

The uniform poll-closing bill, introduced by Representative Frank Annunzio (D-Ill.), chairman of the House Administration Committee, and Representative Bill Thomas (R-Calif.), ranking minority member of the Elections Subcommittee, along with Swift, is identical to measures that twice passed the House only to die in the Senate. Its aim is to insure that networks and other media organizations do not project a winner in presidential elections based on exit polling before all polls in the country close.

The bill would mandate that all polls in the continental U.S. close at the same time—9 p.m. ET. That would mean polls in the central time zone would close at 8 p.m. local time and in the mountain time zone, at 7 p.m. local time. Polls would also close at 7 p.m. local time in the Pacific time zone, where daylight saving time would be extended for two weeks (7 p.m. daylight time on the West Coast is the same as 9 p.m. EST).

To achieve the purpose of the bill, however, the networks would have to agree not to project a winner before the polls close in a state. They agreed to exercise that kind of restraint in the presidential election last fall. Still, CBS, basing its projection on the basis of exit polling in states where polls had closed, was able to call the election for Vice President George Bush at 9:27 p.m. As a result, Swift said in a statement last week, "millions of voters were left frustrated and feeling disenfranchised since their polls had not yet closed." He said that "enactment of the uniform poll closing bill, in conjunction with the network agreement," Swift said in a statement last week, "would put an end to this early projection problem."

Swift has been assured of support for the bill from a number of state governors. Michigan Governor James H. Blanchard, chair of the Democratic Governors Association, announced that the DGA, representing the 28 Democratic governors, will make uniform poll closing a top priority on its federal agenda this year. He also said the DGA will urge the National Governors' Association, at its February meeting to endorse the proposal. He said the issue is neither a partisan or regional issue. "It is," he said, "an American issue, and one that ultimately comes down to a question of fairness."

Swift's Campaign Cost Reduction and Reform Act, which was co-sponsored by Annunzio and 15 other House members, is identical to legislation Swift introduced in the last Congress but which died in committee. The aim is to reduce the cost of campaigns by reducing the need to raise large amounts of money. It would replace the lowest unit charge provision now in the law with a 30% discount off a station's "normal and usual unit charge"—a term that would be left to the FCC to define—for House members who accept limits of \$200,000 on the amount they spend in primary and in general election campaigns, for a total of \$400,000.

Reductions in broadcast commercial time would not be the only benefit gained from accepting the spending caps. The bill would also assure such candidates of discounts on postage on campaign materials. It would also permit print media to give those candi-

dates advertising discounts without violating limits on corporate political contributions. (Each house restricts such legislation to its own members. The Senate considered a similar bill, introduced by Senator David L. Boren [D-Okla.]

The National Association of Broadcasters sought to persuade Congress at hearings in July 1987 that the proposal was not necessary, at least as it involved broadcast costs. NAB President Eddie Fritts, at hearings of Swift's subcommittee on elections, presented a study on campaign expenditures that NAB said showed that candidates' expenditures for radio and television advertising time were not as burdensome as normally assumed. The study was compiled from records filed with the Federal Election Commission. But Swift was not impressed. He found "serious" inconsistencies in the study, and said it "raises some questions about the quality of the data." □

FCC indecency ban goes to court

If court does not stay order, it becomes effective Jan. 27

The battle over the 24-hour ban that the FCC—under congressional mandate—imposed last month on allegedly indecent programming on radio and television has escalated, as promised, to another confrontation in the U.S. Court of Appeals in Washington. The 17 petitioners, who have battled the commission for several years on the indecency issue, appealed the order and requested a stay pending review. They also asked the court to expedite consideration of the case on the merits. Unless stayed, the commission's order takes effect Jan. 27.

The petitioners, including such diverse groups as the Radio-Television News Directors Association, the three major networks, Action for Children's Television and People for the American Way, contend the 24-hour ban violates the First Amendment, running contrary to rulings not only of the appeals court in Washington but of the Supreme Court as well. Indeed, they even note that the FCC itself has held that a 24-hour ban on indecent programming would be unconstitutional.

The congressional mandate—the so-called "Helms amendment"—came in the form of an appropriations measure directing the commission by Jan. 31 to adopt a rule prohibiting the broadcast of indecent material "on a 24-hour-per-day basis." The legislation was signed into law on Oct. 1, 1988, as the commission was considering, on a remand from the appeals court, the rule it had adopted on Dec. 29, 1987, banning indecency on the air between the hours of midnight and 6 a.m.

The court had held that the commission had failed adequately to explain its reason for reducing the "safe harbor" it had previously allowed, one that began at 10 p.m. The court directed the commission to hold a proceeding to determine the times "at

which indecent material may be broadcast" (BROADCASTING, Aug. 1, 1988). But it also said the establishment of a "safe harbor" was essential to "allow scope for the First Amendment-protected freedom and choice of broadcasters and their audiences."

The petitioners note in their motion for stay that the FCC, in accord with the Supreme Court's landmark *FCC vs. Pacifica Foundation* decision, in 1979, has prohibited "obscene" broadcasts but regulated "indecent" material only by channeling it to times of day when children were not likely to be in the audience. The petitioners also note that the commission, in adopting its Dec. 29, 1987, order, rejected a request by Morality in Media for a total ban on broadcast indecency on the ground that the anti-indecency statute permits it to do only that "which is necessary to restrict children's access to indecent broadcasts."

The petitioners say the premise of the Helms amendment—that indecent broadcasts have not been held to have First Amendment protection—is incorrect. They say that "indecent, nonobscene speech includes serious drama, motion pictures, news and informational programs of great value to the adult audience," and add, "The Supreme Court has long made clear that it is unconstitutional 'to reduce the adult population' to seeing or hearing 'only what is fit for children.'"

In requesting a stay, the petitioners say that neither the commission nor the public would be harmed if status quo is maintained and broadcasters continued to operate under the "safe harbor" in effect for years. On the other hand, they say, the broadcasters and representatives of the public included among them "would suffer irreparable injury if a stay were not granted because broadcasters would be unable to present, and the public would be unable to receive, programs that are unquestionably protected by the First Amendment." □

Stock Index

	Closing		Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Wed	Tue	Wed	Tue				
	Jan 4	Dec 27	Jan 4	Dec 27				
BROADCASTING								
N (CCB) Capital Cities/ABC....	363	3/4	358	1/2	5 1/4	01.46	22	5,884
N (CBS) CBS.....	170	7/8	170	3/8	1/2	00.29	9	4,037
A (CCU) Clear Channel.....	13	7/8	12	3/4	1 1/8	08.82	25	53
A (HTG) Heritage Media.....	4	5/8	4	3/8	1/4	05.71	-5	52
O (JCOR) Jacor Commun.....	6	5/8	6	1/2	1/8	01.92	-15	65
O (LINR) LIN.....	71	7/8	67	3/8	4 1/2	06.67	46	3,713
O (MALR) Malrite.....	10	5/8	10	1/2	1/8	01.19	-23	144
O (MALRA) Malrite 'A'.....	10	3/8	10	1/4	1/8	01.21	-14	141
O (OBCCC) Olympia Broad.....	3	1	3/4		1 1/4	71.42		7
O (OSBN) Osborn Commun... ..	7	1/2	7	1/4	1/4	03.44	-6	38
O (OCOAC) Outlet Commun... ..	23	1/4	23		1/4	01.08	-8	152
A (PR) Price Commun.....	6	5/8	6	1/4	3/8	06.00	-5	64
O (SAGB) Sage Broadcasting	3	1/2	3	1/2		00.00	-5	13
O (SCRIP) Scripps Howard.....	71	3/4	70		1 3/4	02.50	57	741
O (SUNGC) SunGroup Inc.....	1	3/4	1	7/8	1/8	-06.66	-2	4
O (TLMD) Telemundo.....	7	3/4	7	1/2	1/4	03.33	-1	59
O (TVXGC) TVX Broadcast.....	1	5/8	1	3/4	1/8	-07.14		9
O (UTVI) Unltd Television.....	26	3/4	27		1/4	-00.92	43	293

BROADCASTING WITH OTHER MAJOR INTERESTS								
N (BLC) A.H. Belo.....	23		22	7/8	1/8	00.54	9	242
O (ASTV) Amer. Comm. & TV		1/32		1/32		00.00		2
N (SAGB) American Family.....	13	7/8	13	3/4	1/8	00.90	11	1,123
O (ACCMA) Assoc. Commun.....	36		35		1	02.85		343
O (BMAC) BMA Corp.....	32	1/2	32	1/4	1/4	00.77	87	340
N (CNCN) Chris-Craft.....	21	3/4	21	1/8	5/8	02.95	48	473
N (DNB) Dun & Bradstreet.....	53	5/8	52	7/8	3/4	01.41	20	8,151
O (DUCO) Durham Corp.....	32	1/2	32		1/2	01.56	27	273
N (GCI) Gannett Co.....	35	5/8	34	7/8	3/4	02.15	17	5,768
N (GY) GenCorp.....	16	5/8	16	3/4	1/8	-00.74	1	527
O (GMXC) GMX Commun.....		1/16		1/16		00.00	1	527
O (GACC) Great Amer. Comm.	9	1/4	9	1/8	1/8	01.36	9	243
N (JP) Jefferson-Pilot.....	31	3/8	29	7/8	1 1/2	05.02	13	1,238
N (KRI) Knight-Ridder.....	45	3/4	45	5/8	1/8	00.27	17	2,602
N (LEE) Lee Enterprises.....	26	5/8	26	1/8	1/2	01.91	19	661
N (LC) Liberty.....	36	3/8	35		1 3/8	03.92	13	337
N (MHP) McGraw-Hill.....	66	1/8	62	7/8	3 1/4	05.16	20	3,188
A (MEGA) Media General.....	35		34	3/4	1/4	00.71	23	987
N (MDP) Meredith Corp.....	30	1/8	30		1/8	00.41	12	578
N (MCG) Mich. Energy.....	29	1/2	27	7/8	1 5/8	05.82	19	79
O (MMEDC) Multimedia.....	75	1/2	74	3/4	3/4	01.00	73	830
A (NYTA) New York Times.....	27	7/8	27	3/8	1/2	01.82	14	2,285
N (NWS) News Corp. Ltd.....	16	3/4	16	3/8	3/8	02.29	9	4,463
O (PARC) Park Commun.....	26	3/4	26	3/4		00.00	21	369
O (PLTZ) Pulitzer Publishing..	25		24		1	04.16	17	261
N (REL) Reliance Group Hold.	4	5/8	4	5/8		00.00	5	346
O (RTRS) Reuters Ltd.....	28	3/4	27	3/4	1	03.60	19	23,871
T (SKHA) Selkirk.....	49	1/2	49	1/2		00.00	42	401
O (STAUF) Stauffer Commun.....	130		130			00.00	43	130
N (TMC) Times Mirror.....	33	3/8	33		3/8	01.13	16	4,318
O (TMC) TM Communications		9/32		3/16	3/32	50.00	1	2
N (TRB) Tribune.....	38		38			00.00	21	2,899
A (TBSA) Turner Bcstg. 'A'....	17	5/8	16	3/4	7/8	05.22	-3	383
A (TBSB) Turner Bcstg. 'B'....	14	5/8	14	1/2	1/8	00.86	-2	318
A (WPOB) Washington Post..	207	3/4	205	1/2	2 1/4	01.09	14	2,668

PROGRAMMING								
O (SP) Aaron Spelling Prod...	6	3/8	6	1/4	1/8	02.00	5	117
O (ALLT) All American TV.....	2	7/8	2	3/4	1/8	04.54		3
O (BRRS) Barris Indus.....	7	3/8	7		3/8	05.35	-3	57
N (KO) Coca-Cola.....	44	5/8	44	1/2	1/8	00.28	18	16,752
A (CLR) Color Systems.....	1	3/4	1	3/4		00.00	-1	9
N (KPE) Columbia Plc. Ent....	12	3/8	12	1/8	1/4	02.06	176	1,357
O (CAVN) CVN Cos.....	17		15	3/4	1 1/4	07.93	14	295
A (DEG) De Laurentis Ent.....		11/16		1/2	3/16	37.50		7
O (DCPI) Dick Clark Prod.....	4		3	7/8	1/8	03.22	10	33
N (DIS) Disney.....	67	3/8	65	1/8	2 1/4	03.45	20	8,932
N (DJ) Dow Jones & Co.....	29	5/8	29	3/4	1/8	-00.42	14	2,853
O (EM) Entertainment Mktg...	2		2			00.00	6	24
O (FNNI) Financial News.....	7	3/4	6		1 3/4	29.16	35	93
A (FE) Fries Entertain.....	2	1/2	2	1/8	3/8	17.64	10	13
N (GW) Gulf + Western.....	40	5/8	41		3/8	-00.91	7	2,441
O (QNTX) Hal Roach.....	3	5/8	3	1/4	3/8	11.53	-8	25
A (HHH) Heritage Entertain... ..	1	3/4	1	7/8	1/8	-06.66	1	8
A (HSN) Home Shopping Net.	4	5/8	4	3/4	1/8	-02.63	21	403
N (KWP) King World.....	25		23		2	08.69	16	721
O (LAUR) Laurel Entertain.....	2	9/16	2	5/8	1/16	-02.38	5	6
A (LT) Lorimar-Telepictures...	13	1/8	12	5/8	1/2	03.96	-4	608
N (MCA) MCA.....	47		45	3/8	1 5/8	03.58	25	3,417
N (MGM) MGM/UA Commun... ..	13	1/2	13	1/8	3/8	02.85	-7	676
A (NHI) Nelson Holdings.....		1/2		7/16	1/16	14.28	-5	13

	Closing		Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Wed	Tue	Wed	Tue				
	Jan 4	Dec 27	Jan 4	Dec 27				
PROGRAMMING								
A (NWE) New World Enter.....	2	3/8	2	1/2	1/8	-05.00	6	25
O (NNET) Nostalgia Network.....		11/16		11/16		00.00		3
N (OPC) Orion Pictures.....	14	1/2	14		1/2	03.57	12	250
O (MOVE) Peregrine Entertain.	1	1/8	1	1/16	1/16	05.88	-37	2
N (PLA) Playboy Ent.....	12	1/8	11	3/4	3/8	03.19	13	114
O (QVCN) QVC Network.....	8	5/8	8	3/8	1/4	02.98	-17	87
O (RVCC) Reeves Commun.....	5	7/8	5	3/8	1/2	09.30	29	74
O (RPCA) Republic Pic. 'A'....	6		6	1/4	1/4	-04.00	66	25
O (RPCB) Republic Pic. 'B'....	5	3/4	5	1/2	1/4	04.54	41	4
O (SMNI) Sat. Music Net.....	5	3/16	5	1/4	1/16	-01.19	47	46
N (WCI) Warner.....	36	5/8	35	3/4	7/8	02.44	19	4,620
O (WONE) Westwood One.....	9	1/4	8	3/4	1/2	05.71	12	133

SERVICE								
O (AMEA) A.M.E. Inc.....	12	3/4	12	1/2	1/4	02.00	13	62
O (AGRP) Andrews Group.....	3	5/8	3	3/8	1/4	07.40	-1	23
O (BSIM) Burnup & Sims.....	18	1/2	18	1/8	3/8	02.06	40	295
N (CQ) Comsat.....	27	1/8	26	7/8	1/4	00.93	-10	497
N (FCB) Foote Cone & B.....	22	7/8	23		1/8	-00.54	11	190
O (GREY) Grey Advertising....	112		111		1	00.90	15	136
O (IDBX) IDB Communications	9	1/4	8	1/4	1	12.12	37	37
N (IPG) Interpublic Group.....	36	3/4	36	1/8	5/8	01.73	16	824
O (OGIL) Ogilvy Group.....	27		26	3/4	1/4	00.93	13	384
O (OMCM) Omnicom Group... ..	19	3/8	19	3/8		00.00	13	476
N (SAA) Saatchi & Saatchi....	18	1/2	18		1/2	02.77	8	2,695
O (TLMT) Telemation.....	1	3/8	1	3/8		00.00	5	6
A (UNV) Unltd Video.....	12	1/2	12	1/8	3/8	03.09	18	27

CABLE								
A (ATN) Acton Corp.....	12	1/8	11	3/4	3/8	03.19	2	14
O (ATCMA) Amer. TV & Comm.	31	1/8	31	1/8		00.00	69	3,385
O (CTEX) C Tec Corp.....	47	1/2	46	1/2	1	02.15	21	261
A (CVC) Cablevision Sys. 'A'	32		31	7/8	1/8	00.39	-11	672
O (CNCA) Centel Cable.....	38	1/2	39		1/2	-01.28	124	962
N (CNT) Centel Corp.....	50		50	1/2	1/2	-00.99	13	2,174
O (CMCSA) Comcast.....	17	1/8	16	1/4	7/8	05.38	-77	765
A (FAL) Falcon Cable Systems	19	3/8	19	5/8	1/4	-01.27	-60	123
O (JOIN) Jones Intercable.....	12	7/8	12	5/8	1/4	01.98	40	164
T (MHP.Q) Maclean Hunter 'X'	13	3/8	13	1/8	1/4	01.90	37	985
T (RCIA) Rogers Commun. 'A'	73	1/4	74		3/4	-01.01	-112	906
T (RCIB) Rogers Commun. 'B'	64		64	1/4	1/4	-00.38	-98	791
O (TCAT) TCA Cable TV.....	31	1/4	31	1/4		00.00	61	377
O (TCOMA) Tele-Commun.....	26	1/2	25	3/4	3/4	02.91	53	4,010
N (TL) Time Inc.....	107	3/8	102	1/2	4 7/8	04.75	25	6,275
O (UACI) United Art. Commun.	28	1/4	27		1 1/4	04.62	235	1,160
N (UNTC) United Cable TV.....	34	3/8	34	3/8		00.00	-180	1,281
N (VIA) Viacom.....	30	7/8	30	7/8		00.00	-4	1,647
N (WU) Western Union.....	1	3/8	1	3/8		00.00		43
O (WSMCA) WestMarc.....	17	1/4	17	1/2	1/4	-01.42	21	247

ELECTRONICS/MANUFACTURING								
N (MMM) 3M.....	62	1/4	62	1/4		00.00	15	14,161
N (ARV) Arvin Industries.....	19		18	1/2	1/2	02.70	7	361
O (CCBL) C-Cor Electronics...	21		20	3/4	1/4	01.20	35	42
N (CHY) Chyron.....	4		4			00.00	14	40
A (CXC) CMX Corp.....		3/4		3/4		00.00	8	6
A (COH) Cohu.....	11	3/4	11	3/8	3/8	03.29	11	21
N (EK) Eastman Kodak.....	45	1/4	46	1				

Astra adds MTV Europe

Programming service to shift from Intelsat V to new bird expected to be operational Jan. 31

Astra, the just-launched Luxembourg satellite bidding for status as Europe's hot bird, has added another feather to its nest with the addition of MTV Europe to its programming lineup.

The music channel, a joint venture of American media conglomerate Viacom and international publishing magnate Robert Maxwell, was launched in Europe in summer 1987 on the Intelsat V satellite but will switch to Astra next month and phase out its Intelsat telecasts during the first half of this year.

According to MTV Europe executive Phil Callaghan, the shift should increase cable viewership throughout the continent from its current six million homes, as well as open new markets in British direct broadcasting and southern European terrestrial retransmission.

The Astra satellite is nearing operation following a successful Dec. 10 launch and subsequent positioning in permanent orbit. The first tests of its TV signals are scheduled for Jan. 23-25, with an operational date of Jan. 31.

Other programmers broadcasting from the bird (see chart) will be Rupert Murdoch's six-channel Sky Television package, which includes news, sports, arts and general entertainment channels and a two-channel pay package with Sky Movies and the Disney Channel.

Also on Astra are a sports channel and a women's/children's channel from British retailer W.H. Smith (also switching from Intelsat V), and three pay Scandinavian channels. Four transponders have been reserved for German programmers, which are expected to be announced after the satellite is operational.

Callaghan, MTV Europe's chief financial officer and head of its four-member management steering committee, said the deal was ratified by the MTV Europe board on Dec. 15, 1988, following months of negotiations, primarily over the price of the Astra transponder.

MTV Europe will pay approximately \$6.7 million (3.7 million pounds) each year of the multi-year deal, down from what Callaghan said was Astra's initial asking price of approximately \$9 million (4.95 million pounds). The transponder costs are slightly higher than MTV Europe would have paid for a full transponder on Intelsat V, but Callaghan said Astra provides important advantages.

The channel, for instance, had initially targeted northern European cable homes, but has since discovered an important potential market for terrestrial retransmission

in southern European countries such as Spain, Italy, Portugal and Greece (where it just signed a deal with state broadcasting channels to reach one million homes via UHF frequencies).

Terrestrial retransmission will double MTV Europe's current subscriber count, said Callaghan. But to target Mediterranean markets, the channel either needed to upgrade its Intelsat signal from its current half-power transponder to full power, or switch to the more powerful Astra signal.

Coupled with Astra's powerful coverage, the presence on the satellite of other major programmers is likely to attract Europe's cable operators to the bird, further enhancing MTV Europe's reach among the region's 13 million cable households. Callaghan said he expects that as cable operators tune in to

Astra, MTV Europe's carriage "can dramatically increase."

Rapid cable growth for the channel is anticipated in West Germany, where both Astra and MTV have arrangements with the German Bundespost to install and direct dishes toward Astra, giving the channel 100% penetration of the country's three-to-four million cable homes by the end of 1989. Scandinavian viewership should also be boosted by the tie-in with Astra's Scansat and Filmnet channels.

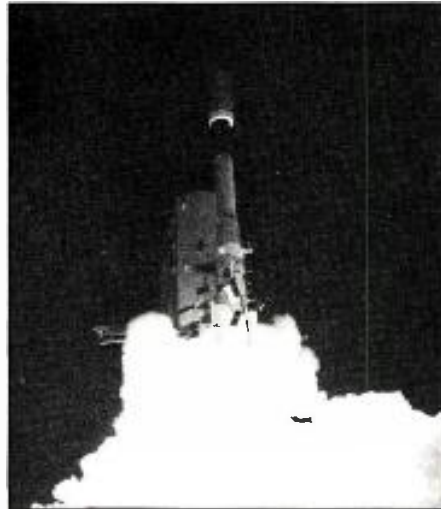
MTV Europe's switch to Astra also opens direct-to-home potential in the UK, France and parts of Scandinavia, Callaghan argued. Astra will face competition, however, in the UK from the British Satellite Broadcasting service, to launch this year, and in France from its still-unprogrammed TDF-1 direct broadcast bird.

The service, aimed at 16-to-34-year-olds, is expected to remain unprofitable for another three years, largely because it must rely mainly on advertising revenue rather than on the mix of ad revenue and subscriber fees that support its U.S. MTV counterpart. Currently, subscriber fees are charged only by British cable systems.

Callaghan said the seven-year business plan for the 80-person operation foresees break-even in year four and an overall positive cash flow after the seventh year of operation on Astra.

The channel has not yet determined how long the double illumination with both Astra and Intelsat V would continue, but it would be a maximum of six months, since MTV Europe's Intelsat contract expires in July, Callaghan said.

The channel will broadcast using an unscrambled PAL signal, the same as Mur-



Astra launch on Ariane rocket

Astra's programming lineup

Channel	Format	Owner
*MTV Europe	music, ad-supported	Viacom-Robert Maxwell
*Sky Channel	general entertainment, ad-supported	Rupert Murdoch
*Sky Television News	news, ad-supported	Murdoch
Sky Arts	cultural, ad-supported	Murdoch
*Sky Movies	pay film	Murdoch
Disney Channel	pay family	Disney-Murdoch
*Eurosport	all-sports, ad-supported	EBU-Murdoch
*Screensport	all-sports, ad-supported	W.H. Smith
Lifestyle-Kindernet	women's/children's, ad-supported	W.H. Smith
*Scansat TV3	general entertainment	Kinnivik (Sweden)
Scansat	general entertainment	Kinnivik (Sweden)
*Filmnet	pay film	Esselte (Sweden)
*Reserved	German program	NA
Reserved	German program	NA
Reserved	German program	NA
Reserved	German program	NA

*Channel available in February

doch will use for his ad-supported channels. Scansat and the competing BSB satellite system expect to use the European MAC satellite transmission standard. □

CNN goes Latin via PanAmSat

PAS woos others toward South and Central America

Continuing Ted Turner's "mandate to make CNN the world's television news service," said spokesman Alex Swan, Turner Broadcasting System has made CNN the first full-time video service delivered from the U.S. to South and Central American aboard Pan American Satellite's PAS 1 satellite.

Both companies declined comment on the value of the seven-year deal, but the *Washington Post* said various options could add up to \$20 million.

With regulatory clearances established in Peru and Costa Rica, Turner is pursuing agreements with cable operators, broadcasters, direct broadcast satellite operators, hotels and embassies in those countries to receive what will, within a few months, be a "hybrid English-Spanish" combination of CNN, CNN Headline News, *Larry King Live* and other Turner news productions. No agreements have yet been reached, nor has a rate card been established, said Swan, adding: "We will go together with PanAmSat seeking clearances" in other Latin American countries.

Luli Saralegui, in charge of PAS marketing in Latin America, said PanAmSat is negotiating with other U.S. programers, including the networks and cable programers, interested in joining CNN on the satellite. While six of PAS 1's 24 transponders are dedicated to traffic between the U.S. and Europe, she said, 18 are available to pan-American traffic.

In the future, said Swan, Turner may consider following CNN into Latin America with an entertainment programming network that would draw from the MGM film library, much of which has already been dubbed into Spanish. Turner Cable Network Sales President Terence McGuirk, who executed the PAS agreement, could not be reached before press time for further comment on that proposal.

The two companies began test transmissions via PAS 1 on election day, Nov. 8, 1988, and established 24-hour delivery of the U.S. version of CNN last month. The service, like CNN satellite feeds in 75 countries elsewhere, will not be encrypted.

Turner is now "looking at a satellite transponder that reaches the Middle East," Swan said, noting that central and northwestern Africa, the area including India, Pakistan and Afghanistan and much of the Soviet Union will soon be the only regions not able to access some form of CNN.

PAS 1 was launched last June, the first non-Intelsat satellite authorized to provide international service (BROADCASTING, April 6, 1987). Over the 10-13 year life of PAS 1, said Saralegui, PanAmSat will

spend an estimated \$130 million, including construction and launch. "I can think of no better service to inaugurate our Latin American video offerings than CNN," said Panamsat President Fred Landman.

Panamsat's new uplinking and tape playback center in Homestead, Fla., will be operational by the end of January, she said. Until then, CNN is being uplinked out of Contel-ASC's telemetry and tracking center in Atlanta. □

Distant Signals

New World International has signed an \$8 million licensing deal with Rupert Murdoch's British pay film channel **Sky Movies**. The 80-film package includes several first-run titles and others in production, as well as library product and made-for-television movies. Sky Movies has also purchased satellite TV rights to 16 features from independent **Braveworld Limited**, including "Halloween IV." Another recent Sky program signing is a \$4.5 million game show production deal between Sky and **Talbot Television** for a version of *The Price is Right*. Talbot, a subsidiary of Fremantle International, will produce five half-hour episodes per week of the program, which had aired on Britain's commercial Central TV from 1984 to 1987 and became the only game show ever to reach number one in AGB's weekly listing in the UK. Talbot will also produce a version of *The Price is Right* in West Germany for the satellite service RTL Plus. □

BBC veteran **John Reynolds** has left his post as head of the company's North American activities after a restructuring removed a substantial portion of his functions, which had included corporate, commercial and program matters, as well as coproduction activities. The executive, who joined the BBC in 1964 as a producer, declined to be interviewed, but a written statement by BBC Enterprises head James Arnold Baker said Reynolds' departure was by "mutual agreement" and came after the splitting of responsibilities for North American operations and the BBC's international commercial operations "creat[ed] a situation which we both agreed did not use his talents and experience as he had hoped." The change will not affect Reynolds' recent naming of 34-year-old American Jack Masters as president and chief executive officer of BBC/Lionheart Television, BBC Enterprises' North American subsidiary. Masters, who joined BBC from The Samuel Goldwyn Co., will also be involved in coproduction, product acquisition and strategic planning. □

Westwood One's Norm Pattiz will be the keynote speaker at the opening program of the **Midem Radio Conference**, held in Cannes, France, Jan. 21-25.

MVP.



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Changing Hands

KLTV-TV Tyler and KTRE-TV Lufkin, both Texas □ Sold by Buford Television Inc. to Civic Communications for approximately \$40 million. **Seller** is Tyler, Tex.-based group of three TV's owned by Robert P., Gerald and Geoffrey R. Buford. It had an interest in buyer when company was initially formed. It also owns cable systems serving subscribers in Arkansas, Florida and Texas. **Buyer** is headed by Frank Melton, president and chief executive officer. Melton worked for Buford prior to joining Civic as general manager of two stations and president of broadcasting division. KLTV-TV is ABC affiliate on ch. 7 with 316 kw visual, 31.6 kw aural and antenna 520 feet above average terrain. KTRE-TV is ABC affiliate on ch. 9 with 27.5 kw visual, 5.4 kw aural and antenna 650 feet above average terrain. **Broker: Sandler Capital Management.**

WXRI(FM) Norfolk, Va. □ Sold by CBN Continental to ML Media Partners LP for \$5 million. **Seller** is subsidiary of Christian Broadcasting Network, Virginia Beach, Va.-based communications company headed by Thomas Rogeberg. It also owns WYAH(TV) Norfolk, Va., and KXTX(TV) Dallas. **Buyer** is public limited partnership formed by Elton H. Rule, I. Martin Pompadur and Merrill Lynch & Co. It also owns WQAL(FM) Cleveland; WIRE(AM)-WXTZ(FM) Indianapolis; WEJZ(FM) Jacksonville, Fla.; KBEZ(FM) Tulsa, Okla., and WEBE(FM) Westport, Conn.

WXRI operates on 105.3 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Cecil L. Richards.**

WKCY-AM-FM Harrisonburg, Va. □ Sold by Radio Blue Ridge Inc. to Mid Atlantic Network Inc. for \$2 million. **Seller** is headed by Donald W. Miller, president. It has no other broadcast interests. **Buyer** is principally owned by brothers John, David and Howard Lewis. It also owns WINC-AM-FM Winchester, and WFVA-AM-FM Fredericksburg, both Virginia, and WHYL-AM-FM Carlisle, Pa. WKCY operates on 1300 khz with 5 kw day, and WKCY-FM is on 104.3 mhz with 50 kw and antenna 359 feet above average terrain. **Broker: Blackburn & Co.**

KUNO(AM) Corpus Christi, Tex. □ Eighty percent of station sold by Tichenor Media Systems to new company formed by Luis Munoz and Al Herrera. **Seller** is Harlingen, Tex.-based group of five AM's and three FM's principally owned by the Tichenor family. **Buyers** are general manager and general sales manager, respectively, of KUNO(AM). KUNO operates on 1400 khz with 1 kw-D and 250 w-N.

WBIW(AM)-WQWK(FM) Bedford, Ind. □ Sold by Mid-America Radio Group Inc. to Ad-Venture Media Inc. for \$1 million plus \$200,000 non-compete agreement. **Seller** is owned by David C. Keister. It purchased station last year as part of group ("Changing Hands," Sept. 5,

1988). It also owns WMLA-AM-FM Bloomington, Ill.; WCB(FM) Lebanon, WBAT(AM) Marion, WKBY(AM)-WFMG(FM) Richmond, and a new FM in Van Buren, all Indiana; WABJ(AM)-WQTE(FM) Adrian, Mich., and WBEX(AM)-WKKJ(FM) Chillicothe, Ohio. **Buyer** is owned by L. Dean Spencer, 65%; Lora Holdman, 15%; Brent Steele, 10%, and George W. Sorrells, 10%. It has no other broadcast interests. WBIW operates fulltime on 1340 khz with 1 kw and WQWK is on 105.5 mhz with 2 kw and antenna 400 feet above average terrain.

WQMI(AM) Portsmouth, N.H., and WQMI-FM York Center, Me. □ Sold by Richard Walsh to George Silverman for \$1 million. **Seller** has no other broadcast interests. **Buyer** owns Sunshine Group Broadcasting Inc., licensee of WGAN(AM)-WVGX(FM) Portland, Me.; WFEA(AM)-WZID(FM) Manchester, N.H.; WAQY(FM) Springfield, and WIXY(AM) East Longmeadow, both Massachusetts. Silverman also owns 49% of Mayjay Broadcasting Inc., permittee of WFXR(FM) Harwichport, Mass. WQMI operates on 1380 khz with 1 kw. WQMI-FM operates on 95.3 mhz with 3 kw and antenna 467 feet above average terrain.

WOIX(AM)-WORG-FM Orangeburg, S.C. □ Sold by Garden City Broadcasting Co. to Wilkes-Posey Broadcasting Inc. for \$750,000. **Seller** is owned by Robert R. Hilker and William Rollins. Principals have interest in WJXX(AM) Christianburg, and WVV(FM) Blacksburg, both Virginia; WYNR(AM)-WPIQ(FM) Brunswick, Ga.; WSTX-AM-FM Christainsted, V.I.; WEGO(AM) Concord, N.H., and WCGC(AM) Belmont, N.C. Hilker has interest in cable systems serving Mooresville, Huntersville, Cornelius, Davidson, and North Mecklenburg and South Iredell counties, all North Carolina. **Buyer** is owned by George B. Wilkes III, 70%, and C.A. Posey, 30%. It has no other broadcast interests. WOIX operates on 1150 khz with 5 kw day and 500 w night. WORG-FM operates on 103.9 mhz with 3 kw and antenna 330 feet above average terrain.

WKGT(FM) Century, Fla. □ Sold by Southern Breeze Communications Inc. to Ziffle Broadcasting Co. for \$625,000. **Seller** is owned by Jerry Spencer and his wife, Jeanette. They also own 20% of WRBK(AM) Flomaton, Ala. **Buyer** is owned by Richard I. Lott, 60%; Gordon Towne, 20%, and Jerry W. Spencer, 20%. Spencer owns 20% of stock of Gulf Communications of Northwest Florida Inc., and Gulf of Florida is licensee of WRBK(AM) Flomaton, Ala. Lott owns 30% of Gulf of Florida; his wife, Patricia D. Lott, owns 30% of Gulf of Florida. Towne owns 20% of Gulf of Florida. WKGT operates on 105.1 mhz with 3 kw and antenna 442 feet above average terrain.

KTMC(AM)-KZBX(FM) McAlester, Okla. □ Sold by Monray Broadcasting Inc. and Megacom Broadcasting Inc., respectively, to Trayne Communications Inc. for \$400,000. **Seller** of AM is principally owned by Ed and Jean Monray, who have no other broadcast interests. **Seller** of FM is owned by Randy Dunn, Mark Emmons and Anthony Ashmore. It has no other broadcast interests. **Buyer** is owned by Thomas Payne, 75%, and James Asa Haggard III, 25%. They are McAlester-based businessmen with no other broadcast interests.

PREMIER BROADCAST GROUP, INC.

(William J. Selwood, Jr., President)

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WHRS/WFMI (FM)

Lexington, Kentucky

for

\$3,500,000

from

WRDJ, INC.

(Bayard H. Walters, President)

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KTMC is fulltime on 1400 khz with 1 kw. Kzbx is on 104.9 mhz with 145 kw and antenna 454 feet above average terrain.

KOKE(AM) Rollingwood, Tex. □ Sold by West Bank Broadcasting Corp. to Keymarket of Austin Inc. for \$400,000 which includes a \$200,000 noncompete agreement. **Seller** is principally owned by Iva Lea Worley Barton. It also owns KLEA-AM-FM Lovington, N.M.; KLTO(FM) El Paso, Tex.; KGNB(AM)-KNBT(FM) New Braunfels, Tex. **Buyer** is principally owned by Kerby Confer who also owns Keymarket Communications of Columbia Inc., licensee of WTCB(FM) Orangeburg, S.C.; Keymarket Communications of Pennsylvania Inc., licensee of WNNK(FM) Harrisburg, Pa.; Keymarket of Austin Inc., licensee of KKMJ(FM) Austin, Tex. KOKE is 5 kw daytimer on 1370 khz.

KMOO-AM-FM Mineola, Tex. □ Sold by L.H. Bobo and Virgil Peacock to Sam Curry and Joyce Curry for \$340,000. **Seller** has no other broadcast interests. **Buyer** is broadcast executive who has no other broadcast interests. KMOO is 500 w daytimer on 1510 khz. KMOO-FM operates on 96.7 mhz with 3 kw and antenna 300 feet above average terrain.

CABLE

66% of system serving Milwaukee □ Sold by TA Associates to Warner Cable (BROADCASTING Jan. 2). Terms of transaction were not disclosed but seller values system at \$195 million. **Seller** is Boston-based financial firm headed by David Croll. **Buyer** is Dublin, Ohio-based MSO serving approximately 1.2 million subscribers in 20 states, headed by James Gray. Purchase gives Warner 95% interest in system. System serves 84,000 subscribers with 240,000 homes passed.

System serving Saratoga, Hanna, Riverside and Encampment, all Wyoming. □ Sold by San Juan Cable TV of Wyoming Inc. to James Cable Partners L.P. **Seller** is principally owned by James Harper, George McIlvaine and James Brown. It has no other cable holdings. **Buyer** is Bloomfield Hills, Mich.-based group MSO serving approximately 95,000 subscribers in seven states, headed by William James. System serves 1,200 subscribers with 1,625 homes passed and 20 miles of plant. *Broker: Daniels & Associates.*

System serving Weston, Athena, Adams and Helix, all Oregon □ Sold by Weston & Athena Cable TV to Cooke Cablevision Inc. **Seller** is principally owned by Gerald Fetterly, who has no other cable holdings. **Buyer** is

D-2 delivery. Ampex Corp., Redwood City, Calif., has begun to deliver its VPR-300 composite digital (D-2) videotape recorders. It is the second company to begin deliveries of D-2 machines, following Sony, which has installed more than 100 worldwide since last June. Ampex began taking orders on VPR-300's at the 1988 National Association of Broadcasters Exhibition last April, where it took orders for about 300. Since then, Ampex officials say that the D-2 decks have been selling steadily. However, they decline to give numbers on how many have been sold in total, how many have been delivered and how long it will take to eliminate the backlog of orders. Hitachi Denshi will enter the D-2 market this spring at the NAB convention in Las Vegas.

Woodland Hills, Calif.-based MSO serving approximately 500,000 subscribers in nine states. System serves 700 subscribers with 900 homes passed and 19 miles of plant.

Broker: Daniels & Associates.

For other proposed and approved sales, see "For the Record," page 80.

Summit buys RKO's Chicago FM

Of \$21 million deal, four competing applicants will split \$7.3 million

Summit Communications has bought its second RKO radio station in five weeks, reaching a \$21 million settlement with competing applicants for RKO's WFYR-FM Chicago. Summit, an Atlanta-based media group, acquired RKO's WRKS-FM New York last year for \$50 million (BROADCASTING, Dec. 12, 1988).

Of the \$21 million, RKO will receive approximately \$13.7 million, and four competing applicants will be paid approximately \$7.3 million, subject to FCC approval. The applicants are Windy City Broadcasting Ltd., Cozzin Communications Corp., South Jersey Radio Inc. and East Lake Communications Inc. No closing date has been scheduled for the transaction.

RKO is selling its stations in the wake of a 24-year-old comparative renewal case. The FCC ruled RKO an unfit licensee in 1987, but has been approving station settlements on a case-by-case basis (BROADCASTING, Nov. 18, 1988).

An RKO spokesman said that a deal was nearing completion for one of the remaining RKO stations, but declined to identify which one.

The only remaining TV station on the block is WHBQ-TV Memphis. Still in the negotiation stage are transfers for KRTH-AM-FM Los Angeles to Beasley Broadcast Group for approximately \$86 million (BROADCASTING, Aug. 29, 1988); WOR(AM) New York to Buckley Broadcasting for approximately \$24 million; WAXY-FM Fort Lauderdale, Fla., to Evergreen Media Corp. for \$24 million ("In Brief," Oct. 3, 1988), and KFRC(AM) San Francisco to Day-tona Group for \$8 million ("Closed Circuit," May 2, 1988).

WFYR-FM operates on 103.5 mhz with 4.3 kw and antenna 1,548 feet above average terrain. It carries an adult contemporary format.

Summit is principally owned by trusts for the Gordon Gray family (Summit Chairman C. Boyden Gray will become White House chief counsel later this month ["Closed Circuit," Dec. 5, 1988]).

Summit Communications Group Inc. owns WAKR(AM)-WONE(FM) Akron and WONE(AM)-WTUE(FM) Dayton, both Ohio; WAOK(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; KMEZ-AM-FM Dallas; KLZ(AM)-KAZY(FM) Denver; KFOR(AM)-KFRX(FM) Lincoln, Neb., and KWTO-AM-FM Springfield, Mo. □

ENTERTAINMENT COMMUNICATIONS, INC.

has completed its purchase of

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Ku-band DBS plan still kicking at FCC

Crimson says commission failed to rule on merits of K-3 power increase

GE Americom and HBO last week filed separate petitions at the FCC that could lead to changes in the 19-satellite orbital assignment scheme settled on by the commission last fall (BROADCASTING, Nov. 21, 1988)—or possibly to comparative hearings or appeal outside the commission.

Partners in Crimson Satellite Associates' two-year-old venture to provide the first Ku-band direct-to-home television broadcasting (DBS) service in the U.S., Americom and HBO asked the commission to reconsider its November 1988 order denying Americom's request to modify the power of K-3 upward from 45 to 60 watts—higher than the 10-watt average power of satellites now sharing the fixed satellite service (FSS) orbital arc, a discrepancy other satellite operators have claimed would essentially drown out adjacent satellite signals.

"By failing either to resolve whether GE Americom's proposal would indeed cause objectionable interference [to adjacent FSS satellites' signals] or to designate the issue for hearing," said Americom, "the commission has avoided its duty under Section 309" of the Communications Act. The FCC, it said, "cannot deny GE Americom's application without a hearing."

Both petitions charge that the power modification denial renders K-3 "unsuitable for its intended purposes"—Ku-band delivery of cable programming to 14 million potential home dish owners, as well as to cable operators in the full continental U.S. and Hawaii. According to Americom, "consumer tests have shown that direct-to-home service becomes practical on a significant scale only when a receive antenna of no more than 1.2 meters can be used." At least 60 watts are needed, says Crimson, to reach dishes that small.

FCC reconsideration, said the petitions, might have to include some reconfiguration of the common carrier bureau's domestic fixed satellite service (FSS) orbital scheme for the next generation of domestic broadcast satellites. Already assigned an orbital position at 85 degrees, K-3 was not among those 19 assignments approved by the full commission on Nov. 16, 1988. One "illustrative" proposal by GE included the possibility of trading slots between K-3 at 85 degrees and a new Hughes 60-watt Ku-band bird assigned to 99 degrees. Another proposal would see Contelsat 1, GTE Spacenet 3R, ASC 2 and K-3 trading places.

Such changes in the overall scheme would undercut what FCC Chairman Dennis Patrick had called "a significant achievement [the November mass authorizations] where we accommodate all qualified applicants...without comparative hear-

ings."

In processing the denial, said HBO, the commission failed to decide the merits of claims and counterclaims concerning the interference issue when it set aside two segments of the orbital arc for high-power birds such as K-3. The commission order establishing those 'discrete segments' at 75-79 degrees and 132-136 degrees west longitude said: "Because GE Americom asserted that it would not operate [K-3] outside of the 85-106 degrees WL orbital arc, the FCC denied [Americom's] modifications request" (BROADCASTING, Nov. 14, 1988).

The FCC skirted the interference question, said HBO, by denying the modification based only on the discrete segment issue, and it also failed to follow established policy that "all licensees must engage in reasonable coordination efforts." GE, it said, had documented in its initial application that such coordination would eliminate interference concerns.

Indeed, said both petitions, at 60 watts, K-3 represents the new state-of-the-art satellite. The commission itself, said Americom, authorized the construction and launch of more than eight new Ku-band satellites in the same power range, including two birds each proposed by AT&T, Contel ASC, GTE Spacenet and Hughes Communications. Four of those, it noted, were assigned orbital slots falling within Americom's requested 85-106 degree range.

SAGE BROADCASTING CORP.

has acquired

WAMT-AM & WSCF-FM

Titusville, Florida

From

FRAZER BROADCASTING CORP.

For

\$3,000,000.00

The undersigned acted as broker in this transaction and assisted in the negotiations



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Tax certificate OK'd. The FCC expanded its tax certificate policy by granting St. Louis City Communications Inc. (SLCC) a certificate for the sale of its assets. SLCC is a minority controlled cable operator serving the city of St. Louis. It is owned 100% by William T. Johnson and sold the St. Louis system to Tele-Communications Inc. for approximately \$35 million.

The aim of the tax certificate policy is to promote minority ownership of broadcast and cable facilities. The FCC grants two types of certificates. One for entities selling stations or cable systems to minority-controlled companies, the other for investors who provide start-up capital to minority controlled companies.

The FCC granted the tax certificate to SLCC on the grounds that it would further promote the commission's aims by enabling the company to "retain the net proceeds of the sale of its assets for the purchase of broadcast properties or cable television systems". Commissioners James Quello and Patricia Diaz Dennis voted in favor of the grant, and Chairman Dennis Patrick dissented. (Patrick and his statement of dissent were not available at press time last week.)

The St. Louis system serves approximately 8,000 subscribers and passes 53,000 homes.

Pentagon takes first step in HDTV effort

Defense Department sets Feb. 13 deadline for proposals on new HDTV screens and video displays; it will spend \$30 million on project

The U.S. Defense Department announced last week that it will grant up to \$30 million to companies now developing high-definition television screens and video display processors. The Pentagon's Defense Advanced Research Projects Agency (DARPA) published a Broad Agency Announcement (BAA) asking for systems proposals aimed at the Pentagon's goal "to maintain or improve the capability of current available high-definition display technology while significantly reducing cost."

At the same time, the Pentagon announced that the availability of the funds will not be limited to American-owned research facilities. Eligibility is also being extended to research labs controlled by foreign-owned subsidiaries.

The Defense Department now uses video displays for a number of different applications, including computer graphics in tank training simulators and mobile command centers and displays in fighter cockpits. Through the DARPA funds, it hopes to advance screen technologies such as cathode ray tubes, video projection and solid state flat panel displays. Display processing advances will include methods for creating higher-resolution digital or analog computer graphics through current personal computer or workstation techniques or through "development of a fundamentally new product and architecture of either special purpose or general purpose nature," such as open architecture receivers, the BAA says. DARPA is working with private companies to reach these goals "so as to realize economies of scale through high volume manufacturing."

Other component HDTV technologies, such as videocassette recorders, are also important areas that will need to be advanced further, the BAA says. Those technologies will be considered in the future "by means other than this BAA," DARPA said.

When word of DARPA's intention to fund HDTV display development got out late last month (BROADCASTING, Dec. 26, 1988), one major unanswered question was how much the Pentagon would be willing to invest. In the BAA, DARPA estimates "that the cost to the government of the development of one display technology will total \$15 million during the term of the project. It is estimated that there will be comparable cost for the display processor." DARPA spokeswoman Jan Bodanyi clarified the matter further by saying that approximately \$15 million will be available to one or more companies developing HDTV

screens and about \$15 million for companies proposing processors.

A second major question answered last week was that foreign companies will be eligible for the DARPA grants. DARPA said last month that a goal of the project is to bolster domestic consumer electronics and semiconductor industries. But at the time, it refused to comment directly to questions concerning eligibility for the grants based on national origin of the proposing companies.

"It is a full and open competition and all valid responses will be considered," Bodanyi said. "By law the Department of Defense must hold full and open competitions unless there is a legal or regulatory justification not to."

An "important evaluation criteria" for winning of the grants will be the cost-sharing capabilities of each of the companies. It is probable that no high-definition video technology could be brought to fruition funded by a DARPA grant alone. One of the companies known to be working on an advanced TV screen, for example, is Zenith Corp., which estimates that it will take \$58 million over three to four years to develop its "high-tension" flat screen CRT display to the point of manufacturing and mass marketing.

Other considerations will include: the technical quality of the proposal and the

level of understanding of the problems that must be solved to develop it; the ease and cost-effectiveness with which the technology could be mass produced, and the experience the company or lab has had with industrial manufacturing and marketing and what its business strategies are in relation to the proposal. DARPA also asks for the qualifications of the key research personnel of the proposed projects and is requiring that their resumes be included with the proposals.

System proposals are to be sent in two "volumes." The first, which should be 40-50 pages, will summarize the potential benefits of the proposed technologies and the scope of the work that will be required to develop them and give technical arguments supporting the proponents' claims. The second volume will include a summary of less than 10 pages describing each company's organization, management style, use of personnel and relationships with subcontractors.

Proposals are due Feb. 13 and should be sent to Dr. David Patterson, BAA#89-06, 1400 Wilson Boulevard, Arlington, Va. 22209. The proposals will not be available for public inspection. "We consider proposals from companies to contain proprietary information. They may provide us with information they do not want their competitors to have," Bodanyi said. □

NTIA likes NRSC-2. The FCC's plan to mandate implementation of the National Radio Systems Committee's RF emission standard designed to improve quality on the AM band (NRSC-2) rather than the earlier audio input standard (NRSC-1) has been endorsed by the National Telecommunications and Information Administration. In a letter to FCC Chairman Dennis Patrick, NTIA head Alfred Sikes wrote: "NTIA agrees with the commission's conclusion that adoption of the emission limitation standard is the most effective method of reducing adjacent channel interference."

The NTIA and FCC positions conflict with those of the National Association of Broadcasters, Society of Broadcast Engineers and others who commented on the FCC's NRSC proposal released last fall. NRSC-1 should be adopted first, they said, because it will be less expensive to implement than NRSC-2 and because NRSC-2 is still an intermediate standard, not yet fully approved by the NRSC (BROADCASTING, Dec. 5, 1988).

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TCI pitches Faroudja ATV system

Five top MSO's are shown system; TCI solicits funding for project

Tele-Communications Inc., which is backing the Faroudja Industries advanced television system, has been quietly pitching cable operators on the system's benefits, and asking them to help fund its development.

Faroudja has estimated it would take \$3 million to complete development of an advanced television system. It has a contract with ABC whereby the network will help fund the project, contingent on Faroudja gaining another partner, such as TCI.

TCI, for its part, took advantage of two cable industry committee meetings of engineers in Denver last month, one by Cable Labs, the other by NCTA, to show engineers with Comcast, Continental, Cox, Metrovision (owned by Newhouse) and Telecable the Faroudja system. One source said a contribution of \$200,000 was suggested for cable operators interested in helping to fund the project.

The main advantage of the Faroudja system is that it is an enhancement, rather than an alternative, to the existing NTSC standard. The Faroudja system cleans up the existing NTSC signal using comb filters, creating a better picture than now available. And by using improved definition television sets, which double the number of scanning lines, picture quality is further enhanced. Plans call for expanding its aspect ratio from NTSC's 4:3 to 4.83:3. Because it lacks additional picture information and the resultant higher resolution, critics say it is not true high-definition TV.

Frank Ragone, vice president, engineering with Comcast, who viewed the presentation, said he was "very impressed with the reproduction," but was noncommittal on whether Comcast would support TCI's efforts financially. Like other MSO's, Ragone said Comcast was studying closely all HDTV developments. "We are very carefully monitoring what's going on," he said. "We favor something that has minimal impact" on subscribers, Ragone said, but if measures were "half-hearted or stop-gap, we'd be concerned."

Another participant said the Faroudja system has promise "if we want to do that

as a parallel path," but he did not see it as a substitute for full HDTV. "There is something to be said for a wider aspect ratio," he said. Whether consumers need full HDTV to get the perceived benefits of HDTV at an economical cost is at the core of the present HDTV debate.

Ragone said Cable Labs, whose technical advisory committee (TAC) was meeting in Denver that week, had not yet discussed TCI's Faroudja push. Indeed, the TAC

meeting was its first, and was largely organizational, said Cable Labs President Dick Green. The labs, charged with examining HDTV, fiber and other hardware-related aspects of cable, has yet to develop any HDTV position, said Green.

But Green said TCI was not getting ahead of what is to be Cable Labs' game. "My feeling is that they are looking [at Faroudja] as part of an evolutionary approach," he said. "They want to do something immediately to produce better pictures," he said, and there "really is not a conflict in our structure. We are organized and united." □



In Sync

Video unveiling

Hitachi Denshi America is introducing three new television products, a video display, camera and still-store system, this week during a three-day demonstration at the St. Moritz hotel in New York. The video display is a self-contained rear projection system, built to support either a 1,050-line enhanced-definition television (EDTV) or 1,125-line high-definition (HDTV) image. Among its chief applications will be as monitors for computer graphics applications. The screens will be offered in eight different sizes. Hitachi's Mark Cairo said that although the system will be expensive, \$50,000, it will be the first video projection system to combine high-resolution with acceptable brightness. A similar projection system, produced by Hughes Aircraft for military applications, sells for \$180,000, he said.

Also to be introduced is the DK 8000 camera, which will record 1,049-line pictures at 60 frame interlace frame rate or 525/60 interlace or progressive. It is similar but not matching the parameters of the 1,050/59.94 HDTV recording system proposed to the Society of Motion Picture and Television Engineers last fall by NBC (BROADCASTING, Oct. 17, 1988), but could be modified to fit the standard if it is

eventually adopted, Cairo said. Besides regular TV applications, the DK 8000 has been designed to attach to microscopes for medical imaging when in the 525/60 progressive mode. The system will sell for between \$40,000 and \$50,000.

No price has been set yet for the third product, the HF 3200 digital frame-store unit. The system will hold up to 140 randomly accessed video frames. It has also been built to support 1,049 interlace or 525 progressive systems. Hitachi will begin taking orders for all three products at the demonstration.

Import concern

Zenith Electronics Corp., Glenview, Ill., the last large U.S.-owned manufacturer and marketer of television receivers, has filed a 378-page formal request to the Department of Commerce to monitor possible flooding of the U.S. consumer electronics marketplace with color television sets from seven countries: Mexico, Malaysia, Singapore, Hong Kong, the People's Republic of China, Thailand and the Philippines.

Under a 1984 trade law, the Commerce Department is empowered to monitor imports to determine if a pattern of product dumping exists. Under that law, Commerce currently monitors color TV imports from Korea and Taiwan, color picture tubes from Japan, Korea, Canada and Singapore, and black and white TV's from Japan.

In the request, the history of TV set dumping over the last 20 years and its injurious effect on Zenith and the rest of the domestic industry is reviewed. It concludes that since antidumping actions have been taken against Japan, Korea and Taiwan, companies from those countries have set up manufacturing for the U.S. market in Mexico, Malaysia, Singapore, Hong Kong and the People's Republic of China, and are preparing to set up manufacturing in Thailand and the Philippines.

R.A. Marshall & Co.

Brokerage & Media Investment Analysis

Southwest Top 35 Market, New Class C FM, \$6 million

Western Small Market TV, Network Affiliate, \$2 million

East Tennessee AM-FM, Only Stations in County, \$850,000

Arkansas Combo, Turn-Around, Good Facilities, \$750,000



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ACE's all over

The National Academy of Cable Programming has issued its call for entries for the 11th annual System ACE competition, giving a deadline of Feb. 10. The eligibility period is for the calendar year 1988 in the competition's 35 categories. The awards will be presented during the National Cable Television Association convention in Dallas on May 23.

Meanwhile, more than 40 cable networks have begun running what will total 3,000 promotions for the ACE awards cablecast, coming up on Sunday, Jan. 15, in Los Angeles at 9 p.m. ET. The ceremony will be carried simultaneously by BET, CBN Family Channel, Discovery, FNN, Lifetime, Movietime, Nick at Nite, WTSB-TV Atlanta, TNT and USA.

The academy also announced the ceremony will be closed captioned for the hearing impaired.

Growing influence

C-SPAN released the results of a poll last week showing that subscribers have increased their viewing of both its services, and that the typical C-SPAN viewer is becoming more reflective of the average American.

The poll, a random sample of nearly 2,400 households, found that average viewing to C-SPAN was 9.9 hours per month in 1988, up from 9.5 in 1987. For C-SPAN II the increase was even greater, from 6.5 hours to 7.7.

The study also showed the typical C-SPAN demographic of the older, male viewer was changing. In 1987, 42% of C-SPAN's audience was 45 or older. That figure dropped to 32% in 1988. The majority was the 25-44 demographic, accounting for 54% of C-SPAN's audience. Those between 18 and 24 represent 14% of the audience. Those over 65 represent 8%.

C-SPAN also found a shift in sex, with 51% of 1988 viewers female. In 1987, only 46% of viewers were female.

Household income and education were also more closely mirroring the general population, C-SPAN said. Forty-two percent of viewers have household incomes above \$30,000, and 14% have incomes above \$50,000. In education, the survey found 82% of viewers were high school graduates in 1988, versus 95% in 1987. Those with some college background went from 67% in 1987 to 49% last year.

And the typical C-SPAN viewer ranked high among voters, with 84% saying they were registered to vote and 95% they voted in the 1988 election. Of respondents, 23% said they changed opinions on issues based in information

they gathered from C-SPAN, and 26% said C-SPAN coverage effected their choice for president in 1988.

More on MSG's carriage

There were more fireworks in the carriage dispute between Cablevision and the Madison Square Garden Network over Cablevision's noncarriage of MSG. Cablevision has been running ads on SportsChannel New York presenting its side of the dispute, including one quoting Richard Kessel, executive director of New York State Consumer Protection Board, apparently backing Cablevision's position. But Kessel has written Cablevision asking it to stop using the quote and to give him equal time to fully explain his position.

"Cablevision has misrepresented my position...and is wrongly showing this commercial," he wrote. "I am not endorsing either side in the dispute." In the quote, Kessel states that Cablevision may be philosophically correct in wanting consumers to pay for only the services they want. But Kessel said in a letter that he believes the standard should apply across the board to all services.

Record passage

ESPN said it became the first cable network to pass 50 million homes, as recorded by Nielsen data tabulated as of Dec. 26, 1988.

Rep growth

Cable Networks Inc., purchased by Rainbow Advertising Sales in late 1987, has signed an agreement to be the local sale representative for the Bay Area Interconnect, which reaches nearly one million cable homes.

CNI, based in New York, will represent the interconnect for local avails to regional and national advertisers. CNI's seven offices will sell time in ESPN,

CNN, MTV, Classic Movie Channel (an area movie service), USA, Nashville Network, Lifetime and BET.

The interconnect, operated by San Francisco area operators Heritage, Lenfest and Viacom, reaches 960,589 homes in the greater San Francisco area. It extended its reach last year after merging with Cable AdNet.

New for Nashville

Former *Tic Tac Dough* host Jim Caldwell will host a new game show, *Top Card*, that will premiere on the Nashville Network in April. Production by Reid/Land Productions begins this month at Opryland USA Inc. in Nashville.

Caldwell will be assisted by Blake Pickett, co-host of Nashville's *Fandango*. *Top Card* is based on the card game 21.

Made-fors

HBO has announced three new made-for projects for 1989. *Tailspin: The Tragedy of Korean Airlines Flight 007*, about the Soviet downing of the civilian airliner, stars Chris Sarandon, Michael Murphy, Harris Yulin and Michael Moriarty. *Time Flies When You're Alive*, a screen adaptation of Paul Linke's autobiography that stars Linke, and *A Month of Sundays*, a comedy set in a retirement home starring Hume Cronyn, Vincent Gardenia and Tandy Cronyn.

New Jersey Choice

Choice Cable Corp. said it has received franchise approval from nine municipalities in southern New Jersey totaling over 77,000 homes in 1988, and will begin building its hybrid fiber and coaxial plant in the first quarter of this year.

Choice Chairman Irving Kahn said the franchises represent about one-third of the area Choice plans to serve, which is roughly the area now served by NYT Cable. NYT has put its system up for sale.

BottomLine

No go. Continental Cablevision has declined to exercise its right to repurchase 17% stake in company held by Dow Jones & Co. Amos Hostetter, Continental chairman and chief executive officer, agreed last November to purchase Dow Jones's holdings for \$299.8 million, but under 1981 agreement Continental had right to purchase shares at same terms offered to its chairman. Robert Sachs, Continental's senior vice president for corporate and legal affairs, said Continental's board, which discussed issue at Dec. 19, 1988, meeting, did not disclose reason for its decision. Hostetter's purchase was scheduled to close last Thursday (Jan. 5)

Jones offering. Jones Intercable initiated \$400 million limited partnership offering Dec. 15, 1988. Cable TV Fund 15 is series of limited partnerships to be formed to engage primarily in acquisition, construction, development and operation of U.S. cable systems.

For the Record

As compiled by BROADCASTING from Dec. 28 through Jan. 4 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for re. on.—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

■ **WDNG(AM)** Anniston, AL (BAL881128ED; 1450 khz; 1 kw-U)—Seeks assignment of license from Francis J. Dipietro, William J. Davis and Benjamin F. Vondracek to WDNG Inc. for \$500,000. Seller has no other broadcast interests. Buyer is owned by Charles R. Fuller and Ilene Fuller, joint owners; Betty Vondracek, and Francis J. Dipietro and Melissa Dipietro, joint owners. It has no other broadcast interests. Filed Nov. 28, 1988.

■ **KKRE(AM)** Monument, CO (BAL881208EE; 1040 khz; 5 kw-D, DA)—Seeks assignment of license from Trip-Lakes Broadcasting of Colorado Inc. to Business Broadcast Group Inc. for \$665,000. (buyer will assume notes totalling \$605,000 not to compete-consultant agreement, \$40,000, and quarterly installment for cash for \$20,000). Seller is principally owned by Dan R. Hubbard, Richard Brame, Carolyn Dell Hubbard. It has no other broadcast interests. Buyer is owned by Michael S. Lowery. Lowery owns KRMH-AM-FM Leadville, CO. Filed Dec. 8, 1988.

■ **WKGTFM)** Century, FL (BAPH881215GP; 105.1 mhz; 3 kw; Ant 344 ft.)—Seeks assignment of license from Southern Breeze Communications Inc. to Ziffle Broadcasting Co. for \$625,000. Seller is owned by Jerry Spencer and Jeanette Spencer. They own 20% of WRBK(AM) Flomaton, AL. Buyer is owned by Richard I. Lott, 60%; Gordon Towne, 20% and Jerry W. Spencer, 20%. Spencer owns 20% of stock of Gulf Communications of Northwest Florida Inc., and Gulf of Florida is licensee for WRBK(AM) Flomaton, AL. Lott owns 30% of stock of Gulf of Florida, Patricia D. Lott owns 30% of stock of Gulf of Florida. Towne owns 20% of stock of Gulf of Florida. Filed Dec. 15, 1988.

■ **CP FM** Port St. Joe, FL (BAPH881216GS; 93.5 mhz; 2 kw; 120 ft.)—Seeks assignment of license from Dee Wetmore to Maryann Wetmore-Kodish and Scott Wetmore for no consideration. Seller has no other broadcast interests. Buyers have no other broadcast interests. Filed Dec. 16, 1988.

■ **WA1A(AM)** St. Augustine Beach, FL (BAL881215EE; 1170 khz; 1 kw-D)—Seeks assignment of license from First City Broadcasting Inc. to Interstate Broadcasting for \$155,000. Seller is headed by Marshall Rowland. Buyer is owned by Lockwood Smith, 50%, and Cochran Keating, 50%. It has no other broadcast interests. Filed Dec. 15, 1988.

■ **WKXK(FM)** Pana, IL (BALH881214HY; 100.9 mhz; 3 kw; ant 290 ft.)—Seeks assignment of license from Dudley Broadcasting Inc. to Southeastern Video Inc. for \$150,000. Seller is headed by Scott McAda. Buyer is equally owned by Owen L. Studstill Jr., Lamar O. Studstill, and Cole C. Studstill. Principals also have interest in WXRS-AM-FM Swainsboro, GA, and WGLC-AM-FM Mendota, IL. Filed Dec. 14, 1988.

■ **WHDG-FM** Havre de Grace, MD (BPH881207HW; 103.7 mhz; 17.5 kw; ant 340 ft.)—Seeks assignment of license from The Chesapeake Broadcasting Corp. to Prettyman Broadcasting Co. Seller is principally owned by Virginia Wetter, Jason David Pate, Kennon Pate McKee, and Barbara Pate Glacel. It also owns WASA(AM) Havre de Grace, MD. Buyer is principally owned by William E. Prettyman Jr. It also owns WICO-AM-FM Salisbury, MD; WYUZ(AM)-WAFI(FM) Milford, DE; WEPM(AM)-WKMZ(FM) Martinsburg, WV. Filed Dec. 7, 1988.

■ **KGBX(AM)** Springfield, MO (BAL881130EB; 1400 khz; 1 kw-U)—Seeks assignment of license from KGBX Communications Inc. to Sunburst II Inc. for \$155,000. Seller is headed by Allan Thompson. Buyer is owned by John M. Borders. It has no other broadcast interests. Filed Nov. 30.

■ **WQMI(AM)** Portsmouth, NH, and **WQMI-FM** York Center, ME (AM: BTC881219GW; 1380 khz; 1 kw-U, DA-N; FM: BTCH881219GX; 95.3 mhz; 3 kw; ANT 467 ft.)—Seeks transfer of control from Richard Walsh to George Silverman for \$1 million. Seller has no other broadcast interests. Buyer owns 100% of issued and outstanding shares of stock in Sunshine Group Broadcasting Inc., licensee of WGAN(AM)-WVGX(FM) Portland, ME; WFEA(AM)-WZID(FM) Manchester, NH; WAQY(FM) Springfield and WIXY(AM) East Longmeadow, both Massachusetts. Silverman also owns 49% of issued and outstanding shares of stock in Mayjay Broadcasting Inc. Mayjay is permittee of WFXR(FM) Harwichport, MA. Filed Dec. 19, 1988.

■ **WUSS(AM)** Atlantic City, NJ (BAL881216EC; 1490 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Thomas J. Subranni Esq., trustee to Jim Cuffeep for \$350,000. Seller is trustee for Atlantic Business and Community Development Corp. and has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 16, 1988.

■ **WRKS(FM)** New York, NY (BALH881212GI; 98.7 mhz; 7.8 kw H, 5.5 kw V.; Ant 1,220 ft.)—Seeks assignment of license from S/C Communications to Summit-New York Broadcasting Corp. for \$50 million (BROADCASTING Dec. 12, 1988). Seller is owned by RKO General, subsidiary of GenCorp. Buyer is owned by trusts for the Gordon Gray family. Summit Communications Group Inc., ultimate parent of assignee, owns WAKR(AM)-WONE(FM) Akron, OH; WAOK(AM)-WVEE(FM) Atlanta, GA; WCAO(AM)-WXYV(FM) Baltimore, MD; KMEZ(AM)-KMEZ(FM) Dallas, TX; WONE(AM)-WTUE(FM) Dayton, OH; KLZ(AM)-KAZY(FM) Denver, CO; KFOR(AM)-KFRX(FM) Lincoln, NE, and KWTO-AM-FM Springfield, MO. Filed Dec. 12, 1988.

■ **KZBX(FM)** McAlester, OK (BALH881215GR; 104.9 mhz; 145 kw; Ant 454 ft.)—Seeks assignment of license from Megacom Broadcasting Inc. to Trayne Communications Inc. for \$400,000. Seller is owned by Randy Dunn, Mark Emmons and Anthony Ashmore. It has no other broadcast interests. Buyer is owned by Thomas Payne, 75%, and James Asa Haggard III, 25%. Filed Dec. 15, 1988.

■ **KCLI(FM)** Oklahoma City, OK (BALH881220HE; 95.3 mhz; 3 kw; Ant 296 ft.)—Seeks assignment of license from Media Max Broadcasting Inc. to Clinton Broadcasting Co. for \$63,293. Seller is owned by James Maxey Sr., James Maxey Jr. and Patricia Maxey. It has no other broadcast interests. Buyer is owned by Ray David, 40%; Shirley David, 40%; Vivain Knodel, 5%; Rod Knodel, 5%; Deborah Schultz, 5%, and Charles Schultz, 5%. Ray David is president and director of Clinton Broadcasting Co. and has 24.8% ownership interest in Western Media Corp., KLTC(AM) Dickinson, ND, and Roughridr Broadcasting Co., KRRB(FM) Dickinson, ND. Filed Dec. 20, 1988.

■ **WR1E(AM)** Waterford, PA (BAL881219EH; 1330 khz; 5 kw-D)—Seeks assignment of license from WR1E Inc. to Burbach Broadcasting Company for \$230,000. Seller is owned by J.N. Communications. Its principals are Norman Slemenda and James Harpel. J.N. Communications owns WHJB(AM)-WSSZ(FM) Greensburg, PA. Buyer is princi-

Indiana: Small mkt. Class A FM
Owner/Op., strong CF — \$500,000
KENT REPLOGLE 202/822-1700

Gulf coast Class C combo
\$3,200,000
GEORGE REED 904/730-2522

California B-1 FM, attractive
terms — \$2,500,000
JIM MERCEN 818/893-3199

AM/FM Gulf Coast combo
300,000+ mkt. — \$1,700,000
BILL WHITLEY 214/788-2525

FL Resort Area: AM/FM with
pos. CF — \$750,000
GEORGE REED 904/730-2522

SW FM, Real estate included
\$850,000
BILL WHITLEY 214/788-2525

Midwest AM/FM combo, small
market — \$600,000, terms
BILL LYTLE 816/932-5314

SE Class A, real estate included
\$500,000 with terms.
ED SHAFFER 404/698-9100

Southern California Spanish AM
Profitable — \$4,000,000
RAY STANFIELD 818/893-3199

Arizona: C-2 FM, big signal in
growth mkt. — \$975,000, terms
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New Stations

pally owned by John L. Laubach Jr. and Robert H. Burstein. It also owns WEYZ(AM)-WCCK(FM) Erie, PA: 99% of common stock of PBBC Inc., licensee of WXIL(FM) Parkersburg, WV. It is managing general partner of Marion Radio Co., licensee of WMRN-AM-FM Marion, OH. It owns Garrett Communications Inc., general partner of Marion Radio Co., and Wheeling Radio Co., licensee of WZMM-AM-FM Wheeling, WV.; general partner of Nittany Broadcasting Co., licensee of WMAJ(AM)-WXLRF(AM) State College, PA. Filed Dec. 19, 1988.

■ WPL(AM)-WKRZ(FM) Wilkes-Barre, PA (AM: BAL881215HK; 1340 khz; 1 kw; FM: BAPLH881215HL; 98.5 mhz; 50 kw; ant 1180 ft.)—Seeks assignment of license from Beatrice Broadcasting Corp. to Keymarket of NEPA Inc. for \$12 million ("In Brief" Nov. 21, 1988). Seller is New York-based group of five AM's, eight FM's and one TV, headed by Frank D. Osborn. Buyer is principally owned by Kerby Confer. Confer also owns Keymarket Communications of Columbia Inc., licensee of WTCB(FM) Orangeburg, SC.; Keymarket Communications of Pennsylvania Inc., licensee of WNNK(FM) Harrisburg, PA; Keymarket of Austin Inc., licensee of KKMJ(FM) Austin, TX. Filed Dec. 15, 1988.

■ WOR(AM) Oak Ridge, TN (BAL881209; 1550 khz; 1 kw-D)—Seeks assignment of license from FM 94 Limited to J. Frederic Stair II for \$25,000. Seller is owned by Leonard M. McCoig and Dorothy McCoig. It has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 9, 1988.

■ WGTG(AM) Wartburg, TN (BAPLH881213HZ; 101.3 mhz; .5 kw; Ant 770 ft.)—Seeks assignment of license from Group Three Broadcasters to Morgan County Broadcasting Co. for \$1. In consideration for assignment of foregoing assets, assignee will pay assignor sum of one dollar (\$1.00) and will assume all outstanding obligations of assignor and indemnify assignor and its principals from any liability thereunder. Seller is owned by Carl Stump, Sandra Lavender and James Edwards Knight. Stump and Lavender have interest in WECO(AM) Wartburg, TN. Buyer is owned by Carl Stump, 30%; Sandra Lavender, 15%, and James Edward Knight, 10%. Filed Dec. 13, 1988.

■ KWKI(FM) Big Spring, TX (BALH881216GQ; 95.3 mhz; 1.8 kw; Ant 300 ft.)—Seeks assignment of license from Big Spring Broadcasting Co. to David W. Wrinkle for \$325,000. Seller is owned by Bell-Rey Broadcasting, headed by David Ziebell. It has no other broadcast interests. Buyer is licensee KBST(AM) Big Spring, TX. Filed Dec. 16, 1988.

■ KMOO-AM-FM Mineola, TX (AM: BTC881219EC; 1510 khz; 500 w-D, DA; FM: BTCH881219ED; 96.7 mhz; 3 kw; Ant 300 ft.)—Seeks transfer of control from L.H. Bobo and Virgil Peacock to Sam Curry and Joyce Curry for \$340,000. Seller has no other broadcast interests broadcast interests. Buyer has no other broadcast interests. Filed Dec. 19, 1988.

■ KOFR(FM) Odessa, TX (BAPHED881213HX; 90.5 mhz; 2.4 kw; HAAT: 287 ft.)—Seeks assignment of license from Family Stations Inc. to Southwest Educational Media Foundation of Texas for no consideration. Assignment is charitable gift of assets. Seller is Oakland, CA-based group of eight AM's, 41 FM's and one TV. Buyer is headed by T. Kent Atkins. It also owns KENT(AM) Odessa, TX. Atkins owns KRGV-FM Amarillo, TX. Filed Dec. 13, 1988.

■ KOKE(AM) Rollingwood, TX (BTC881216EF; 1370 khz; 5 kw-D)—Seeks transfer of control from Jimmy L. Ray to Iva Lea Worley Barton, Jimmy L. Ray et al. is transferring shares to secure repayment of two promissory notes to order of Iva Lea Worley Barton totalling \$1.5 million. Buyer owns West Bank Broadcasting Corp., licensee of station KOKE(AM) Rollingwood, TX; and Lea County Broadcasting Co., licensee of KLEA-AM-FM Lovington, NM; Rio Bravo Broadcasting Corp., licensee of KLTO(FM) El Paso, TX; New Braunfels Broadcasting Corp., licensee of KGNB(AM)-KNBT(FM) New Braunfels, TX. Filed Dec. 16, 1988.

■ KOKE(AM) Rollingwood, TX (BAL881216EG; 1370 khz; 5 kw-D)—Seeks assignment of license from West Bank Broadcasting Corp. to Keymarket of Austin Inc. for \$400,000 which includes a \$200,000 non-compete agreement. Seller is principally owned by Iva Lea Worley Barton. It also owns KLEA-AM-FM Lovington, NM; KLTO(FM) El Paso, TX; KGNB(AM)-KNBT(FM) New Braunfels, TX. Buyer is principally owned by Kerby Confer. Confer also owns Keymarket Communications of Columbia Inc., licensee of WTCB(FM) Orangeburg, SC.; Keymarket Communications of Pennsylvania Inc., licensee of WNNK(FM) Harrisburg, PA; Keymarket of Austin Inc., licensee of KKMJ(FM) Austin, TX. Filed Dec. 16, 1988.

Actions

■ KMLD(FM) Fallbrook, CA (BALH881102GG; 107.1

mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from North County Communications to Galaxy Broadcasting Group for \$850,000 ("Changing Hands," Nov. 14, 1988). Seller is headed by Wally Reid and has no other broadcast interests. Buyer is principally owned by Robert I. Jacobson. It has no other broadcast interests. Action Dec. 16, 1988.

■ KIQQ(FM) Los Angeles, CA (BALH881110HJ; 100.3 mhz; 5.3 kw; HAAT: 3005 ft.)—Granted assignment of license from Outlet Broadcasting Inc. to Westwood One Stations - Los Angeles Inc. for \$56 million. Seller is Providence, RI-based group headed by Bruce Sundlun and David Henderson. It purchased KIQQ in 1978 from Cosmic Communications for \$4.5 million ("Changing Hands," Jan. 9, 1978). It also owns WTOP(AM)-WASH(FM) Washington; WCMH-TV Columbus, Ohio; WJAR(TV) Providence, RI; and WIOQ(FM) Philadelphia. WIOQ is being sold, subject to FCC approval, to Professional Broadcasters Inc. ("Changing Hands," Oct. 17, 1988). Buyer is publicly held, Culver City, CA-based network radio group headed by Norm Pattiz, chairman. Earlier last year, it purchased WYNY(FM) New York ("Changing Hands," April 25, 1988), and acquired 50% interest in WNEW(AM) New York ("Changing Hands," July 11, 1988). Action Dec. 20, 1988.

■ KROY(FM) Sacramento, CA (BALH881108HN; 96.9 mhz; 50 kw; HAAT: 500 ft.)—Granted assignment of license from Commonwealth Broadcasting of Northern California to Great American Television and Radio Co. for \$11,725,000 ("In Brief" Nov. 7). Seller is owned by San Diego-based group principally owned by Dex Allen and partners of Thorsnes, Bartolotta, McGuire and Padilla. San Diego law firm. It also has interest in KYXII(FM) Yuma, AZ. Buyer is Cincinnati-based group of six AM's, nine FM's and five TV's, headed by Carlyle J. Wagner. Action Nov. 20, 1988.

■ WRGI-FM Naples, FL and WSYB(AM)-WRUT(FM) Rutland, VT (WRGI: BAPLH881114HT; 93.5 mhz; 3 kw; HAAT: 300 ft.; WSYB: BAL881114HR; 1380 khz; 5 kw-D 1 kw-N DA-N; WRUT: BALH881114HS; 97.1 mhz; 1.15 kw; HAAT: 2997 ft.)—Granted assignment of license from All Communications of Naples Inc. to H&D Communications L.P. for \$9,500,000 (\$6.7 million cash and \$2.8 million financed by seller). Seller is owned by Allan W. Roberts and Family. Buyer is member of H&D Broadcast Group, principally owned Joel M. Hartstone, and Barry J. Dickstein. Group also owns WDOV(AM)-WDSO(FM) Dover, DE; WFGP-AM-FM Atlantic City, NJ; WSUB(AM)-WQGN(FM) Groton, CT; WBBW(AM)-WBBG(FM) Youngstown, OH; WTLB(AM)-WRCK(FM) Utica, NY, and WKRS(AM)-WXLC(FM) Waukegon, IL. Dickstein and Hartstone are principal owners of Hartstone & Dickstein Inc., specialized investment banking firm, concentrating on acquisition and financing of radio and TV. Action Dec. 20, 1988.

■ WMPP(AM) Chicago Heights, IL (BAL8811028EC; 1470 khz; 1 kw-U)—Seeks assignment of license from Jana Broadcasting Co., debtor-in-possession to Liberty Temple Full Gospel Church Inc., for \$400,000. Buyer is headed by Rev. Clifford E. Turner, and has no other broadcast interests. Action Dec. 15, 1988.

■ WWCK-AM-FM Flint, MI (AM: BAL881114HP; 1570 khz; 1 kw-D 238.8 w-N; FM: BALH881114HQ; 105.5 mhz; 3 kw; HAAT: 330 ft.)—Granted assignment of license from Reams Broadcasting Corp to Majac of Michigan Inc. for \$2.4 million. Seller purchased station in 1975 for \$650,000 ("Changing Hands," June 16, 1975). Seller is Toledo, Ohio-based group principally owned by Frazier Reams Jr. It owns WBEV(FM) Hamilton, and WCWA(AM)-WIOT(FM) Toledo, both Ohio. Buyer is principally owned by Jack T. Steenbarger. It also owns W DAN(AM)-WDNL(FM) Danville, Ill. Action Dec. 20, 1988.

■ WRXO(AM)-WKRX(FM) Roxboro, NC (AM: BTC880926GQ; 1.430 khz; 1 kw-D; FM: BTCH880926GP; 96.7 mhz; 3 kw; HAAT: 300 ft.)—Granted transfer of control from H. Wharton Winstead Jr. to Harry Myers for no consideration. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Dec. 15, 1988.

■ WCED(AM)-WOWQ(FM) Dubois, PA (BTC881114HB; 1420 khz; 5 kw-D 500 w-N DA-N; FM: BTCH881114HC; 102.1 mhz; 11.5 kw; HAAT: 640 ft.)—Granted transfer of control from Tri-County Broadcasting Co. to Tri-County Broadcasting Acquisition Corp. for \$1.6 million. Seller is owned by Jason Gray Jr. Buyer is owned by E. Michael Boyle, 16.66%; Patrick C. Boyle, 16.66%; Mig Boyle, 16.66%; John E. Boyle, 16.66%; Peter T. Boyle, 16.66%; Mary H. Boyle, 16.66%. Officers and directors of buyer are stockholders of Derrick Publishing Co., licensee of WKSJ(AM)-WHUG(FM) Jamestown, NY. Action Nov. 20, 1988.

Applications

■ Homewood, AL (BPH880816BQ)—Homewood Community Broadcasters Ltd. seeks 97.3 mhz; 1.6 kw; 153 m. Address: 1259 North Rio Vista Blvd., Fort Lauderdale, FL 33316. Principal is headed by Myrland Clarke. Filed Aug. 16, 1988.

■ Carlinville, IL (BPH881222MA)—Carlinville Broadcasting Corp. seeks 95.9 mhz; 3 kw; 82 m. Address: 815 West Dean, Box 68, Virden, IL 62690. Principal is owned by Randal J. Miller, Lawrence Travis, Cathaleen R. Miller and Russell G. Massinelli. It has no other broadcast interests. Filed Dec. 22, 1988.

■ Elmwood, IL (BPH881216NP)—Knight Communications Corp. seeks 97.3 mhz; 25 kw; 100 m. Address: 63 Bay State Rd., Boston, MA 02215. Principal is owned by Norman Knight. Knight Communications Corp. owns WTAG(AM)-WSRS(FM) Worcester, MA. Knight owns 100% of issued and outstanding stock of Knight Radio Inc., licensee of WGIR-AM-FM Manchester, NH; WEZF(FM) Burlington, VT. Knight owns 100% of issued and outstanding stock of Knight Broadcasting of New Hampshire Inc., licensee of WHEB-AM-FM Portsmouth, NH. Knight owns 100% of issued and outstanding stock of Quality Radio Inc., licensee of WSAR(AM) Fall River, MA. Filed Dec. 16, 1988.

■ Baker, LA (BPH881215NG)—RDH Communications L.P. seeks 107.3 mhz; 3 kw; 100 m. Address: 13925 Intrepid St., New Orleans, LA 70129. Principal is owned by Renette Dejoie Hall, Lawrence Weinberg and Philip M. Greenberg. Filed Dec. 15, 1988.

■ Baker, LA (BPH881215NE)—Bebe-F Broadcasting Corp. seeks 107.3 mhz; 3 kw; 100 m. Address: 2714 McConnell, Baton Rouge, LA 70809. Principal is owned by Beatriz E. B. Facundas. It has no other broadcast interests. Filed Dec. 15, 1988.

■ Baker, LA (BPH881215MH)—Oasis Radio Affiliates Inc. seeks 107.3 mhz; 3 kw; 100 m. Address: 15251 N.E. 18th Ave., Suite 9, North Miami Beach, FL 33162. Principal is owned by Russell Oasis, Alan H. Potamkin, Darniel D. Williams. Oasis is 25% shareholder of New Age Broadcasting Inc., permittee of WXDJ(FM) Homestead, FL. Filed Dec. 15, 1988.

■ Baker, LA (BPH881215MI)—AB Partners Ltd. seeks 107.3 mhz; 3 kw; 100 m. Address: P.O. Box 16234, Baton Rouge, LA 70893. Principal is owned by Charles Alexander, Michael J. Barnes and Henry Harris. It has no other broadcast interests. Filed Dec. 15, 1988.

■ Baker, LA (BPH881215ML)—Kathleen D. Walker seeks 107.3 mhz; 3 kw; 100 m. Address: 1920 NW 56th Street, Miami, FL 33143. Principal owns 40% interest in Rebecca Radio, Rebecca Radio, d/b/a Rebecca Radio of Lafayette, holds 49% interest in Lafayette FM Joint Venture, permittee of New FM Lafayette, LA. Filed Dec. 15, 1988.

■ Walpole, NH (BPH881215NB)—Gary P. Savoie seeks 96.3 mhz; 1.193 kw; 155 m. Address: 50 Park Ave., Claremont, NH 03743. Principal has no other broadcast interests. Filed Dec. 15, 1988.

■ Walpole, NH (BPH881215MB)—Bruce G. Danziger seeks 96.3 mhz; 1.3 kw; 152 m. Address: R.D. 1, Box 53, Clayton, NY 13625. Principal has no other broadcast interests. Filed Dec. 15, 1988.

■ Deposit, NY (BPH881215MK)—Delaware County Broadcasting Corp. seeks 94.7 mhz; 1.2 kw; 159 m. Address: Route 206, Box 58, Walton, NY 13856. Principal is owned by Myra Youmans and Amos Finch. It also owns WDLA-AM-FM Walton, NY. Filed Dec. 15, 1988.

■ Chillicothe, OH (BPED881214MN)—The Cedarville College seeks 91.9 mhz; .100 kw; 193 m. Address: 251 North Main St., Cedarville, OH 45314. Principal is owned by Dr. Clifford W. Johnson, Kenneth H. St. Clair, Harold R. Green, Martin E. Clark and Donald W. Rickard. Filed Dec. 14, 1988.

■ Jackson, TN (BPED881214MO)—Memphis Community TV Foundation seeks 90.1 mhz; 17 kw; 161 m. Address: 900 Getwell Rd., Box 241880, Memphis, TN 38124. Principal is headed by Robert J. Schroeder. It has no other broadcast interests. Filed Dec. 14, 1988.

■ Houston, TX (BPH881212IB)—Entertainment Communications Inc. (FLA.) seeks 94.5 mhz; 100 kw; 164 m. Address: 100 Presidential Blvd., Ste. 10, Bala Cynwyd, PA 19004. Principal is headed by Joseph M. Field. It has no other broadcast interests. Filed Dec. 12, 1988.

■ Kelso, WA (BPH881215ME)—Washington Interstate Broadcasting Co. seeks 94.5 mhz; 3.0 kw; 100 m. Address: P.O. Box 90, Kelso, WA 98626. Principal is owned by

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Stephen Hanson and Annabelle Hanson. Filed Dec. 15, 1988.

■ **Barrackville, WV (BPH881208MH)**—Marion Radio Corporation seeks 93.1 mhz; 3 kw; 100 m. Address: P.O. Box 1746, Charleston, WV 25326. Principal is owned by Frank Lee, Paul M. Friedberg, Robert Levine, Jack Goldfarb, Robert B. Harvit and Robert B. Mitchell. It has no other broadcast interests. Filed Dec. 8, 1988.

■ **Verona, WI (BPH881215MC)**—Verona Parke Broadcasting, Co. seeks 105.5 mhz; 3 kw; 100 m. Address: 619 South 20th Ave., Minneapolis, MN 55454. Principal is owned by Michelle K. Moore. It has no other broadcast interests. Filed Dec. 15, 1988.

■ **Verona, WI (BPH881215NF)**—Skywave Communications Corp. seeks 105.5 mhz; 3 kw; 100 m. Address: P.O. Box 4366, Madison, WI 53711. Principal is owned by Dan Dobrowolski. Dobrowolski owns Weather Center International Inc. which owns LPTV W05BD Madison, WI, and LPTV CP's for W08CM Rockford, IL, and W69BD Venice and W58BK Naples, both Florida. Filed Dec. 15, 1988.

■ **Verona, WI (BPH881215MG)**—Cynthia K. Waldbillig seeks 105.5 mhz; 3 kw; 100 m. Address: 692 Tamarack Way, Verona, WI 53593. Principal has no other broadcast interests. Filed Dec. 15, 1988.

■ **Verona, WI (BPH881214MK)**—Janice and Ronald Fedler GP seek 105.5 mhz; 3 kw; 100 m. Address: 7842 Big Timber Trail, Middleton, WI 53562. Principals have no other broadcast interest. Filed Dec. 14, 1988.

■ **Waukegan, WI (BPH881214ML)**—WIBU Inc. seeks 105.1 mhz; 2.45 kw; 1111 m. Address: 175 Spring Lane, Winnetka, IL 60093. Principal is owned by Harry D. Jacobs Jr., Lyle Dean Lebsack, David H. Bornstein. Filed Dec. 14, 1988.

■ **Waukegan, WI (BPH881215MD)**—Waukegan Parke Broadcasting Co. seeks 105.1 mhz; 3 kw; 100 m. Address: 14600 40th Place North, Plymouth, MN 55446. Principal is owned by Robert H. Moore and Terrance W. Moore. Filed Dec. 15, 1988.

■ **Waukegan, WI (BPH881215MF)**—Betty Lynn Whirry seeks 105.1 mhz; 3 kw; 100 m. Address: 5709 Hempstead Rd., Madison, WI 53711. Principal has no other broadcast interests. Filed Dec. 15, 1988.

■ **Verona, WI (BPH881215ND)**—Soncomm Inc. seeks 105.5 mhz; 3 kw; 100 m. Address: P.O. Box 8788, Madison, WI 53708. Principal is owned by Terry Guy Peters, Stanley L. Scharch, Thomas C. Weeden, James R. Berg and David J. Smith. Filed Dec. 15, 1988.

■ **Verona, WI (BPH881215NC)**—Heller Broadcasting Group L.P. seeks 105.5 mhz; 3 kw; 100 m. Address: P.O. Box 59, Mishicot, WI 54228. Principally owned by Mark Heller. It has no other broadcast interests. Filed Dec. 15, 1988.

Actions AM

■ **Miami, FL (BP780906AH)**—Granted app. of Community Broadcasters Inc. for 990 khz. Address: P.O. Box 815 SW 13th St., Miami, FL 33135. It has no other broadcast interests. Action Dec. 22, 1988.

FM's

■ **Malvern, AR (BPH880407MW)**—Granted app. of Harbour Enterprises for 101.5 mhz; 3 kw H&V; 97 m. Address: 317 South Main St., Malvern, AR 72104. Principal is owned by Donald C. Harbour, Alene O. Harbour, Michael H. Harbour, Julie H. Williams and William C. Harbour. Action Dec. 21, 1988.

■ **Sharon, CT (BPH880504MC)**—Granted app. of Radio South Burlington Inc. for 103.3 mhz; 0.771 kw H&V; 192 m. Address: 19 Boas Lane, Wilton, CT 06897. Principal is owned by Dennis Jackson and Maureen Jackson. Dennis Jackson is 46.6% owner of Ridgefield Broadcasting Corp., licensee of WREF(AM) Ridgefield, CT. Mr. Jackson is also 94.9% owner of River Valley Broadcasting Co., 15% limited partner in WNYQ Associates, licensee of WNYJ-FM Rotterdam, NY. Action Dec. 20, 1988.

■ **Valdosta, GA (BPE881112MG)**—Granted app. of Georgia Public Telecommunications Commission for 91.7 mhz; 0.5 kw; 72 m. Address: 1540 Stewart Ave. SW, Atlanta, GA 30310. Principal is headed by Richard E. Ottinger, executive director. Action Dec. 20, 1988.

■ **Bruce, MS (BPH851204MA)**—Granted app. of Kerry W. Hill for 94.5 mhz; 3 kw H&V; 328 m. Address: 107 Spring Street, Ripley, MS 38663. Principal is officer, director and stockholder of Country-Politan Broadcasting Co., licensee of WTXI(FM) Ripley, MS. Action Dec. 21, 1988.

■ **Abbeville, SC (BPH871109MM)**—Granted app. of Shelley Reid for 92.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box 669, Abbeville, SC 29620. Principal has no other broadcast interests. Action Dec. 21, 1988.

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12021659-3707

■ Bridgeport, TX (BPED831115AK)—Granted app. of Family Stations Inc. for 90.5 mhz; 20 kw; 110 m. Address: 3108 Fulton Ave., Sacramento CA 95821. Principal is headed by Harold Camping. It owns eight AM's, 42 FM's and one TV. Action Dec. 20, 1988.

■ Caldwell, TX (BPH871113MD)—Dismissed app. of Burleson County Broadcasting Inc. for 95.1 mhz; 3 kw H&V; 100 m. Address: 820 North Gray, Caldwell, TX 77836. Principal is owned by Joe D. Smith, James C. Hill, H.E. Pflughaupt, James R. Jones, Michael A. Kuhn, Chuck W. Machemehl and William J. Nutt. Action Dec. 12, 1988.

■ Caldwell, TX (BPH871113MK)—Granted app. of Roy E. Henderson for 95.1 mhz; 3 kw H&V; 100 m. Address: 17000 El Camino Real, Bldg B, Ste 205, Houston, TX 77058. Principal owns KGLF(FM) Freepoint, TX. Action Dec. 16, 1988.

■ New Boston, TX (BPH871110MW)—Granted app. of Radio New Boston Inc. for 103.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 332, Conway, AR 72032. Principal is owned by Lloyd V. Stone, Ronald G. Marable and Richard H. Reynolds. Action Dec. 16, 1988.

TV's

■ Laurel, MS (BPCT870331QE)—Dismissed app. of WPSX-TV Wagner Annex for ch. 18; 20 kw-v 2 kw-a; 305 m. Address: University Park, PA 16802. Principal is owned by Carl M. Fisher and has no other broadcast interests. Action Nov. 30, 1988.

■ Carlsbad, NM (BPCT861119KR)—Granted app. of Dean C. Engstrom for ch 25; 1400 kw-v 140 kw-a; 184 m. Address: 101 Little Oak Lane, Altamonte Springs, FL 32714. Principal is owned by Dean C. Engstrom and Les White. Action Dec. 21, 1988.

■ West Point, VA (BPET881128KE)—Returned app. of Hampton Roads Educational Telecommunications Association Inc. for ch. 46; 2626 kw; 1014 m. Address: 5200 Hampton Blvd., Norfolk, VA 23508. Principal is owned by W. Kelly Scott, Mackenzie Jenkins, John R. Morison, Kenneth B. Krall, Lawrence E. Crum and Robin E. Deal. Action Dec. 5, 1988.

Facilities Changes

Applications

■ Waynesboro, PA. WEEO, 1130 khz—Dec. 9, 1988—Application for CP to change city of license to Greencastle, PA; in increase power to 5 kw; change TL to Greencastle, PA; and make changes in antenna system: 39 47 31N 77 40 27W.

■ Trumann, AR. KXRQ 1530 khz—Dec. 8, 1988—Application for CP to correct coordinates to: On US Hwy 63, 1.9 kw SE of Trumann, AR; 35 39 37N 90 30 07W.

■ Thousand Palms, CA. KPSL 1010 khz—Dec. 29, 1988—Application (BMP881129AF) for MP (BP880602AC) to modify day and night standard pattern.

■ Natick, MA. WBIV 1060 khz—Dec. 30, 1988—Application for CP to make changes in Day and Night antenna system.

■ Waterbury, CT. WQQW 1590 khz—Dec. 30, 1988—Application for CP to change Day directional pattern and change TL to: 2.94 km within city limits of Waterbury, CT; 41 33 59N 73 03 23W.

■ Piqua, OH. WPTW 1030 khz—Dec. 5, 1988—Application for MP (BP821014AA) to correct coordinates to: 1625 Covington Ave., Piqua, OH; 40 08 25N 84 16 07W.

■ Huron, SD. KOKK 1210 khz—Dec. 6—Mod of CP (BP820305BA) to augment night directional standard pattern.

■ Falmouth, VA. WLJD, 890 khz—Dec. 28, 1988—Application for Mod of CP (BP850729AC) to make changes in antenna system and change from DA to Non-DA.

■ Blennerhassett, WV. WRRD, 940 khz—Dec. 1, 1988—Application for Mod of CP (BP860407AC) to change TL to: .1 km N of Eastern Ramp to Ohio River Memorial Toll Bridge, Parkersburg, WV; 39 17 01N 81 33 18W.

■ Asheville, NC. WCQS 88.1 mhz—Dec. 14, 1988—Application for CP to make changes: ERP: 1.6 kw H&V; HAAT: 356 m H&V; TL: High Top Mtn at end of Starnes Cove Road.

■ Yreka, CA. KYRE, 97.7 mhz—Dec. 8, 1988—Application for CP to change ERP: 1.39 kw H&V; HAAT: 721 m H&V; class: C2; TL: 14 km SE of Yreka at 174 degrees True.

■ Vero Beach, FL. WGYL, 93.5 mhz—Dec. 06, 1988—Application for CP to change ERP: 50 kw H&V; Freq: 93.7; class: C2.

■ Pekin, IL. WGLO 95.3 mhz—Dec. 08, 1988—Application for CP to change ERP: 7 kw H&V; HAAT: 189 m H&V; FREQ: 95.5; class: B1.

■ Portage, MI. WRKR 107.7 mhz—Dec. 28, 1988—Application for Mod of CP (BPH10239) to change HAAT: 148 m H&V.

■ Whitehouse, TX. KISX 99.3 mhz—Dec. 01, 1988—Application for Mod of CP (BPH8708181B) to change from directional to non-directional on existing CP.

■ Valdosta, GA. WVGA ch. 44—Dec. 13, 1988—Application for CP to change ERP: 1365 kw V; HAAT: 281 m; TL: 7.2 km E of Sparks, GA; ANT: BASC/ SC-28M; 31 10 18N 83 21 57W.

■ Paradise, NV, CP ch. 39—Dec. 12—Application for Mod of CP to change ERP: 1330 kw V; HAAT: 367 m; ANT: Jampro JSL-16/ 39-L-100-H (DA); TL: Black Mtn Communications Site, near Henderson, NV; 36 00 31N 115 00 22W.

■ Vineland, NJ. WFHM 1270 khz—Dec. 28, 1988—Application to change antenna system: reduce power from .5 kw to .36 kw daytime; increase height of tower #2; make changes in augmentation; reduce power from .3 kw to .21 kw nighttime: 39 29 53N 75 04 31W.

■ Hilton Head Island, SC. WHHR-FM 106.3 mhz—Dec. 23, 1988—Application for CP to change FREQ: 106.1 mhz (per Docket 86-469); ERP: 50 kw H&V; HAAT: 93 m H&V; class: C2.

■ South Hill, VA. WJWS 1370 khz—Dec. 29, 1988—Application for CP to change antenna system (by increasing tower height) and radiation efficiency.

■ New Port Richey, FL. WLPJ 91.5 mhz—Dec. 30, 1988—Application for CP to change ERP: 25 kw H&V; HAAT: 119.3 m H&V; TL: 1/2 mi E of WE Road and 7th Avenue near Spring Hill, FL; class: C2.

■ Montgomery, AL. WVAS 90.7 mhz—Dec. 08, 1988—Application for CP to change ERP: 80 kw H&V; HAAT: 106 m H&V; TL: East of Tuscaloosa St and 300 feet N of University Drive.

■ Farmington, NM. KSJE 90.9 mhz—Dec. 08, 1988—Application for Mod of CP (BPED870202MD) to change HAAT: 118 m H&V; TL: .2 km E of Hwy #371 and US #550 intersection.

■ Grand Rapids, MI. WCSG 91.3 mhz—Dec. 30, 1988—Application for CP to change ERP: 35.7 kw H&V; HAAT: 174 m H&V.

■ Granville, OH. WDUW 90.9 mhz—Dec. 30, 1988—Application for Mod of CP (BPED791227AP) to correct antenna center of radiation to 34 m; correct overall height of structure to 37 m.

■ Alcoa, TN. WYLV 89.1 mhz—Dec. 30, 1988—Application for Mod of CP (BPED8409111A) to change HAAT: 31 m H&V; TL: 2.2 mi E of Center of Alcoa, .44 mi E of Hwy 129.

■ Menomonie, WI. WHWC 88.3 mhz—Dec. 15, 1988—Application for CP to change ERP: 25 kw H&V.

■ Hialeah, FL. WCMQ-FM 92.3 mhz—Dec. 15, 1988—Application for Mod of CP (BPH8807121A) to change ERP: 31 kw H&V; HAAT: 188 m H&V.

■ Rexburg, ID. KKQT 98.3 mhz—Dec. 15, 1988—Application for CP to change FREQ: 98.1 mhz; ERP: 25 kw H&V; HAAT: 84 m H&V; class: C2 (per Docket 87-606).

■ Roscommon, MI. WLAI 101.1 mhz—Dec. 14, 1988—Application for Mod of CP (BPH871008MI) to change ERP: 1.51 kw H&V; HAAT: 135 m H&V; TL: 1 mi E of Old US 27 and CR 76 intersection.

■ Ontonagon, MI. WONT 98.3 mhz—Dec. 14, 1988—Application for CP to change FREQ: 101.1 mhz; ERP: 4.8 kw H&V; HAAT: 164 m H&V; class: C2; (per Docket 88-50).

■ Litchfield, MN. KLFD-FM 95.3 mhz—Dec. 05, 1988—Application for Mod of CP (BPH880330IE) to change TL: 3.03 km from Saint Nicholas, MN, at a bearing of 122.8 degrees.

■ Gainesville, MO. KMAC 99.7 mhz—Dec. 15, 1988—Application for Mod of CP (BPH870601MD) to change ERP: 34.7 kw H&V; HAAT: 180 m H&V; TL: State Rte 5, .7 km N of State Line, Gainesville, MO.

■ Trenton, NJ. WBUD 1260 khz—Dec. 16, 1988—Application for CP to increase night power to 1.7 kw.

■ Allentown, PA. WAEB 790 khz—Dec. 15, 1988—Application for CP to increase day power to 3.8 kw and change ant. syst.

■ Newberry, MI. WNBV 1450 khz—Dec. 19, 1988—Application for CP to correct coordinates of tower and height: 46 18 48N 85 30 38W.

■ Longview, TX. KLGTV 1280 khz—Dec. 16—Application for CP to correct coordinates and site elevation; 32 26 58N

94 43 36W.

■ Schnecksville, PA. WXLV 90.3 mhz—Dec. 12, 1988—Application for CP to change ERP: .67 kw H&V; HAAT: 54 m H&V.

■ Superior, WI. KUWS 91.3 mhz—Dec. 05, 1988—Application for CP to change ERP: 83 kw H&V; HAAT: 197.2 m H&V; TL: 410 W. 10th St., Duluth, St. Louis, MN.

■ Quincy, FL. WIQI 101.7 mhz—Dec. 13, 1988—Application for CP to change HAAT: 100 m H&V; TL: on Kittrell Rd., .7 mi E of County Rd 268, 4.5 mi SE of Quincy, FL.

■ Jenkins, KY. WIFX-FM 94.3 mhz—Dec. 01, 1988—Application for CP to change ERP: 2.8 kw H&V; HAAT: 455 m H&V; TL: Mayking Mtn, SW of Jenkin, KY; class: C2 (per Docket 87-613).

■ Manchester, KY. WXXL-FM 103.1 mhz—Dec. 06, 1988—Application for CP to change ERP: 2.64 kw H&V; HAAT: 103 m H&V; Antenna supporting structure height: Coordinates: 37 09 13N 83 46 26W.

■ Rochester, NY. WCMF 96.5 mhz—Dec. 9, 1988—Application for CP to change ERP: 46 kw H&V; HAAT: 156 m H&V; TL: 281 Colfax St., Rochester, NY.

■ Amarillo, TX. KDJW-FM 94.1 mhz—Dec. 12, 1988—Application for Mod of CP (BPH870302OC) to change HAAT: 336 m H&V; TL: N. of Amarillo on Hwy 87, 2.3 km NNE of junction of Hwy 87 and Givens Ave.

■ Tampa, FL. WEDU ch. 3—Dec. 20, 1988—Application for CP to change HAAT to 1551'; TL: 4 mi SE of River-view, FFL

■ Standish, MI. WSTD 96.9 mhz—Dec. 14, 1988—Application for Mod of CP (BPH861230NQ) to change HAAT: 100 m H&V; TL: 1.2 km to 70 degrees T from intersection of St. Rte 76 and Sterling Rd, Sterling, MI.

Actions

■ Copperopolis, CA. KZDO, 105.5 mhz—Dec. 21—CP for BPH821012AH is forfeited and call sign (KZDO) deleted.

■ Wenatchee, WA. KKRT 900 khz Oct. 28, 1988—Application (BP880906AC) granted CP to change antenna system; TL: Horse Lake Rd., 1 mi W of end of asphalt, Wenatchee, WA; 47 27 44N 120 21 28W

■ Riverside, CA. KSLD ch. 62—Dec. 16, 1988—Application (BMPCT881201KU) granted for MP (BPCT810720KL) to change ERP: 2340 kw (V); HAAT: 711 m; ANT: Bogner BU132 (DA); TL: Sunset Ridge Electronics site, Los Angeles County, CA, 5.5 km at N 137 degree E to San Antonio Heights, CA; 34 11 16N 117 41 55W.

■ Madisonville, KY. WLCN ch. 19—Dec. 20, 1988—Application (BPCT881114KK) granted for CP to change ERP: 2676 kw (V); HAAT: 241 m; TL: on N side of County Rd 260, Hopkins County, KY, about 3.8 km W of Hanson, KY; ANT: Harris TAZ-31U; 27 24 46N 87 31 32W.

■ Cochran, GA. WDCTV ch. 15—Dec. 21, 1988—Application (BP880906AC) granted for CP to change max ERP to 5000 kw; HAAT: 331.5 m; TL: 7.5 m NW of Cochran on Hwy 26; 32 28 11N 85 15 17W. Amended 881013 to specify operation on Ch. 29 rather than on Ch. 15 on which the station now operates.

■ Wailuku, HI. KOGG 15 khz—Dec. 21, 1988—Application (BMPCT880826KJ) granted for MP (BPCT871029KG) to change HAAT: 1723 m; TL: Mt. Haleakala, approx. 32 km SE of Wailuku, HI; ANT: Bogner 2XBUB16U MODT-M; 20 42 34N 156 15 54W.

■ Fort Worth, TX. KFWF, 52 khz—Dec. 21, 1988—Application (BPCT881117KF) granted for CP to change ERP: 5000 kw (V); ANT: Bogner BUH-32 Pattern C.

■ Burbank, CA. KRCK 1500 khz—Dec. 20, 1988—Application (BMP880705AD) granted for MP (BP20111) to increase power to 145 kw (N)50 kw (D); TL: Tujunga Wash, 2.3 mi W of Sunland near Cottonwood Ave. and Wentwood St., Los Angeles County, CA; make changes in antenna system; 34 16 09N 118 20 31W.

■ Fort Walton Beach, FL. WFTW 1260 khz—Dec. 15, 1988—Application (BP880721AD) granted for CP to change Antenna system; reduce power and change TL to 225 N. Hollywood Blvd, Fort Walton Beach, FL; 30 24 51N 86 37 40W.

■ La Grange, TX. KBUK 104.9 mhz—Dec. 15, 1988—Application (BPH871215ID) granted for CP to change HAAT: 100 m H&V.

■ Laramie, WY. KLVG 105.5 mhz—Dec. 15, 1988—Application (BMPH880518IG) granted for Mod of CP (BPH850710NM) to change ERP: .350 kw H&V; HAAT: 295 m H&V; TL: Approx 12 km 110 degrees T from Center of Laramie, WY.

■ Dardanelle, AR. KZAO 1490 khz—Dec. 21, 1988—Application (BP880810AF) granted for CP to increase night power to 1 kw.

Classified Advertising

See last page of Classified Section for rates closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

Local sales manager for Orlando's leading Rock radio station. Strong retail sales background, ability to train, lead experienced sales team, maintain local account list and maximize revenue. Send resume, salary history to: Ralph Saliamo, Station Manager, WDIZ Radio, 2180 Sanlando Center, State Road 434, Suite 2150, Longwood, FL, 32779. EOE. M/F.

California coast: Immediate opportunity for experienced GSM at small market combo. Top money for top person. Equal Opportunity Employer. Send letter and resume to: 3195-G McMillan Road, San Luis Obispo, CA 93401. EOE.

Sales manager for growing cable advertising department. Looking for coach, motivator, with at least 3 years experience in advertising sales. Please no calls! Please send resume and salary history to: Wayne Hindmarsh, Continental Cablevision Advertising, 21900 Melrose, Suite 6, Southfield, MI 48075. Continental Cablevision is an Affirmative Action/Equal Opportunity Employer.

Sales Manager: Northern Alabama stations want aggressive, experienced, radio sales executive. Sell, train, and reap good benefits for one of the market's top combos. Send resume and track record to Box A-12. EOE.

General sales manager - needed for Boston - Highly rated CHR - WZOU, Ardman Broadcasting Corp. Mass. Looking for strong retail sales background, and strong sales training skills. Send resume to General Manager, 313 Congress St., Boston, MA 02210 or call - 617-267-9090. EOE.

General sales manager for New England major market 50,000 watt AM. Strong radio sales background needed. Must hire, train and motivate sales staff. Great opportunity for right person. Let's talk. 516-294-1400

Management: Booming regional FM, beautiful central New England market seeks experienced sales pro for local sales manager. Call 800-242-WYRY, 603-336-5000, WYRY, 130 Martell Court, Keene, NH, 03431. EOE/MF.

General manager: New FM in small mid Michigan market. A great opportunity to develop, from ground up, a new property in a market that desires its own station. The successful applicant will have a strong sales background with a proven record and small market experience; he or she will receive good compensation, and work with a financially strong and capable owner. AVCI, Box 650, Pigeon, MI 48755. EOE.

EZ Communications, a major radio station operator, seeks co-op manager at WHOT-FM, Miami to develop local co-op vendor program. Immediate opening for an experienced, motivated professional to maximize his/her career potential. Salary structure neg, and comprehensive benefit plan upon eligibility. For confidential consideration, contact: Chuck Goldmark, GM, WHOT-FM, Miami, 3200 Ponce De Leon, Miami, FL 33134-7297; or call 305-445-5411. EOE M/F.

Sales manager. Small market northern California coast. Will consider account executive with minimum three years experience, ready to move up. Growing group. Contact Jack Maley, Box 759, Lakeport, CA 96453. 707-263-6113. EOE.

Sunshine Group Broadcasting, one of the fastest growing broadcast groups in New England, requires a general sales manager for WFEA/WZID in Manchester, New Hampshire to bring its well-seasoned and professional combo sales staff to new heights. An excellent compensation package is offered for your achievements. Send your resume and tell me why you should be considered to: General Manager, Box A-19. EOE, M/F.

Operations manager: Responsibilities: Assist the program director and chief engineer in quality control of the air signal for programming and technical quality; supervise the production/programming staff; training of production/programming staff; technical director of station remotes/field recordings; liaison with NPR distribution, satellite operations and technical staff; purchase production supplies; mix and produce programming as needed. Qualifications: College degree. Substantial radio experience with familiarity of radio operations. Technical background and production skills necessary. Position availability: Immediately. Salary: Commensurate with experience. Send resume to: Program Director, WBGO/Newark Public Radio, Inc., 54 Park Place, Newark, NJ 07102. EOE.

General manager: KWMU-FM, St. Louis, MO: Seeking general manager for National Public Radio member station providing news, classical, and jazz programming from campus of the University of Missouri-St. Louis to metropolitan area of 2.5 million, to provide leadership for a full-time professional staff of 20 and 20 qualified students. Responsibilities include budget and financial management, fundraising and development, primary liaison to campus and community. Reports to Dean of College of Arts and Sciences. Qualifications: Bachelor's degree required, Master's degree preferred. Proven senior management and development experience. Ability to work with students, friends board, and community advisory board. Salary: Negotiable and competitive. Deadline: February 15, 1989. Send cover letter, resume and three letters of references to Prof. Lance T. LeLoup, Chair, Search Committee, c/o Human Resources, University of Missouri-St. Louis, 8001 Natural Bridge Rd., St. Louis, MO 63121. Equal opportunity employer.

HELP WANTED SALES

Florida opportunity. Wonderful living in beautiful Naples selling for top station that offers salary plus commission. Good benefits and excellent growth opportunities. Send resume to E. Friedman, WRGI-FM, 950 Manatee Road, Naples, FL 33961. EOE.

Two AE positions open at Classic Rocker, Midwest college metro. If you believe that you are a "Radio is War" professional, have experience, rush resume, references, income requirement or call Howard Gherman, WMAD, Box 7727, Madison, WI 53707. 608-249-9277 EOE.

Equity position: For experienced New England salesperson. Proven track record a must. New FM station in major growth market with magnificent lifestyle. Help us make up your account list. EOE. Box A-23.

HELP WANTED ANNOUNCERS

Aggressive, growing group is searching for top-notch telephone talk personalities. We are an organization dedicated to Talk radio, and are interested in only the best. If you are looking for a growth opportunity in the top 20 markets, with people who know the Talk business, we are looking for you. E.O.E. Send tape, resume, photo, to: Atlantic Coast Radio, 5108 Belair Rd., Baltimore, MD 21206.

Once in a lifetime radio opportunity. Need that special person who can do it all. Experience, educ. & talent required. Ft Myers-Naples, FL area. New youth oriented station with excellent working environment. 813-597-2675. EOE.

HELP WANTED TECHNICAL

NY's Hudson Valley: AM/FM needs a CE to maintain a first class facility. Experience in DA a must. SBE certification helpful. Competitive salary and benefits. Contact Walter Maxwell, WGHQ/wbpm, 82 John St., Kingston, NY 12401. EOE.

Corporate engineer for Florida group. Must have hands-on experience with both FM and directional AM. Call Ron Kight 904-785-9549. EOE/MF.

Experienced broadcast technician needed for small market group-2AM, 2FM. Excellent opportunity in highly desirable Western Massachusetts markets. Send full details to: Donald A. Thurston, Berkshire Broadcasting, Box 707, No. Adams, MA 01247. EOE m0

Beasley Broadcast Group, one of the fastest growing radio groups in America, is currently accepting resumes for current and future engineering positions. We are looking for people experienced in high power FM, AM directional, and studio systems. If you are maintenance minded, have the ability to design and construct state of the art facilities, and possess good communication skills, send your resume in confidence to: Kevin McNamara, Director of Engineering, Beasley Broadcast Group, Box 2097, Naples, FL 33940. EOE M/F.

HELP WANTED NEWS

Experienced news anchor with strong delivery wanted for top news station in New York's Hudson Valley. Excellent pay and benefits. Mail tape, resume and salary requirements to Hank Silverberg, News Director, WGHQ/WBPM, PO Box 1880, Kingston, NY 12401. EOE.

Number one F.M. & new, News/Talk A.M. needs experienced co-anchor and street reporter for number one news department in the market. Minorities and women encouraged to apply. Minimum 3 years experience. Call Ashley Anderson, 1-205-232-3911. EOE.

Graduate assistants (4), Miami University, 1989-90, WMUB-FM. Full time 30 KW NPR affiliate, Big Band-jazz-news format. Need: 2 news reporters/writers, 1 development/information and 1 programming/operations assistant. Work toward Masters Degree, Mass Communications. Required: 3.0 GPA, Bachelor's degree. Current stipend \$6,142 plus fee waiver. Additional \$500 summer 1990 probable. Qualified only. No phone calls. Immediate application necessary. deadline: March 1, 11989. Contact GA Search Committee, WMUB, Miami University, Oxford, Ohio 45056. AA/EOE.

North Jersey's hottest station seeks full and part-time news anchor/reporter to deliver fast and accurate. T & R: News Director, Power 103/WNNJ, Box 40, Newton, NJ 07860. EOE.

Anchor/producer for public radio station serving Rockford market. UPI national winner with strong news commitment. Anchors local segments of NPR's "Morning Edition," produces in-depth reports/features, beat reporting. Requires B.A. or equivalent plus one year experience, demonstrated journalism, announcing, production skills. \$16-18K, excellent benefits. Non-smoking workplace. Letter, resume, references, transcripts, audition tape received by January 23rd. Applications without all the above not considered. Michael Lazar, G.M., WNIU, Northern Illinois University, DeKalb, IL 60115. EOE.

Morning anchor/editor. Experienced, active, local newsroom. Moderate pay; unlimited growth. EOE, M/F. T & R: WRKL, Pomona, NY 10970.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Possible opening for detail oriented traffic director. Columbia experience a must. Send resume to Lee Zapis, WEKS-FM, 1447 Peachtree Street, Atlanta, GA 30309. EOE.

Operations manager-program director: Winners News Network, growing organization seeks experienced programmer with superior people skills to manage program department, implement new program concepts. Liaison with affiliated stations, and execute all operation functions. Send resume, programming philosophy, goals, on-air tape, and salary history to: Joseph Nuckols, WNN, 6462 N.W. 5th Way, Ft. Lauderdale, FL 33309 E.O.E.

Crown Broadcasting, a young, dynamic radio group with stations in California and Colorado is expanding. Want to interview experienced people for programming, sales, administrative and management positions. We offer great benefits and opportunity for advancement. Needed immediately, an experienced sales manager for medium market AM/FM. Send to Crown Broadcasting, 5721 Magazine Street, Suite 143, New Orleans, LA 70115. EOE.

Assistant program director. Top-25 market, News/Talk. Excellent growth potential. Energetic young company. Your enthusiasm, innovation, competence will thrust you into the PD position within one year. EOE, Box A-21.

Program director for Top 50 Newstalk station in the Southeast. Must have experience and be able to host a talk segment. News background desired. Send resume. EOE. Box A-22.

SITUATIONS WANTED MANAGEMENT

Hire a part-time sales manager with full time experience. Help for the small to medium absentee or owner operator. Let's talk! East Coast, Al Wunder 201-538-1250.

Professional with 18 years experience in management, sales, station construction, ownership available immediately due to sale of station. Call 817-865-5215.

Currently employed manager searching for a new challenge. Experience includes all facets of management from sales, promotion, community involvement, programming, personnel, to engineering and new station construction. Over twelve years with present employer, twenty years in broadcast, overall. Prefer small to medium size market in Minnesota, Wisconsin or Michigan. Reply to Box P-74.

General/sales manager. Comprehensive experience. Young, aggressive with integrity. Impeccable references. Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Virginia only 317-962-0854.

If you need a pro to manage your small or medium market station, consider me. I have an enviable record as a GM...a strong background in sales...and a knack for motivating the people around me. Box A-1.

Highly qualified management team seeks management contract/equity position with quality investor. Box P-28.

SITUATIONS WANTED ANNOUNCERS

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Ave., Waukegan, IL 60085. 312-623-6997.

Professional attitude and sound. Experienced announcer available; immediately. Midwest. South, anytime. Bill 308-534-1211.

Tools...Talent...Desire: Dynamic announcer/production animal. Experienced morning host & news man. Seeking Northeast gig with room to grow. Chris Dowd, 305-296-3574.

Midwest and Southwest. Over twenty years allround air experience, with solid references. Finest of backgrounds. Very strong news...writing, covering beat and airwork. Professional production. Box A-16.

MISCELLANEOUS

Job fair: Indiana Associated Press Broadcasters sponsoring job fair for those seeking employment or intern positions in Indiana radio and television stations. Sessions will be 9:30 a.m. to noon and 1-4 p.m., Saturday, Jan. 21 in IUPUI Natatorium Greathall, IUPUI campus in Indianapolis. For further details, call Mari Brown 317-639-5501.

Look out, Jack and Vanna. Here is radio's letter guessing game. Word For Word, 4743 South 575 West, Riverdale, UT 84405.

Troubled AM? Need programing to generate sales? Need sales to make bucks? Call Ray Mineo 800-321-2349.

CONSULTANTS

AM in the red? Get into the black. Tried and true methods. Knock on doors - make sales. Call Karen Trenchard, 303-781-6618.

Is your AM down and out? Make \$ with great programing and good street wise sales programs. Call Crawford Clark 816-741-3622.

TELEVISION

HELP WANTED MANAGEMENT

Director of broadcast operations and engineering. Senior management position reporting to Pres/CEO of rapidly growing, dynamic top 25 market public station with major programing and production services division. Responsibilities include overseeing engineering, operations, production, program traffic/library and art departments. Strong management skills with at least 5 years broadcast management experience in top 75 market required. Experience building or re-equipping major facility a must. Additional experience in a production-oriented facility a plus. PBS and radio experience also pluses. Please send resume, references and salary history to Office of the President, Connecticut Public Broadcasting, Inc., P.O. Box 6240, Hartford, CT 06106-0240. CPB is an EEO employer, M/F.

GM: KPOM-TV NBC affiliate Ft. Smith-Fayetteville, Arkansas. Experience needed. Send resume to Duane Harm, KWTW, P O Box 14159, Oklahoma City, OK 73113. EOE/MF.

Local sales manager. San Antonio Independent seeking aggressive sales leader. Must have 3-5 years experience. Performance is everything. Call Paris Schindler, 713-871-0995. EOE.

Local sales manager wanted for aggressive, growing SE CBS-affiliate. Working knowledge and demonstrated success in research, co-op, vendor support, and event marketing a must. Send resume to GSM, Box A-5. Replies held in strict confidence. EOE.

Sales Manager for growing cable advertising department. Looking for coach, motivator, with at least 3 years experience in advertising sales. Please no calls! Please send resume and salary history to: Wayne Hindmarsh, Continental Cablevision Advertising, 21900 Metrose, Suite 6, Southfield, MI 48075. Continental Cablevision is an Affirmative Action/Equal Opportunity Employer.

Promotion director job opportunity: The South's leading Independent is seeking a creative, highly motivated person with experience in all phases of image, on-air, sales and advertising. Must have good writing and production skills and the ability to handle a four person staff and the budget. Willingness to work on community affairs and sales/station promotion projects a must. College graduate with minimum of two years management experience. Come join the winning team in the 44th market. Send tape and resume to WTTQ-TV, Attn: General Manager, 2021 Golden Crest Dr., Birmingham, AL 35209. EOE, M/F.

Promotion and marketing director. Gannett-owned NBC affiliate on Florida's coast seeks talented, highly motivated individual to lead rapidly growing station to #1! If you're a hands-on manager/producer with a flair for creative advertising, a passion for news and community involvement, and a skill for strategic thinking; this is the opportunity that could make your career. Minimum three years promotion experience. Tape and resumes to Linda Brook, General Manager, WTLV-12, 1070 E. Adams St., Jacksonville, FL 32202. Women and minorities encouraged to apply. EOE.

General sales manager: Midwest 50's market, seeks experienced GSM. Total sales manager experience 2+ years. Skilled in budgeting, pricing, negotiations, computers, interpersonal communications, leadership and detail organization. Rep firm and local sales experience a must. Submit resume and salary history to Attn: Robert A. Epstein, VP/GM, WEYI-TV (CBS), 2225 W. Willard Rd., Clio, MI 48420. EOE.

General manager wanted for major market Northeast teleproduction operation. Facility is largest in region with production, post, audio, computer graphics and animation. Seeking individual to provide business and creative management. Job requires minimum of five years production company experience, three years management. Excellent growth potential and benefits. EOE. M/F. Send salary requirements and resume to Box A-18.

HELP WANTED SALES

Sr. AE needed to handle big \$ loc/reg list at strong Fox affiliate. Big directs and nat. agencies. Must be killer toe to toe closer and a numbers magician. Only veteran broadcast street warriors used to earning \$50K+ need apply. FAX or mail resume or call R. Mark Cortner, GSM, KOKI-TV, 7422 E. 46th Pl., Tulsa, OK 74145, (phone) 918-622-2300. (FAX) 918-864-5504. EOE.

Account executive wanted- Midwestern ABC affiliate is seeking aggressive person for an established list with both local and regional accounts. Good verbal and written skills. Send resumes to Box A-3. EOE.

Local sales manager. Northeast medium market, group-owned affiliate. Management experience, excellent people skills necessary. State compensation requirements with resume. EOE. Box A-2.

General sales manager to organize and lead sales effort of major Northeast teleproduction company. Position requires minimum of three years experience in both selling and management with a teleproduction facility. Excellent benefits. EOE. M/F. Send resume and salary requirements to Box A-17.

Account executive: Looking for growth in a company on the move? WMGC-TV has experienced incredible growth in viewership over the past year—upwards of 200%. We need an experienced salesperson to turn that growth into dollars. Expect to make over \$40,000 in 1989? I want to talk to you. Fax or mail resume to Greg O'Connor, GM/GSM, P.O. Box 813, Ingraham Hill Rd., Binghamton, NY 13902. Phone: 607-723-7464. Fax: 607-723-1034. EOE.

WLTG-TV-55, Long Island, New York's only commercial television station seeks experienced local sales rep with successful broadcast background. Outstanding growth opportunity and full benefits. Resume to Kevin Dunn, WLTG-TV, 300 Crossways Park Dr., Woodbury, NY 11797. EOE.

Account executive: #1 CBS affiliate in Richmond, VA is looking for a sales pro! If you can develop new business, create new opportunities while servicing a great list, WTVR-TV 6 has a golden opportunity for your television career! Excellent growth opportunities if you're serious about future management at WTVR-TV! Send resume to Wanda Lewis, VP/Sales, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. No phone calls, please. EOE, M/F.

HELP WANTED TECHNICAL

Maintenance engineer: Florence/Myrtle Beach, South Carolina. Progressive company, excellent benefits. Three years minimum TV studio maintenance experience required. Extensive background in RCA Quads (especially TCR-100), Sony ENG systems and general digital systems servicing a necessity. Send resume to: WPDE-TV, Personnel Department, P.O. Box F-15, Florence, SC 29501. EOE, M/F.

Maintenance technician - California network affiliate. Knowledge of Sony 3/4" and 1" VTR's, TCR-100's, Ampex ADO and Grass Valley switchers essential. UHF transmitter experience a plus. Send resume to Robert Banks, Chief Engineer, KBAK-TV, P.O. Box 2929, Bakersfield, CA 93303. EOE.

On-air operator for master control at new satellite cable network. Applicant should have some master control experience and be familiar with 1" and 3/4" Sony machines. Familiarity with IBM compatibles and MS-DOS operating systems a plus. Send resume to: Personnel Dept., NuStar, 1332 Enterprise Dr., West Chester, PA 19380. EOE.

Chief engineer: Hands-on chief for cable satellite network. Must be familiar with Varian transmitters, Sony Betacam, 1" and 3/4" machines. Previous supervisory experience and good people and communication skills required. Must have 2nd Class or General Class FCC license. SBE certification a plus. Resumes and salary history should be sent to: Personnel Dept., NuStar, 1332 Enterprise Dr., West Chester, PA 19380. No phone calls, please. EOE.

Rigger wanted to work on TV, AM-FM tower and antenna systems. If you have the experience and can manage your own crew, we should talk. Major dollars! Call Jim Tiner, 214-891-0555. EOE.

Chyron graphic artist needed to operate state-of-the-art graphic system. Must have 2-3 years keyboard and palate experience with Chyron 4200. Will be working with Chyron Super Scribe, and 4. Send resumes and demo tape to: Morris Cerullo World Evangelism, Attn: Ossie Mills, P.O. Box 700, San Diego, CA 92138. EOE.

WCSH-TV has an immediate opening for an engineering supervisor. The position is responsible for the maintenance, supervision and marketing of a remote production vehicle. Maintenance of studio and RF equipment will also be required. The successful applicant should possess an Associates degree in Electrical Engineering or equivalent education and/or experience. Experience in remote production truck maintenance and operations are also required. Supervisory experience helpful. Qualified applicants should submit their resumes to Jim Boutin, Director of Engineering, WCSH-TV, One Congress Sq., Portland, ME 04101. This station is an equal opportunity employer.

HELP WANTED NEWS

News photographer: NBC affiliate, Charleston, SC, needs news photographer experienced in shooting and editing 3/4" tape. Send tape, resume, references to Foster Morgan, News Director, WCIV, 1558 Hwy 703, Mt. Pleasant, SC 29464. WCIV is an equal opportunity employer.

News producer Industry leader in top thirty market needs a take-charge hard news expert to produce last-paced, well-written newscast. BA/BS and three years experience needed handling all the tools: live, uplink, graphics. Send tape and resume to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/MF.

We want reporters who can write. Blonde hair and blue eyes not required. We want reporters who can think. Blue blazers and penny loafers not required. If you are a journalist please send your resume and tape to: Robert Stoldal, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. We broadcast two and a half hours of news a day so we also want reporters who can work. EOE.

Reporter. We're in a top thirty market, and we have all the tools: live, helicopter, SNG, and a go-for-it attitude. If you are experienced, a strong writer, organized, aggressive, motivated, and streetwise, we'd like to hear from you. Box A-7. EOE/MF.

News producer: WSB-TV is looking for a producer with strong organizational and people skills, must possess strong writing skills and have experience with live, SNG and ENG. If you have at least two full years of producing experience send tape and resume to Mark Pimental, WSB-TV, 1601 W. Peachtree St., NE, Atlanta, GA 30309. EOE.

Meteorologist wanted. AMS Seal preferred. Knowledge of Liveline, Astro Graphics and on-site radar helpful. Send tapes, resumes and salary requirements to Steve Munsicker, WCJB-TV, 6220 NW 43rd St., Gainesville, FL 32606. Applications must be received by February 1st. EOE.

Satellite truck operator: NBC affiliate has immediate opening for a satellite truck operator. Applicants should have SNG experience and be able to work closely with news department. Send resume and references to News Director, WSAV-TV, P.O. Box 2429, Savannah, GA 31402. EOE.

NIWS graphics artist: Graphics department looking for news illustrator/Paintbox artist. Responsibilities include: Conceptualization and illustration of inputs, Paintbox operation, execution of motion graphics, interface with art director, news producers. Must meet deadlines, function well under pressure. Local station experience in news, electronic graphics required. College degree, art background preferred. Submit letter and resume to: Attn: Judy Solomon, NIWS, 5432 W. 102nd St., Los Angeles, CA 90045. EOE.

Work and play in Tampa Bay! Seeking premium professionals who can provide the competitive edge in news, weather, and sports. Send non-returnable VHS demo P.O. Box 22607, Tampa, FL 33622-2607. EOE.

Consumer affairs/family life reporter. New position. Willing workers only. Tape and resume to Al Aarnodt, ND, WDAY Television, 301 S. 8th St., Fargo, ND 58103. EOE.

Weekend anchor/reporter. Individual should have outstanding reporting abilities as well as professional on-air look. Three years television experience a must. Non-returnable tape to Craig Alexander, News Director, WTVQ-TV, 2940 Bryant Rd., Lexington, KY 40509. EOE.

Anchor/producer for daytime Headline News breaks at Dallas/Ft. Worth's leading independent, KTVT-Channel 11. Send resumes and tapes immediately to: Penny Preston, News Director, 5233 Bridge St., Fort Worth, TX 76103. EOE.

Assistant news director sought for growing, dynamic news operation. Person should have management experience. Responsibilities will include satellite operations, scheduling, assignments and others. Reply with resume and statements on news and management philosophies to Bob Richardson, News Director, KOB Television, 4 Broadcast Plaza, SW, Albuquerque, NM 87104. 505-243-4411. EOE, M/F.

Photojournalist: Top station in top thirties market is seeking an experienced ENG shooter/editor to join our award-winning staff. If you can tell stories using pictures, if you strive for excellence, write Box A-20. EOE, M/F.

Videotape editor: KWTW is seeking an experienced 3/4" videotape editor. Requires 1 year TV news editing experience, complete proficiency in telling stories on tape, speed, and accuracy. Successful candidate will also take microwave and SNG feeds and maintain videotape filing system. Contact Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion writer/producer: ABC affiliate, top 20 market. We're looking for someone who wants to do breakthrough work. If you have excellent creative writing skills, at least two years experience in advertising or broadcast promotion and want to work for an innovative station where advertising and promotion really count, send us a reel. Big budget, competitive market with a great lifestyle. Send tape and resume to Creative Services Manager, KTVK-TV, 3435 N. 16th St., Phoenix, AZ 85016. Tapes will not be returned. EOE.

Magazine feature/commercial reporter opening in "Money" magazine's #1 area--scenic western Connecticut. Cable TV production department w/award-winning magazine format seeks seasoned shooter/editor w/2-3 years hands-on creative skills. Announcing helpful. A/B roll 3/4" w/DVE & Chyron. Resume/tapes/salary requirements to Bill Tower, Mid-Connecticut Cable Vision, 2 East St., New Milford, CT 06776. 203-355-3143. EOE.

Camera crews: Production company looking for best freelance crews in country. Minimum five years professional experience. Send resume, VHS tape, references, rates and equipment info to PO Box 14783, Chicago, IL 60614-0783. EOE.

Promotion producer: Top 25 Southeast NBC affiliate seeks experienced promotion producer. Must demonstrate marketing sense for news and programing with proven abilities in writing, videotape editing and audience production, as well as on-air, print and radio marketing. Experience in studio production is preferred. Send resume to Box A-10. EOE.

Asst. program/research mgr. Are you a whiz with ratings? Insightful at research analysis and interpretation? Computer literate? Gannett-owned NBC affiliate seeks bright, motivated individual with minimum 2-3 years experience in station, syndication or rep firm research. Position places heavy emphasis on program, sales and audience research; programing administrative assistance. Send resume and references to Pamela Gardner, Program Manager, WTLV-12, 1070 E. Adams St., Jacksonville, FL 32202. Women and minorities encouraged to apply. EOE.

Grip: Experienced, creative, quality minded person needed to assist videographer/director in the execution of location production videos. Duties include handling lighting equipment, audio, Betacam, dolly, boom, and props for a Great Lakes network affiliate/production company. Send resume and salary history to Box A-24. EOE.

Agricultural TV producer: Seek creative producer to host and produce a weekly lawn and garden program for Nebraska ETV Network, prepare TV and radio news clips and other broadcast assignments. Requires Bachelor's in Broadcast Journalism or related field plus two years experience in radio and television production. Equivalency considered. Must have on-camera news, editing and production experience. Live on-air directing experience desirable. \$19,000. Submit resume, arrange for three letters of reference, and video audition tape showing on-camera abilities and production experience, by January 20, to Rosanna Johnson, Department of Agricultural Communications, University of Nebraska-Lincoln, Lincoln, NE 68543; 402-472-2991. Affirmative action/equal opportunity employer.

Videographer: Experienced, creative, quality minded person needed to shoot and direct film style Betacam productions, including commercials and industrial videos and multi-camera remotes for a Midwest production house/commercial station. Send resume and salary requirements to Box A-25. EOE.

Public television station KVIE in Sacramento seeks experienced production services manager. Currently in the process of building a new television facility, KVIE is searching for a manager with 5 years demonstrated experience in the following areas: technical staff supervision, expense and revenue budget development and control; operation, evaluation and acquisition of broadcast/production equipment; marketing of production/client services; staff/facility scheduling; long range planning. Must have customer service orientation and possess excellent oral and written communication skills. Salary based on \$32,000-\$36,000/yr. plus benefits. Send letter and resume to: Human Resources, KVIE, P.O. Box 6, Sacramento, CA 95812-0006 by 5:00 pm January 27, 1989. EOE.

KDAF has the following positions available in the Dallas area. All applicants must have 3-5 years major market experience in entertainment, news, or magazine formats. (1) PRODUCER/DIRECTOR - Must have supervisory experience in communications industry. Responsible for entire production and supervision of crew. (2) PHOTOGRAPHER/EDITOR - Individuals experienced with Betacam format. Must be able to do remote lighting. (3) PRODUCTION ASSISTANT - On-camera experience. Send tapes and resumes to: Michael Bell, Production Manager, KDAF-TV, 8001 Carpenter Fwy., Dallas, TX 75247. No phone calls, please. EOE, M/F.

Wanted: promotion producer/director/editor to ignite the excitement in top 15 West Coast expanding promotion department...to create, write, and edit promo spots. Minimum 2 years production experience. Must be creative, quick & organized. Resume & demo tape to P.O. Box 2022, Seattle, WA 98111. No calls, please. EOE.

Associate producer/director: Produce and direct programs highlighting Nebraska, its people and resources for statewide public television network Bachelor's in Broadcast Journalism or related field and one year experience in television production required. Equivalency considered. \$21,538 minimum. Apply with cover letter and resume by January 27 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Production manager - Supervise news, commercial production in sunny Southeast. Minimum one year news and commercial directing experience. Resume and tapes to Jim Baker, WGXA-TV, Box 340, Macon, GA 31297. EOE.

Associate producer: Write proposals for upcoming projects for Public Television. Research of the existing programings at the international level and the close analysis of trends and issues currently affecting the world media. Examine international issues, and trends and issues in each of the countries where the news originates. Review of current affairs as well as the analytical skills to have a clear view of the world situation. 40 hrs, 5 days per wk., \$375/wk. BA in Journalism & MA in Int'l Affairs req'd. 6 mos. exp. or 6 mos. exp. as related to producer req'd. Send resume or letter in duplicate to: CJ #100, Room 501, 1 Main St., Brooklyn, NY 11201. EOE.

Promotion writer-producer: Experienced on-air promotion professional sought by WGAL-TV, central PA's news leader. Hands-on editing, heavy news topical background required. Send resume to Personnel Director, WGAL-TV, PO Box 7127, Lancaster, PA 17604-7127. EOE.

SITUATIONS WANTED NEWS

Experienced ND with fresh ideas for making newscasts look alive. Good enough is never good enough. Looking for challenge in small or medium market. 701-235-2597.

15 yrs. radio and TV know-how. Available January. Seek anchor position with station Southwest. Tape available. But prefer interview and live audition. Mature, authoritative credibility on air. Sincere. White male. Willing to double as salesperson if needed. Will consider part time anchor to start. AM call, 214-270-1114, Ray.

Network desk assistant seeks production assistant position in small to medium market. Strong writing and people skills! Flexible and fervent. 313-647-4591.

Medium market sportscaster - solid track record-seeks new opportunity. Strong reporting-writing-PBP-not just a "reader." Creative self starter for top-notch shop. Call Dave, 417-725-5553.

Assignment reporter, with over ten years experience in the military public information field, seeks job in market near military installation to cover your military beat like it's never been covered before. Box A-14.

For fast
Action Use
BROADCASTING'S
Classified Advertising

MISCELLANEOUS

Job Fair: Indiana Associated Press Broadcasters are sponsoring job fair for those seeking employment or interim positions in Indiana radio and television stations. Sessions will be 9:30 a.m. to noon and 1-4 p.m., Saturday, Jan. 21 in IUPUI Natatorium Greathall, IUPUI campus in Indianapolis. For further details, call Mari Brown 317-639-5501.

Broadcasting's best job openings are listed twice weekly in The Hot Sheet-the industry's leading source for exciting employment opportunities! Free placement of availabilities for employers. Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Executive search: TV, radio and cable. General managers, sales managers recruited confidentially. Corporate and individual inquiries invited. George Ponte, VP, Executive Recruiter, Bornholdt Shivas & Friends, 295 Madison Ave., Suite 1206, New York, NY 10017. Tel: 212-557-5252. Fax: 212-557-5704.

Wanted: Environmental and "outdoors" stories to air on ESPN fishing show. Compensation based on quality. Send Beta or 3/4" tape to Sportsman's Challenge, 501 E. Cervantes, Pensacola, FL 32501.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Mass Media-TV: North Central College, designated as one of America's best colleges by U.S. News and World Report, announces a tenure-track position in the Speech Communication Department starting in September 1989. M.A. plus teaching (on the college level) or professional experience; or Ph.D. Rank and salary negotiable. Emphasis on television production and fund-raising for development of TV production facilities. Mass Media, Writing for Radio-TV-Film, Communication Law, as well as the development of college programing for the local cable TV facility. NCC is a church-related (United Methodist) comprehensive college of the liberal arts and sciences located in a fast growing high-tech area 30 miles west of Chicago, with 2400 students in day, evening, and weekend programs. Send letter of application, resume, and three letters of recommendation by February 20, 1989, to Meredith Russell, Secretary to the Media Search Committee, North Central College, 30 North Brainard Street, Naperville, IL 60566. EOE.

Dean, College of Arts and Architecture: Montana State University invites nominations and applications for an innovative administrator capable of providing dynamic leadership to its College of Arts and Architecture. Through its constituent departments of Music, and Media and Theatre Arts and Schools of Architecture and Art, the College employs sixty-five faculty members and offers its 1,000 students a strong, insightful education in an exciting and diverse range of programs. The programs are accredited by NAAB, NASAD, and NASM. The College houses KUSM, Montana's only public television station. Montana State University has an enrollment of over 10,000 and is located in the northern Rocky Mountains, 90 miles north of Yellowstone Park. The area's lively and unique community of artists and art supporters enlivens and encourages the College's mission. For more application information, contact Mrs. Carol Barclay, 406-994-4405. Montana State University is an Affirmative Action/Equal Opportunity Employer.

Assistant professor, position #1, RADIO BROADCASTING: Tenure-track position in the Department of Speech and Mass Communication. Available August, 1989. Ph.D. preferred; ABD required. University teaching experience and professional radio experience required. Serious commitment to scholarly creative activity expected. Teaching responsibilities include courses in radio production and introduction to broadcasting with additional opportunities to teach broadcast journalism, broadcast performance, broadcast management, and/or multi-track recording. Responsibilities will include integrating the operation of the university's 10,000 watt non-commercial FM station with the department's academic program. Application deadline: January 31, 1989. To apply, submit (a) letter of intent indicating the number of the position for which you are applying, (b) curriculum vitae, (c) three letters of recommendation, and (d) official transcripts to: Ronald J. Matlon, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204-7097. Rank will depend upon qualifications. Salary range is competitive and commensurate with rank. Opportunities exist to teach in the summer and minimester and to supervise interns for additional stipends. Minorities and women are encouraged to apply. Towson State University is part of the University of Maryland System. Towson State University, located just north of Baltimore, enrolls 15,000 students, more than 1,000 of whom are undergraduate majors and nearly 100 of whom are graduate majors in the Department of Speech and Mass Communication. An Affirmative Action, Equal Opportunity Employer.

Broadcast engineer II: KUAT AM-FM/TV licensed by The University of Arizona, is looking for a broadcast engineer. Responsibilities include maintaining a variety of broadcast electronic equipment for the three stations. Minimum qualifications: Associate's degree in radio and television or related field and three years experience in broadcast equipment, design, repair, and/or installation. Desire FCC General license. Applications may be obtained through University of Arizona Staff Employment Office, 1717 E. Speedway, Tucson, AZ 85719, phone number 602-621-3668. An official U of A application is required (resumes will not be substitute). Closing date: January 30, 1989. Equal opportunity/affirmative action employer.

Media Services Director: University of Illinois at Chicago. 5-7 years professional and administrative experience, preferably in university setting. Technical, communication, and grant writing skills. Master's degree or PhD in communications or related field preferred; Bachelor's and comparable experience will be considered. Applications should be accompanied by the names and addresses of 3 references and a CV. Apply by February 24 to Janet Madia, Academic Affairs, UIC, Box 4348, Chicago, IL 60680. The University of Illinois at Chicago is an AA/EOE.

Broadcasting and Mass Communication: Senior rank tenure track position search date extended for the Communication Studies Department beginning September 1, 1989. The successful candidate will promote the growth of the broadcast and mass communication area through grantsmanship and professional activities. The preferred candidate should have an earned doctorate and a record of scholarship in an appropriate field; substantial experience in broadcasting; five years teaching experience; commitment to undergraduate education; and sensitivity to the interdisciplinary nature of communication. The successful candidate will teach courses in broadcasting and mass media communication. Salary dependent on qualifications and experience. Women and minorities are encouraged to apply. Send letter, vita, transcripts and three letters of recommendation by February 15, 1989 to: Marcia Moore, Communication Studies Department, State University of New York at Oswego, Oswego, NY 13126. EOE.

HELP WANTED SALES

Jingles Sales. Experienced only please for America's hottest (and one of the oldest) jingle companies. 1-800-368-0033.

One of America's leading distributors of broadcast audio equipment is expanding its national sales rep organization. We seek aggressive, professionals who know how to get the job done. We support you in every way. Top commissions. Exclusive territories available in many regions of U.S. Send resume to Mr. Roy Laurence, Radio Resources, 7483 Candlewood Rd., Hanover, MD 21076. EOE.

MISCELLANEOUS

Freelance videographers: AMERICAN HEAT will buy quality video of major fire; emergency, emergency medical, and police incidents. Call 1-800-722-2443.

EMPLOYMENT SERVICES

Government jobs. \$9,811 - \$86,682/yr. Guarantee: Job or moneyback. Federal list. (1) 805-687-6000 ext. R-3000.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 Ext. A-7833.

EDUCATIONAL SERVICES

Talent coaching: For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent/New York local reporter. Demo tapes. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Wanted: Satellite automation equipment. Carousels and instacars. Bryan Romeijn, 907-586-3630.

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

FDR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

50KW AM ** CCA-AM 50.000D (1976). excellent condition ** Transcom Corp. 215-884-0888. TELEX 910-240-3856.

AM Transmitters ** CCA AM 10.000D (1970), Collins 820F (1978) ** Gates BC-5P2 (1966) ** Collins 21E ** McMartin BA 2.5K (1981) ** Transcom Corp 215-884-0888, TELEX 910-240-3856.

RCA UHF TV transmitter: Parallel 60 kw. mid-band Klystrons. available immediately \$85,000. Call Bill Kitchen. 303-665-8000.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw. also brand new air cooled 10 Kw Klystrode transmitter. Bill Kitchen. Television Technology. 303-665-8000

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen. Television Technology 303-665-8000.

Channel 8 transmitter and antenna GE4TT6E24TF41 Good condition available immediately. Bill Kitchen 303-665-8000, ext 101.

FM antennas. CP antennas. excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas. Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas. Inc. 916-383-1177.

RCA-TCR100 Cart machine parts for sale. WBRC-TV 205-322-6666.

Kline Tower 645 ft with two platforms. has been dismantled. 205-322-6666, WBRC-TV.

RCA TP-66 Film Projector and RCA TP-15 Multiplexer for sale. WBRC-TV, 205-322-6666.

Equipment financing: New or used 36-60 months. no down payment, no financials required under \$25,000. Refinance existing equipment Exchange National Funding 214-422-5487.

Broadcast equipment (used). Transmitters, STL's, remote antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications. Box 78219, St. Louis, MO 63178. 314-664-4497.

Sony BVW 10 and 40: Excellent condition, low hours on new heads. 919-833-8888.

Fidelipac audio cartridges. Various lengths. Model 300. Quantity discounts. Technichrome 702-386-2844.

Ku-band and C-band satellite earth stations designed and installed. Megastar 702-386-2844.

LPTV permit holders! Call us for TTC transmitters, Bogner/Scala antennas, M/A-Com Microwave. Save time and dollars. place your complete RF order with us today for March delivery. Kidd Communications. 916-961-6411.

Oielectric 4-Port Patch Panel 3 1/8" for sale WBRC-TV. 205-322-6666. J.P. Thorn.

Ikegami HL-79EALs available. Three cameras, superbly maintained (by Kunio Fuse), with 13x Canons, AC, Beta-daptors, etc. \$26,000 each. 60-day warranty. Ikegami ADC-79E Auto Setup Box. \$4,000. Sony BVH-500A, with power supply, playback. good condition. \$6,500. Call Matt at 215-665-3747.

Grass Valley 300 loaded, special price. 1600-1X, 1600-3D, 1600-7G. Several other switchers of all sizes available. Ikegami HL-355, HL-95B and others. BVW-75s, BVW-10s, BVW-40s. RCA TCR-100s and film islands at low prices. Call now for used equipment or to list your surplus equipment. Media Concepts. 919-977-3600 or FAX 919-977-7298.

LPTV one stop, we have it all to get you on the air. 10, 20, 100 watt, 1 kilowatt transmitters available. Design and installation also available. Michael Jaymen, BCS = BroadCast Store. 818-845-7000.

Uplinks, NEC double redundant \$89,000. Custom SNG flyaways \$90,000. C-band redundant systems from \$150,000. BCS = BroadCast Store 818-845-7000.

FM Transmitters ** Harris FM20K (1987), AEL 25KG (1977) ** Harris FM20K (1981), RCA BTF20E1 (1975) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 2500RD (1982) 2.5 KW FM ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

1KW AM Transmitters ** Harris SX-1 (1983) ** Harris MW1A (1983) ** Collins 829D2 (1981) ** CSI T1A (1981) ** Collins 20V3 ** Bauer 707 ** Gates BC-1T ** Transcom Corp 215-884-0888.

AM Transmitters ** CCA AM 10.000D (1970), Collins 820E (1978) ** Gates BC-5P2 (1966) ** McMartin BA 2.5K (1981) ** Transcom Corp. 215-884-0888. TELEX 910-240-3856.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student project, training, copying, etc. Field mini KCS-20 minute cassettes. \$4.99. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video Inc., toll free. 800-238-4300.

RADIO Miscellaneous

NATIONAL WEATHER NETWORKS

Localized on-air radio weathercasts. AMS Seal certified/8 years TV & radio experience - 1988 National Weather Assn. Radio Contributor of the Year. Over 50 radio affiliates on line nationwide.

**BARTER/SYNDICATION
EDWARD ST. PE' 1-800-722-9847**

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Media

Roland Radack, acting treasurer, Bonneville International Corp., Salt Lake City, named corporate treasurer.

Albers J. "Jody" Jaeger, VP, Washington-based media productions company, Capitol Video Communications Inc., joins Mississippi Authority for Educational Television, Jackson, as executive director, public broadcasting network. Jaeger succeeds **Forrest Lee Morris**, who retired as executive director after 20 years.



Pope

Paul Pope, operations and weekend station manager, WRAL-TV Raleigh, N.C., joins WJZY(TV) Charlotte, N.C., as station manager.

Steve Meuche, director and general manager, noncommercial WKAR-AM-FM East Lansing, Mich., named director,

broadcasting services, there. Meuche adds duties of director and general manager, non-commercial WKAR-TV.

Bob Curcuruto, director, finance and accounting, satellite cable programming, Group W Satellite Communications, Stamford, Conn., joins WJZ-TV Baltimore as controller.

David V. Leonard, general manager, WING (AM)-WGTZ(FM) Dayton, Ohio, named VP and general manager.

Steve McCormick, regional sales manager, WHQT(FM) Miami, named new business development manager.

Jack Maley, regional manager, Drake-Chenault, Albuquerque, N.M., joins Keffco Inc. as regional manager, KWTR(AM)-KXBX(FM) Lakeport and KOZT(FM) Fort Bragg, all California.

John R. Laton, executive VP, Sunshine Group Broadcasting, Portland, Me., adds duties of chief operating officer. Sunshine Group Broadcasting owns eight radio stations in New England.

Ken Kohl, station manager, KF(AM) Los Angeles, resigned. Kohl will become consultant to station and form his own company, Kohl Communications, radio holdings group.

Appointments at WRVR-AM-FM Memphis: **Debby Nichols**, general sales manager, named general manager; **Mark Hamlin**, director, WTCB(FM) Columbia, S.C., joins WRVR-AM-FM in same capacity.

Marketing

Rand Stoll, senior VP, sales and marketing, LBS Communications Inc., Los Angeles,

named VP, sales and marketing.

Glen Friedman, director, marketing, Manhattan Cable TV, New York, named VP, marketing and advertiser sales.



Manoff

Jeffrey Manoff, president, Montage Communications, advertising sales representative company, New City, N.Y., joins MCA TV, New York, as director, advertiser sales, East.

Frank H. Hosea, VP sales, Central region, Storer Cable, Louisville, Ky., joins

Warner Cable Communications Inc., Dublin, Ohio, as director, sales and marketing, division one.

Hank J. Ratner, VP, business affairs, Rainbow Program Enterprises, Woodbury, N.Y., named VP, legal and business affairs.

Candace J. Krauss, marketing and community affairs, KKT(TV) Colorado Springs, joins Television Bureau of Advertising, New York, as director, retail marketing.

Appointments at MTV Networks, New York: **Laura Calamari**, administrative manager, creative services, named director, administration, creative services; **Harold F. Wolf**, director, affiliate market development, named regional director, Eastern region, affiliate sales and marketing; **Wendy Watson-Hallowell**, senior analyst and manager, affiliate sales planning group, named director, affiliate sales, sales planning; **Loretta Siclare**, regional supervisor, sales planning group, named manager, affiliate sales, sales planning.

Tom Will, Central region sales manager, Group W Television, Chicago, joins Harmony Gold there as regional sales manager, domestic television division.

Thomas J. Pernice, staff assistant, office of presidential advance staff to President of United States, joins Korn/Ferry International,

entertainment group, Los Angeles, as senior associate.

Thomas S. Nieman, VP sales, TotalCom Inc., telecommunications company, Chicago, joins Mediatech Inc. there as corporate VP and sales director.

Adene Walters, director, contracts and administration, MTM Distribution Group, Los Angeles, joins Imagine Films Entertainment there as VP, controller.

Jerry Pelletier, senior sales director, Raycom Inc., Charlotte, N.C., named VP, sales administration, Raycom Sports & Entertainment.

Kitty Hutchens, account executive, MMT Sales, Detroit, joins Petry Television there as account executive.

Joseph B. Munsch, director, print resources, DDB, Chicago, elected VP, DDB Needham Worldwide; **Robert Freeman**, executive VP and business unit head, DDB, New York, named president, DDB, New York; **Brett Edwards**, media planner, DDB, New York, named media supervisor; **Ruth Ziff**, executive VP, research and market services, DDB Worldwide, will retire from full-time employment and will become consultant for agency; **Helmut Krone**, executive VP, creative director, DDB, New York, will take early retirement to pursue his interest in painting.

Jeremy Birkbeck, **Adele Finaly**, **Gary Steele**, and **Marty Susz**, account directors, J. Walter Thompson Co., New York, named senior VP's.

Frank Stoltmann, account executive, Blair television, Chicago, joins Seltel there in same capacity.

Karla Barton-Segale, local sales manager, KCPQ(TV) Tacoma, Wash., joins TeleRep Inc., Seattle, as account executive. **Tom Florita**, district sales manager, Pepsi-Cola Bottling Co., Boston, joins TeleRep Inc., Atlanta, as account executive.

Georgia Schweitzer, group publisher, Bank Administration Institute, Rolling Meadows, Ill., joins Standard Rate and Data Service



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Peter Weber, manager, trade relations, Philip Morris U.S.A., New York, joins Capital Sports Inc., Stamford, Conn., sports marketing and public relations firm, as account supervisor

Appointments at Cranford Johnson Robinson Associates, Little Rock, Ark.: **Harold Ceaser**, broadcast producer, named associate creative director/senior broadcast producer; **Debbie Wilson**, assistant broadcast producer, named broadcast producer.

Dale Hopkins, director, sales, Western region, Financial News Network, Los Angeles, named VP, Western sales manager.

Kathy Wiekert-Figgis, traffic specialist, sales department, Group W Satellite Communications, Stamford, Conn., named affiliate representative.

Appointments at Katz Communications Inc.: **Nancy Giltner**, account executive, Republic Radio West Coast stations, Los Angeles, named sales manager; **Ilene Matz**, client services representative, Arbitron Ratings, Los Angeles, joins Katz Continental Television, Los Angeles, as sales executive; **Gene Bryan**, national sales manager, Katz Hispanic Radio Sales, New York, named VP; **Christy Flynn**, sales manager, Katz Hispanic Radio Sales, Los Angeles, named VP, Katz Hispanic Radio Sales; **Elizabeth J. Rutherford**, account executive, WKOX(AM) Framingham, Mass., joins Katz's Christal radio, Boston, in same capacity; **Dan Harker**, sales representative, Howell Electronic Cash Register, Dallas, and **Marcia Harris**, local salesperson, KTXA(TV) Dallas, join Christal Radio and Katz Continental, respectively, as account and sales executives.

Monte Saunders, chief financial officer, Empire Broadcasting Company, Wichita, Kan., joins Marathon Communications Inc., in same capacity.

Janet Sorrells, account executive, WMYI(FM) Hendersonville, N.C., joins WLOS(TV) Asheville, N.C., in same capacity.

Jack Church, meteorologist, WEVU(TV) Fort Myers/Naples, Fla., named account executive.

Lowell Sollenberger, marketing coordinator, WTAJ-TV Altoona, Pa., named marketing director.

Boyce Hart, general sales manager, KYEL-TV Yuma, Ariz., joins WJSU-TV Anniston, Ala., in same capacity.

Appointments at CBS Radio Network News: **Sue Swenson**, VP, West Coast sales, United States Radio Network, Los Angeles, joins CBS Radio there as Northwest sales manager; **Nancy L. Postrel**, manager, traffic and continuity, WCBS-FM New York, joins CBS Radio there as director, affiliate administration.

David Perlmutter, account supervisor, Waldman & Associates, Chicago-based advertising agency, joins WKQX(FM) there as marketing director.

Howard Schultz, account executive, KFSD-FM San Diego, named national sales manager.

Programing



Perris

Richard Lobo (BROADCASTING, June 6, 1988). **Richard J. Janssen**, president and CEO, Scripps-Howard Broadcasting, adds duties of chairman and CEO, Scripps Howard Production. Scripps-Howard Productions Inc., will develop, produce and market programming for all segments of television industry, including station syndications, over-the-air and cable networks, pay-TV, cable systems operators and home videocassettes. Operations began Jan. 1.

Appointments at Imagine Films Entertainment Inc., Los Angeles: **Marjorie Gross**, story editor, *Newhart*, MTM Enterprises, Los Angeles, joins Imagine as developer, writer, producer, television projects; **Terry Spazek**, independent producer, named senior VP, physical production.

Andrew Hill, producer, ABC Circle Films, Los Angeles, joins Davis Entertainment there as executive VP, movies of the week and mini-series.

Lynn M. Condon, program policy manager, NBC, New York, named director, standards policy, program marketing and administration. Condon will be involved in network's broadcast administration, program review and broadcast policy development.

Chris Myers, sports reporter, WWL-TV New Orleans, joins ESPN, Los Angeles, as West Coast correspondent.

Elliott Abrams, senior executive VP, ITC Entertainment, New York, joins Worldvision Enterprises there as senior VP, acquisitions.

Howard Berk, director, licensing and merchandising, Viacom Enterprises, New York, named VP, licensing and merchandising.



Levin

Julian Levin, VP and general manager, worldwide sales, Vestron Television, Los Angeles, named senior VP.

Garrett Glaser, entertainment correspondent, WABC-TV New York, joins *Entertainment Tonight*, Paramount, Los Angeles, as entertainment correspondent.

Alan Perris, former president and general manager, WTVJ(TV) Miami, joins newly formed Scripps Howard Productions Inc., subsidiary of E.W. Scripps Company, Cincinnati, as president, programing. Perris resigned from WTVJ(TV) in May 1988 and was replaced by

Ann Davis, medical reporter, anchor and producer, WIS-TV Columbia, N.C., joins Medstar Communications Inc., Allentown, Pa.-based producer and distributor of medical programming, as medical reporter/producer, *Health Matters*.

Cathy Chermol, associate producer, WTAE-TV Pittsburgh's *Pittsburgh's Talking*, named senior associate producer of program.

Dave Rotterman, director, noncommercial WSWP-TV Grandville, W.Va., joins noncommercial KYNE-TV Omaha as producer/director.

Dave Marash, co-anchor 6 p.m. and 11 p.m. news, WRC-TV Washington, named host, *Science Journal*, weekly science series on non-commercial WETA-TV Washington.

Randy Wiltgen, producer, *PM Magazine*, KGW-TV Portland, Ore., named executive producer, local programs.

John Stoff, morning anchor/general assignment reporter WKOW-TV Madison, Wis., joins KING-TV Seattle as contributing host, *Tracey and Company* talk show.

Clayton Taylor, weekend news and special projects producer, WISH-TV Indianapolis, named director, public affairs program.

Appointments at American Public Radio-Pacific Public Radio's Los Angeles-based magazine program, *Marketplace*: **Michael Creedman**, former reporter, *The Wall Street Journal*, New York, named anchor; **George Lewinski**, foreign editor, Canadian Broadcasting Corporation's radio news department, Toronto, named foreign editor; **John Barth**, news director, WHY-FM Philadelphia, **Hal Plotkin**, associate editor, *Inc. Magazine*'s recent special international edition, and **J.J. Yore**, editor, *Current*, Washington, to segment producers/editors; **Doug Myrland**, program director, noncommercial KJZZ(FM) Phoenix, named director, marketing, St. Paul.

Chuck Camlic, former air personality, WHLI(FM) Hempstead, N.Y., returns to station after six month hiatus.

Chole Aaron, director, cultural and children's programming, noncommercial KQED(TV) San Francisco, joins noncommercial WNYC-TV New York as VP, television. Aaron will direct programing activities for station.

Michael Boylan, director, production, non-commercial WPBT(TV) Miami, named VP, production.

Mel Granick, assistant news director, WCBS(AM) New York, joins Empire State Network Inc., regional radio network, Albany, N.Y., as VP-programing.

Perry Van Houten, program director, KIEZ(FM) Santa Paula, Calif., joins KOGO(AM) Ventura, Calif., in same capacity.

John Bodnar, air personality, WASH(FM) Washington, named program director.

Anne Williams, producer and air personality, WCOD-FM Hyannis, Mass., joins WJIB(FM) Boston as air personality

Turi Ryder, weekend air personality, KHS-FM Los Angeles, joins KIOI(FM) San Francisco as evening air personality.

Dave Dugan, parttime anchor, KMOX(AM) St. Louis, named program director.

J.D. Fort, programing assistant, KEX(AM)

Portland, Ore., named assistant program director.

Appointments at WNYJ(FM) Albany, N.Y.: **Walt Fritz**, announcer, WRGB(TV) Schenectady, N.Y., named host, Saturday midday show; **Skye McKenzie**, recent graduate, Middlebury College, Middlebury, Vt., named air personality.

News and Public Affairs

Appointments at Satellite Network Systems Inc., Minneapolis-based news cooperative: **Edwin S. Van Hamm**, group VP, operations, Christian Broadcasting Network, Virginia Beach, Va., named VP, operations and marketing; **Phillip Lucachick**, project manager, named director, operations.

Paul A. Gluck, executive producer, *Channel 10 News Update*, WCAU-TV Philadelphia, named news director.

Appointments at WNEV-TV Boston: **Deryl Borden**, writer and fill-in producer, named producer, 6 a.m. newscast; **Elaine Withrow**, unit manager, noncommercial WGBH-TV Boston, named news unit manager; **Gina Powers**, associate producer, named news writer.

Glenn Bar, production assistant, WXYZ-TV Detroit, named news writer.

Appointments at WYOU(TV) Scranton, Pa.: **Tina Lorson**, morning news anchor, WWPA(AM) Williamsport and WYRS(FM) Jersey Shore, both Pa., named reporter; **Ron Messina**, photojournalist, WJAC-TV Johns-

town, Pa., named photographer; **Eileen Kennedy**, KBMT(TV) Beaumont, Tex., named producer and general assignment reporter; **Joann Pileggi**, anchor/reporter, WMGM-TV Wildwood, N.J., named morning reporter.

Appointments at KOLR(TV) Springfield, Mo.: **Scott Opfer**, weekend sports anchor/reporter, named sports director; **Dan Lucy**, sports director, KOMU-TV Columbia, Mo., named weekend sports anchor/reporter.

Anne Holm, weekend producer, WSYX(TV) Columbus, Ohio, joins WBNS-TV there in same capacity.

Appointments at WTVM(TV) Columbus, Ga.: **Dee Armstrong**, weekend anchor/producer and general assignment reporter, named 6 and 11 p.m. news co-anchor; **Chuck Leonard**, co-host, *Good Day*, named weeknight weather anchor.

Bill Groody, presidential election correspondent, Westwood One Radio Networks, Arlington, Va., named State Department/national security correspondent.

Jim Corbin, meteorologist, WSCH-TV Portland, Me., joins WLVI-TV Cambridge, Mass., as weekend weather forecaster.

Mark Patrick, chief photographer, WTOG-TV Savannah, Ga., joins WJXT(TV) Jacksonville, Fla., as news photographer.

Tom Joyner, air personality, KKDA(FM) Dallas and WGCI-AM-FM Chicago, adds duties of weekly music reporter, WMAQ-TV Chicago.

John McMurray, meteorologist, WJR(AM) Detroit, joins WJRT-TV Flint, Mich., in same capacity.

Marcia J. Rodney, editorial researcher and producer, WCBS(AM) New York, joins Empire State Network, regional radio network, Albany, N.Y., as reporter, capitol reporter.

Rich Kirkland, operations director and traffic reporter, Metro Traffic Control, Boston, which provides syndicated traffic reports for local stations, joins WJIB(FM) there as news director.

Dennis Mitchell, news and public affairs director, KLSQ(FM) Las Vegas, joins KRLV(FM) there in same capacity.

Daryl Johnson, reporter, KWKH-AM-FM Shreveport, La., joins WHUR-FM Washington as general assignment reporter.

Larry Scott, news director, WSPY(FM) Plano, Ill., joins WFXW(AM) Geneva, Ill., in same capacity.

Amanda Forbes Ober, reporter, WFTN(AM) Franklin, N.H., joins WTSN(AM) Dover, N.H., in same capacity.

Ginny Kosola, Midwest bureau manager, UPI radio, Chicago, joins WBBM(AM) there as staff news writer and anchor.

Liane Wong, weekend air personality, KXXX-FM San Francisco, named news and public affairs director.

Technology

Appointments at Quantel Inc.: **George Grasso**, chairman of board, named executive chairman, Stamford, Conn.; **Jeff Meadows**,

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managing director, Sony Broadcast, London, joins Quantel as managing director, corporate headquarters, Newbury, Berkshire, England.



Robert G. Cunningham, national accounts manager, Zenith Cable Products, Glenview, Ill., named VP, sales.

Thomas C. DeFazio, VP and controller, General Instrument, New York, named VP, finance.

Cunningham

Appointments at Acrian Inc., San Jose, Calif.: **Moni G. Mathew**, staff engineer, named director of engineering, amplifier division; **Walt Dorsey**, manager, quality assurance, named director of manufacturing, amplifier division; **Dale W. Matteson**, general manager, solar division, named general manager, silicon semiconductor division. Acrian is independent supplier of application-specific power amplifiers and semiconductor devices for broadcast communications.

Graham Simmons, director, engineering, noncommercial WPBT(TV) Miami, named VP, engineering.

Karen Bohley, recent graduate, Southwest Missouri State University, joins KOLR(TV) Springfield, Mo., as part-time studio technician.

Promotion and PR

Tim Braine, VP, on-air promotion, HBO, New York, named VP, program promotion.

Gayle A. Allen, assistant promotion manager, WFAA-TV Dallas, named promotion manager.

Sherri Armet, independent news writer, director and producer, joins WNYW(TV) New York as special events producer.

Donna Lolla, community affairs producer, WISH-TV Indianapolis, named public service director.

Rosalee Roberts, director, public relations, Bozell, Jacobs, Kenyon & Eckhardt, Omaha, named VP.

Allied Fields

Ellen Shaw, VP, corporate planning and business development, NBC, New York, named VP, legal policy and planning.

Rafael Pastor, associate general counsel.

CBS, New York, named president, CBS/Fox Video International.

Appointments at Cable Television Association of greater St. Louis: **Robert S. Krahnman**, district marketing manager, Continental Cablevision, St. Louis, named president; **David Niswonger**, director, marketing, Cencom Cable Television, St. Louis, named VP; **Bill Rouggy**, marketing manager, American Cablevision, St. Louis, secretary, adds duties of liaison with Shelley Gabert Marketing and Public Relations, St. Louis; **Greg Schacher**, general manager, STL Cablevision, named treasurer.

Peter Giddings, certified consulting meteorologist, KGO-TV San Francisco, appointed to Boston-based American Meteorological Society's Board on School and Popular Meteorological and Oceanographic Education. Board works to educate public about atmospheric sciences.

Michael R. Klipper, formerly governmental affairs counsel, Motion Picture Association of America, and counsel for Committee on the Judiciary, United States Senate, Washington, joins Leventhal, Senter & Lerman, law firm there, as counsel.

James A. Bitonti, former VP and assistant group executive, Asia/Pacific group, Poughkeepsie, N.Y., elected to board of directors, E-Systems, Dallas.

Gregory Schermer, junior partner, Hanson, O'Brien, Birney & Butler, Washington, joins Lee Enterprises Inc., Davenport, Iowa, as corporate attorney. Lee owns five television stations.

Deaths



Masla

Jack Masla, 64, founder, Masla Radio (formerly Jack Masla & Co.), independent radio representation firm, died of pulmonary edema combined with congestive heart failure Jan. 1 at New Rochelle (New York) Hospital. Masla had sold his station contracts in October 1987 (BROADCASTING, Oct. 19, 1987) to Katz Radio Group, New York. Masla, who started his own firm in 1957, pioneered FM sales, representing national advertisers Shell, Texaco, American Airlines and Chevrolet in their first use of that advertising medium. Masla began in broadcasting in 1948 as disk jockey and later news director in Coral Gables, Fla. He returned to his native New

York in 1950 to join Donohue & Coe Advertising as radio copywriter. He broke into rep field year later with McGillvra Co., then joined Burke-Stuart when it was founded in 1953, becoming executive VP and sales manager for company that was later merged into what is now McGavren Guild. Following merger, Masla left to start his own company. At time of sale to Katz, Masla Radio had nine stations, and at its peak had recorded billings of approximately \$26 million annually. Masla was on board of Chemotherapy Foundation of New York. Survivors include three sons, Douglas, Richard and Robert, one sister and three grandchildren.



Osborne

Bob Osborne, 57, veteran broadcaster and program director, KMOX(AM) St. Louis, died Dec. 23, 1988, at Jewish Hospital, St. Louis. Osborne had been hospitalized for inflammation of pancreas. Osborne came to St. Louis in 1956 as air personality and program director for WIL(AM). He later became station manager. Osborne joined KMOX(AM) as operations director in 1968. He is survived by his wife, Judith, and four children.

Robert C. Groves, 29, producer, ABC News, Washington, died Dec. 8, 1988, from injuries sustained in automobile accident in Washington. Groves had joined ABC from WPLG(TV) Miami where he had won six local Emmys for reporting. From 1981 to 1986 Groves was talk-show host and assistant program director with WNEWS(AM) Miami. Groves is survived by his parents, Asa Jr. and Una, one brother and one sister.

Leon Bush, 65, chief engineer, WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan, died Dec. 25, 1988, at Munson Medical Center in Traverse City after suffering heart attack at his Traverse City home. Bush had been with station for 33 years and was serving term with Michigan Association of Broadcasters. Bush was also active member of National Association of Broadcasters and Society of Broadcast Engineers. Survivors include Bush's wife, Marilyn, four daughters, one son and ten grandchildren.

Elizabeth S. Fornshell, 50, human resources officer, Ohio Educational Broadcasting Network, Columbus, Ohio, died Dec. 28, 1988, at Miami Valley Hospital, Dayton, from injuries sustained in automobile accident. Fornshell had been on OEB staff for 14 years. Fornshell is survived by her husband, Dave, who is OEB executive director, three sons, stepson and one daughter.

John Rydgren, 56, air personality, KRTH-AM-FM Los Angeles, died at his home there Dec. 26, 1988, after suffering heart attack. Rydgren, known as "Brother John," hosted midday show and Sunday evening show, *Heaven is in Your Mind*. Rydgren is survived by his wife and three children.

INDEX TO ADVERTISERS: Accuracy in Media 20 □ Americom 6 □ Associated Press Broadcast Services 22-23 □ Blackburn & Co., Inc. 74 □ Buena Vista Television 40-41 □ Business Radio Network 62 □ Chapman Associates 80 □ Chicago, The University of 93 □ Classified Ads 85-90 □ Claster Television, Inc. 8-9, 15 □ KHJ-TV Cover 3 □ H. B. La Rue 77 □ LBS Communications, Inc. 51, 53, 55 □ Lorimar Syndication Front Cover, 4-5, 27, 29, 31, 33, 35, 36-37 □ R. A. Marshall & Co. 78 □ MCA TV Second Cover/3, 19, 21 □ Media Venture Partners 73 □ MRN Radio 60 □ Multimedia Entertainment 11, 12-13 □ NAB 59 □ Orbis Communications 24-25 □ Pan American Satellite Cover 4 □ Doyle Peterson & Associates 76 □ Professional Cards 83 □ Cecil L. Richards, Inc. 75 □ Services Directory 82 □ SONY Broadcast Products 16-17 □ Joe Sullivan & Associates, Inc. 91 □ Talkline Radio Network 39 □ TelX Entertainment 57 □ Tribune Entertainment Co. 42 □ USIA 61

Carl Butrum: Eastman Radio's 'people' man

Publicly held Jacor Communications has reason to be happy with its year-old purchase of Eastman Radio. Boasting 180 stations in 110 markets, the radio rep firm is expecting to show a pre-tax profit of just over \$1 million for 1988. That figure is on target with Jacor's projections and bodes well for Eastman President Carl Butrum, who got his start in the radio rep business about 15 years ago by, literally, fighting to get the job.

"I was playing what we call 'broken-down-jock' football in a league in Royal Oak, Michigan," says Butrum, who at the time was working for an insurance firm. During a tryout, Butrum was pitted against another executive vying for the same position. Not one to be replaced easily, Butrum decided to teach the challenger a lesson and changed the rules of the game from two-hand touch to forearm-to-the-forehead tackle. A fight ensued; a few weeks later Butrum got a call from a man named Bill Burton.

Burton explained that he worked with Dave Gneiser, the recipient of the forearm. He then told Butrum that he thought such an aggressive player might make a good salesman, and invited him to try out for a position at Eastman Radio's Detroit office. In a way, Gneiser had his revenge: Butrum, with no experience in radio sales, was put through a strenuous interview process. He lost plenty of sleep while memorizing minute details of markets around the country and had to endure seven interviews.

Butrum's sales experience prior to Eastman consisted primarily of selling encyclopedias while a student at Wayne State University in Detroit and a brief stint selling beef door-to-door for a nickel per pound, trying to talk families into buying massive quantities of meat. "They would eat all the steaks the first month," he said of his customers, "and then have 200 pounds of hamburger left."

What Butrum lacked in sales experience he made up for in management experience. He had completed the three-year Allstate Insurance management training program in 1971, eventually heading a department of nine underwriters at the company, then moved to a higher management position at League General Insurance Co. By 1973, Butrum was director of League General's 25-person policyholder service department.

"Bill Burton took the management background and the customer orientation and plugged me into sales," says Butrum. Having been with the company for 15 years, he laughs off what he says some might describe as "treehugging." Building tenure comes naturally, he says, "when you're raised in Detroit and your old man works for General Motors for 50 years."



CARL ALBERT BUTRUM—President, Eastman Radio, New York; b. Dec. 17, 1945; San Francisco; specification writer, engineering staff, administrative services, General Motors Technical Center, Warren, Mich., 1965-68; senior account underwriter, Allstate Insurance Management Training Program, Southfield, Mich., 1968-70; policyholder supervisor, Allstate, 1971; director of policyholder service, League General Insurance Co., Southfield, 1971-73; positions with Eastman Radio: account executive, Detroit office, 1973; account executive, Chicago office, 1974; manager, St. Louis office, 1975-76; manager, Los Angeles office, 1976-81; Western region manager, Los Angeles, 1981-84; executive vice president of sales, 1984-88, New York; present position since February 1988; married Sharen Reeves, March 4, 1978; four children: Chad, 22; Curt, 21; Collin, 18 (from previous marriage); Nicholas, 14 (from wife's previous marriage).

Butrum's father started work at the General Motors Technical Center in the 1940's; he got his son a job there in 1965. "It was like a candy store for a person my age to be able to see this huge corporation," he says, recalling the wonder of watching cars in various stages of development. After three years, however, he realized that not having a background in engineering could impede his career there.

He moved into the insurance field. That business taught him to make fast decisions, he says, forcing him to review files and make choices every 10 to 15 minutes. The insurance and radio businesses are similar, says Butrum, in that both apply the same principles of product development, sales and service.

During his tenure at League General, Butrum said he stressed to the staff the importance of developing a "common goal." Employees were encouraged to shift their focus from company to customer, a philosophy Butrum applies at Eastman. "I think that when

any company forgets who pays the bills, the beginning of the end is in sight."

Coincidentally, parent company Jacor Communications was founded eight years ago by Terry Jacobs, a former executive with American Financial Insurance Corp. Jacobs was reluctant to cite a job in the insurance business as a prerequisite to success in the radio business, but he was quick to praise Butrum's career path.

"He's a good 'people' man," said Jacobs. He says he particularly admires his sales skills, which he attributes to Butrum's careful climb through the ranks of Eastman.

Beginning in Eastman's Detroit office in 1973, Butrum moved to the Chicago office in 1974, then to management positions at St. Louis (1975-76), Los Angeles (1976-81) and then the Western region (1981-84).

By 1984, Butrum was executive vice president of sales, based in Eastman's New York office. He stayed in that position until early 1988, when Jacor bought the rep firm and he was named president.

Butrum today oversees a 90-person staff that includes 42 salespeople. "There is not much fat in the organization, and we like it that way," he says. Central to his management philosophy is understanding the individual career goals of his staff. "Companies can hire hundreds of people and stumble ahead having no idea what it is that those people are trying to achieve," he says, "and having turnover problems that are decimating the company because they don't take an interest."

In a competitive business where double-digit advertising growth is a thing of the past, Butrum says Eastman has chosen to specialize in one or two value-added stations within each market. Industry estimates place the company's current share of the rep business at about 7%.

"The real orientation of Eastman salespeople is to get the money out of the way before the buy, reach some agreement about the added value of the radio station, and then in the final step in the process bring that money back in," says Butrum. "If a buyer wants you, she'll find a way to pay the price; if she doesn't want you and doesn't think she needs you, no price is cheap enough."

Butrum says Eastman's primary goal is to convince advertisers that radio stations that invest heavily in programming and community service demand higher rates. "Agencies would like to see everyone come in at \$25 or \$100 a rating point," he says, "but the fact of the matter is that the top tier of radio stations can't survive at \$25 or \$100 a point."

"If (those stations) go away in the sense that they have to cut back on what they bring to America," says Butrum, "if we don't fund them and those great stations go away, the person who will suffer is the American listener."

In Brief

In what is believed to be first ruling of its kind, **U.S. District Court judge in Boston has held that cable systems involved in rate-regulation dispute with franchise authority are entitled to assert their rights in federal court.** Judge Andrew A. Caffrey, in case involving effort of Town of Danvers, Mass., to block Nashoba Cable's plan to raise rates, also held that cable systems may not waive protections given them under Cable Communications Policy Act of 1984, such as that exempting them from rate regulation. Nashoba began serving Danvers subscribers in July 1986 after agreeing to freeze rates for two years. And in June 1988, Nashoba announced plans to increase rates. Danvers said it considered proposed increase violation of pledge to freeze rates—there is dispute as to when two-year period began—and threatened legal action. Nashoba filed suit first, seeking order barring action by Town. Danvers, for its part, claimed court lacked jurisdiction, that issue involved common-law contract dispute, governed by state law. But Caffrey ruled that Cable Act governed, that "Congress apparently intended to prevent crazy-quilt patchwork of local rate regulation and instead intended to subject cable television rates to the competition of the marketplace." Danvers rate freeze, he said, "is precisely the sort of rate regulation the Act prohibits." That was one of two holdings Nashoba's attorney, Stephen Berry, said was "important." Second was Caffrey's assertion that "public policy concerns... militate against permitting a cable services provider to waive key provisions in the statute." However, issue may not be finally resolved. Danvers Town Counsel Paul Kenny said "likelihood is great" that Danvers will appeal decision.

Beasley Broadcast Group and RKO reached settlement with competing applicants for KRTH-AM-FM Los Angeles for \$86.6 million. Deal has been in works since last August (BROADCASTING, Aug. 29, 1988). It comes on heels of settlement for WFYR-FM Chicago (see page 75). RKO will receive approximately \$56.2 million, and competing applicants \$30.4 million. KRTH(AM) is fulltimer on 930

khz with 5 kw, and KRTH-FM operates on 101.1 mhz with 58 kw and antenna 2,880 feet above average terrain.

NBC was cheered by judge's latest ruling in entertainer Wayne Newton's libel case. U.S. District Judge Myron Crocker said in Los Angeles on Dec. 30, 1988, that Newton has until Feb. 1 to state his acceptance of \$5,275,000 he was awarded following jury trial in Las Vegas two years ago. If he does not accept, he faces new trial on all issues. Newton had originally rejected award because Crocker had reduced jury's verdict of \$19.2 million. Newton's lawyers asked for new trial on question of damages entertainer allegedly suffered as result of three investigative pieces on NBC News broadcasts aired in 1980 and 1981, linking him to reputed organized crime figure. Newton's attorney, Morton Galane, said his client was on vacation in Hawaii and would not decide on his answer to court until his return on Jan. 14.

FCC, in unanimous decision released last week, affirmed Mass Media Bureau's fining of Wisconsin FM for violation of anti-lottery rules. **Bureau levied \$7,500 penalty against WRLS-FM Hayward, Wis.,** for broadcasting advertisements for bingo on behalf of Lac Courte Orielle Tribal Government. Spots allegedly aired regularly between September 1986 and March 1987.

FCC approved Bell Atlantic's plan to build experimental, integrated fiber optic system in Perryopolis, Pa. As proposed, Bell Atlantic would build system capable of carrying telephone signals and video services and passing 100 homes. Helicon Corp., city's cable operator, would provide programming for one-year test.

Satellite Music Network's board of directors last week approved Capital Cities/ABC's proposal to acquire all of its outstanding common stock for \$5.50 per share, cash ("In Brief," Dec. 26, 1988).

Cable network numbers on the rise

Combined prime time ratings for seven top cable networks for the fourth quarter of 1988 rose 7% over 1987, increasing from an 11.0 to an 11.8. The increase was tied to USA, CBN Family Channel and Lifetime, whose new fall prime time lineups helped boost those services' fourth-quarter ratings from a combined 3.2 in 1987 to a 4.3 in 1988.

USA's rose from a 1.7 to a 2.1, with a lineup of Miami Vice,

Murder, She Wrote and, at 9 p.m., movies and sporting events.

Lifetime attributed its ratings jump to Cagney & Lacey, which has scored between a 1.0 and a 1.2 in its 8 p.m. time slot. The jump for CBN came from its new prime time lineup of Our House and family movie programming (BROADCASTING, Dec. 26, 1988).

Although it does not have full fourth-quarter ratings, Turner

Broadcasting System has numbers for TNT for the six-week period from Nov. 7 to Dec. 18. From 7 a.m. to 1 a.m., where it had forecast a 0.7, it has scored a 0.9. Its prime time rating of 1.1 is also 0.2 higher than its forecast of 0.9. Its 24-hour rating was a 0.7, 17% ahead of its projected 0.6.

The most successful block has been the Muppet Show. Bugs Bunny, Fraggle Rock children's fare between 6 and 8 p.m., which has averaged a 1.8 rating, 50% higher than the 1.2 Turner had forecast. TNT has signed a contract for Nielsen measurements and expects to begin receiving overnight data this month. Turner estimated TNT was in 19.7 million homes in December, and expected that to jump to 23 million after a number of Jan. 1 launches by systems.

Network	Prime Time		Full Day	
	1988 Rating (HH)	1987 Rating (HH)	1988 Rating (HH)	1987 Rating (HH)
WTBS	2.6 (1,218,000)	2.6 (1,128,000)	1.6 (754,000)	1.6 (684,000)
ESPN	2.5 (1,245,000)	2.6 (1,176,000)	0.9 (448,000)	0.9 (391,000)
USA	2.1 (955,000)	1.7 (700,000)	1.0 (454,000)	0.9 (368,000)
CNN Headline	1.3 (623,000)	1.3 (564,000)	0.9 (424,000)	0.9 (392,000)
CBN	1.2 (540,000)	0.8 (303,000)	0.9 (375,000)	0.6 (238,000)
Nashville	1.1 (449,000)	1.3 (470,000)	0.5 (204,000)	0.6 (213,000)
Lifetime	1.0 (425,000)	0.7 (266,000)	0.6 (243,000)	0.4 (157,000)
Nickelodeon			1.0 (443,900)	0.9 (333,900)
A&E			0.8 (290,000)	0.6 (199,000)
MTV			0.6 (269,600)	0.6 (231,600)
Nick at Nite			0.6 (246,800)	0.4 (127,600)
Weather Channel			0.2 (78,000)	0.2 (65,000)
FNN			0.2 (62,888)	0.2 (51,388)
VH-1			0.2 (61,300)	0.3 (72,000)

USA's prime time runs from 7 to 11 p.m. while CBN's runs from 7 p.m. to midnight. Lifetime's full day is 7:30 a.m. to 1 a.m. Monday through Saturday, Nickelodeon's from 7 a.m. to 8 p.m., Nick at Nite's from 8 p.m. to 7 a.m., FNN's from 6 a.m. to 8 p.m., Discovery's from 9 a.m. to 3 a.m., Weather Channel's 6 a.m. to midnight and Nashville's from 9 a.m. to 3 a.m. Figures for Arts & Entertainment are the sum of its two four-hour programming blocks, from 8 p.m. to 4 a.m.

SMN said it expected to execute definitive merger agreement with Capcities/ABC within few days of board's Jan. 5 announcement, adding that price will rise to \$5.60 per share if deal is not consummated within 120 days. Even if deal falls through, SMN said it agreed to grant option to Capcities/ABC to acquire 2,500,000 additional shares of its common stock at \$5.50 per share.

□
House Majority Whip Tony Coelho (D-Calif.) gave independent broadcasters something to cheer about at last week's INTV convention (see pages 46-50). Coelho was keynote luncheon speaker and made commitment to work with broadcasters in obtaining "rights to a stable and predictable license renewal process." He also promised to help them gain "rights that stand as tall as those granted cable operators and other prospective entrants to your business." However Coelho indicated that those accomplishments will not be achieved until fairness doctrine and children's programming legislation is adopted.

□
White Plains, N.Y.-based Michael Krauss Productions is syndicating new episodes of **Mother's Day with Joan Lunden**, talk show that had five-year run on Lifetime cable network. Prime target, said Krauss spokesman, is half-hour of daytime NBC is giving back to local stations. Show will be offered in two versions: 30-minute strip on barter basis (4½ minutes local/2 national) and 60-minute version on cash-plus-barter basis (11 minutes local/2 national). Show's producer—and Lunden's husband—Michael Krauss, is former producer with *Today* and *Good Morning, America*.

□
Terry Goddard, mayor of Phoenix and newly installed president of National League of Cities, ran down priorities of cities in speech before National Press Club in Washington last week and **telco-cable crossownership and cable reregulation were not among them**. At winter meeting in Boston last month, NLC adopted new policy calling for elimination of statutory ban against telephone companies and increasing regulatory authority of cities over cable systems. Whether issues will be on legislative agenda will not be determined until NLC's Congress of Cities in Washington, March 11-14. Goddard's speech was devoted to eliciting Bush Administration's aid in cities' efforts in rebuilding "infrastructure" and solving such chronic problems as pollution, drug abuse, homeless people and education. Cable issues were not mentioned. Following speech, Goddard told BROADCASTING they were "not a major priority" of NLC in light of other pressing concerns. And he suggested they would not be on cities' legislation agenda for year, saying association had "fairly limited resources" and had to be selective in what it chose to pursue in Washington.

□
French network TF1's New York bureau chief and TF1 producer face federal charges for trying to plant fake bombs on three airliner at New York's John F. Kennedy Airport. In similar incident last Tuesday, Dutch television reporter Gert Berg of Veronica network successfully smuggled phony explosive onto KLM flight from Amsterdam to London. TF1's Alain Challou, bureau chief for France's number one TV network, and producer Bruce Frankel, both released on their own recognizance one day after arrest last Wednesday, were reportedly trying to demonstrate lax security among airlines. But one fake bomb was discovered by TWA and airport security later alerted two other airlines, Pan Am and Air France. Jan. 25 hearing in Chaillou-Frankel case has been set at U.S. District Court in Brooklyn. Defense attorney John Wing of New York firm Weil, Gotshal and Manges maintained neither journalist had intended to break law and neither believed they had done anything illegal. Frankel, in initial statement, said "news experiment" had approval of TF1's Paris news chief and chief news anchor.

□
USA Today: The Television Show was scheduled for "re-launch"

Mass EEO petitions in Florida

Thirty-four Florida radio stations or AM-FM combinations have had petitions to deny filed against them by the Florida State Conference of Branches of the NAACP and the National Black Media Coalition. The filings are a result of a study, conducted by the petitioners, of the 1982-1988 equal employment opportunity performance of all radio stations in Florida. The filing cites the study, claiming the stations subject to this petition "had no more than token employment of blacks and other minorities during the license term. These stations do not appear to be operating under meaningful EEO programs." The petition asks the FCC to conduct bilingual investigations and designate for hearing the renewal applications of the 34 stations: WRCC(FM) Cape Coral, Radio Cape Coral Inc.; WLKP(AM) Lakeland, WEZY-FM Cocoa, WNDB(AM)-WWLV(FM) Daytona Beach, all Chapman S. Root Revocable Trust; WMMK(FM) Destin, Gulfcoast Broadcasting Inc.; WLVI(AM) Dunedin and WLVU-FM Holiday, both Pasco Pinellas Broadcasting Co.; WTRS-AM-FM Dunellon and WAMR(AM)-WCTQ(FM) Venice, all Asterisk Communications Inc.; WCEZ(FM) Fort Myers Beach, Justice Broadcasting L.P., WRXJ(AM)-WCRJ-FM Hoker Broadcasting Inc.; WONN(AM) Lakeland and WPCV(FM) Winter Haven, Hall Communications Inc.; WCAT-FM Leesburg, General Broadcasting of Florida Inc.; WOQJ(AM) Lehigh and WOQJ-FM Lehigh Acres, both Dwyer Broadcasting Inc.; WME-L(AM) Melbourne, Elyria-Lorain Broadcasting Co.; WMMB(AM)-WMMY-FM Melbourne, City Broadcasting Co. Inc.; WINZ(AM) Miami and WZTA(FM) Miami Beach, Guy Gannett Publishing Co.; WQAM(AM) Miami and WKIS(FM) Boca Raton, Sunshine Wireless Co.; WXBW-FM Milton, WXBW-FM Inc.; WNOG(AM)-WCVU(FM) Naples and WTNT-AM-FM Tallahassee, Palmer Communications Inc.; WRGJ(FM) Naples, All Communications of Naples Inc.; WGUL(AM) Dunedin and WGUL-FM New Port Richey, Carl and Betty Mar-cocci; WMMZ(FM) Ocala, Ocala Broadcasting Corp.; WHOO(AM)-WHTQ(FM) Orlando, TK Communications Inc.; WPAP-FM Panama City Beach and WCOA(AM)-WLOQ(FM) Pensacola, Norman S. Drubner; WPFM(FM) Panama City, Culpepper Communications Inc.; WOWW(FM) Pensacola, Colonial Broadcasting Co.; WNJY(FM) Riviera Beach, Lappin Communications-Florida Inc.; WSPB(AM)-WSRZ(FM) Sarasota, Sarasota AM Inc. and Sarasota FM Inc.; WINWS(AM) South Miami and WLYF(FM) Miami, Jefferson-Pilot Communications Co.; WZZR(FM) Stuart, CRB of Florida Inc.; WFSU-FM Tallahassee, Florida State University; WTHZ(FM) Dolcom Broadcasting Inc., and WNGS(FM) Pearl Broadcasting Co.

today (Jan. 9). "Money" anchor Kenneth Walker has been dropped, and "Life" anchor Robin Young will be based out of New York and Los Angeles rather than show's Arlington, Va., studio. Show will also have new opening and music.

□
Nielsen said VCR penetration reached 62.2% in November 1988, while pay cable penetration hit 29.1%, highest figures for each in Nielsen history. Only Laredo, Tex., had higher pay penetration (51.1%) than VCR (44.2%).

□
FCC has approved settlement agreement reached between Wodlinger Broadcasting and Viacom. Wodlinger's Hit Video USA had filed \$250-million antitrust suit against MTV, and later Wodlinger filed against renewal applications of two Viacom stations. Terms of monetary settlement Viacom paid were not disclosed, although renewal challenges against Viacom's KMOV-TV St. Louis and WMZQ(FM) Washington were dropped. Viacom, in turn, agreed not to pursue any counterclaims it had brought against Wodlinger.

□
J.C. Penney has retained Kidder Peabody to provide financial alternatives for its Telaction interactive cable shopping service. Bringing in partners or selling service are among alternatives.

Editorials

L.A. laud

The Association of Independent Television Stations got 1989 off to a rousing start in Los Angeles last week. Indeed, it seemed to have gotten the industry off to a rousing year. Considering the lackluster of 1988, all portents were welcome.

We were struck particularly by the bullishness of the opening session, at which a number of expert observers joined in the view that the future bodes well for broadcast media, not only because of their own value and resilience but also because of an economy continuing to grow and to deposit more TV households within reach of all those broadcast towers. As was noted again and again, it is possible for a smaller percentage of a larger market to be better than a larger percentage of a smaller market.

There continued to be at INTV an undercurrent of alarm about cable, characterized in virtually all public forums and particularly in a new campaign—spearheaded by Milton Maltz of Malrite—to champion free TV. It is a theme that will appeal to many broadcasters and will be heard much of as the year progresses.

The fact is, of course, that much of TV hasn't been free for a long time. The inevitability of a paid TV universe became clear when cable passed 50% in its national penetration of TV homes, meaning that more than half the nation chose to pay some price to receive its over-the-air (and thus nominally "free") signals. It will be difficult to put that genie back in the bottle, along with all the other forms of more specifically paid-for TV varieties, as in pay TV over the air, pay TV by cable and home video.

A more challenging way to deal with changing times may be that adopted by NBC, which—not having been able to beat cable—has elected to join it. Or by ABC, whose ESPN made history of a sort in its negotiating rights from Major League Baseball for over \$400 million. However one finds his way into the future, it's unlikely to be through the past.

At the least, it can be said that INTV President Preston Padden and his compatriots stirred 'em up in Los Angeles last week. Among other things, their plan to create a cooperative of independents to compete for dollars in the network pool is both inspired and controversial—which is to say, vintage Padden. Indeed, vintage independent.

Ringin' in the old

Congress officially reconvened last week. It was the first day of the new session and hardly had the incoming class of 1989 been officially shown their seats when John Dingell (D-Mich.) reintroduced a fairness doctrine codification bill the spitting image of one appropriately vetoed by President Reagan in 1987; the doctrine was soon thereafter held unconstitutional by the FCC. That should have been the end of that, but wasn't.

The new bill was one of several ghosts of Congress past that are expected to be revived within the first 100 days (BROADCASTING, Jan. 2). Another was a uniform poll closing bill, courtesy of Al Swift (D-Wash.), who, true to his name, made it the lead item on the first day's order of business. It was identical to a measure whose death not once but twice in the Senate is clear precedent. A third, the lingering children's TV bill—pocket vetoed following the last Congress—has been targeted for reintroduction. So far, the 101st gets a C- for originality.

Of the three, the rearing of the "fairness" doctrine's ugly head is the most disturbing. The 1987 veto of that particular assault on Fifth Estate freedoms came as a surprise to those

confident that the mediagenicity of a misnomer like "fairness" would propel the bandwagon-turned-steamroller past an unwilling President. Opting for principle over expedience, President Reagan just said 'no.' In the wake of that decision, however, the pro-codification elements in Congress have been brandishing a big stick, threatening to put on hold any action on must carry or much needed license renewal reform until broadcasters acquiesce to content regulation. Broadcasters, looking over their shoulders at cable giants with which they must now compete and telco behemoths with which they soon may, have been reluctant to face down the First Amendment challenge. Fortunately, the departure of President Reagan will not mean the loss of their champion.

The last legislative line of defense on "fairness doctrine, the sequel" will again be the President, this time George Bush, who has exhibited an opposition to the doctrine the equal of his predecessor.

How fitting that the "education" President have the opportunity to deliver this valuable lesson on constitutional safeguards.

Head count

Broadcasters are being enlisted once again to help get the word out on the Census department's decennial survey of population and housing, to be conducted in 1990. For the 1980 census, broadcasters contributed \$30 million worth of air time for PSA campaigns—including spots in Arabic, Spanish and other foreign languages—announcing the census and explaining its importance: the information is used for, among other things, the allocation of federal funds and the apportionment of seats in Congress. Broadcasters also conducted workshops, bought print space and otherwise donated their time and talents to the cause. The 1980 effort was credited by Commerce Secretary William Verity with boosting the mail-return rate by 3%, with each percentage point representing a \$10 million saving in census costs. Said then-census bureau director Vincent Barabba about the Fifth Estate's contribution: "[They] produced, at their own expense, a staggering array of ingenious and effective local appeals, and persuaded their colleagues and competitors to do the same."

If past is prologue, broadcasters, can be expected, and are encouraged, to lend their support to the 1990 census. By doing so, they will be helping themselves as well. The more accurate the census, the more accurate the demographic and ratings information available. We feel confident the census bureau can again count on broadcasters.



Drawn for BROADCASTING by Jack Schmidt

"Bill Mitchell reporting from the WJAS mobile truck on another record-breaking snowfall."

CONGRATULATIONS

To these award-winners of the
International Film & TV Festival of New York



SILVER MEDAL

"Prisoners of Violence"

ANGELA ESTELL, *Reporter*
FRANK FELDINGER, *Producer*
BILL NORTHUP, *Executive Producer*
STEPHANIE BRADY, *Executive Producer*

BRONZE MEDAL

"Lakers '88: Back to Back"

ROY FIRESTONE, *Host*
SUSAN STRATTON, *Director*
TED GREEN, *Producer*
DAVID BROWNFIELD, *Associate Producer*
BILL NORTHUP, *Executive Producer*
STEPHANIE BRADY, *Executive Producer*

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Alpha LyraCom Space Communications, Inc.
One Pickwick Plaza, Suite 270
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(203) 622-6664 FAX: (203) 622-9163