

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 6

Sold In
86 Markets.

**FOR THOSE
STATIONS THAT ARE
FED UP WITH
WHAT'S HAPPENING
IN ACCESS.**

3rd Degree

The Fresh Alternative For Access.

Kline & Friends

BURT & BERT
PRODUCTIONS



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Warner Communications Company

58th Year 1989

FEBRUARY SWEEPS!
Battling for hearts
and minds of TV's audience
BASEBALL!
New record in right

If You Think AP News And Sports, You've Got

With over 1,500 newspeople in 221 bureaus worldwide, the Associated Press covers virtually every major story as it happens. But we don't just cover the hard



news stories people need to hear, we also cover the stories they want to hear.

Everyday you get Today in History.

From Bruce Springsteen's newest release to the latest on the royal family. It's anything and everything interesting.

The Flip-Side Side Of Life

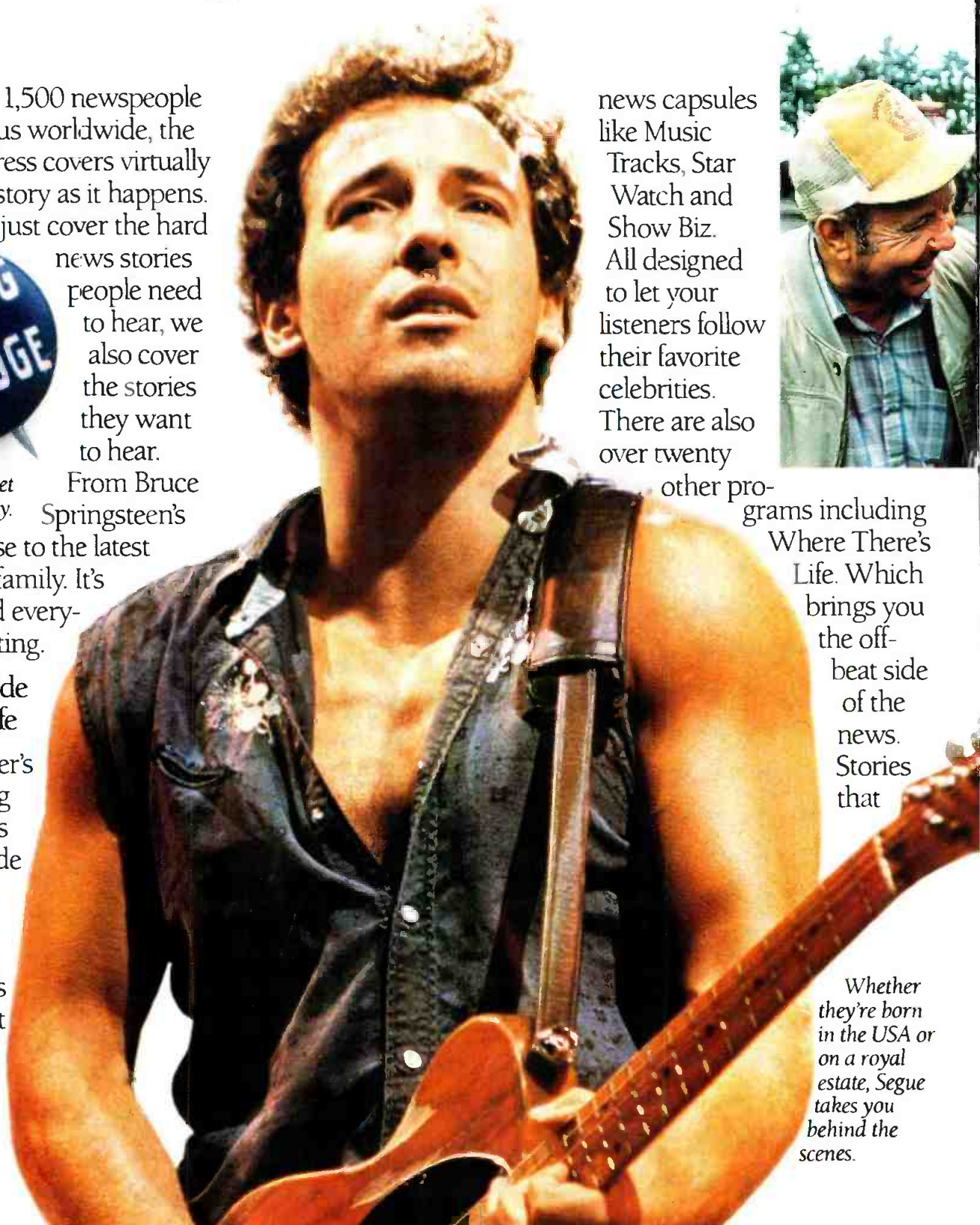
Newspower's features bring your listeners the lighter side of the news. Take Segue (SEG-WAY), Newspower's inside look at show biz. It's a daily package of

news capsules like Music Tracks, Star Watch and Show Biz. All designed to let your listeners follow their favorite celebrities. There are also

other programs including Where There's Life. Which brings you the off-beat side of the news. Stories that



Whether they're born in the USA or on a royal estate, Segue takes you behind the scenes.



Power Is Just News, Weather Another Thing Coming.



Opening Wall Street will keep commuters tuned in all morning long. And the Sunrises reviews major farm market trends and follows their impact from the commodities market all the way to the supermarket.

For the newest developments in health and fitness, there's Feeling Good. Plus throughout the year there are special programs that offer Christmas gift suggestions, tax tips and more. But whether it's big news or small, it's sure to be news both you and your listeners can use.

Information That Counts

Newspower's agriculture and business reports give listeners the latest economic news from around the world. Features like

It's Not Just Good News. It's Good Business.

Every week, Newspower delivers over 500 ready to sell programs like Sports Quiz, People in the News and Today in History. And every one can be sold without AP clearance. Which means that Newspower can create over 1,200 new commercial breaks and adjacencies each week. Providing the programs that are sure to bring

in more advertisers. And more advertising dollars, too.

So if you want the power to attract more listeners and more



Our Wall Street coverage stacks up with the best.

advertisers, call Rosie Oakley at 1-800-821-4747 and ask about Newspower. It's the best way to get more out of the news.



Associated Press Broadcast Services



February sweeps... CBS's winning western, *Lonesome Dove*, pushes network into second place, but NBC remains on top with fourth consecutive sweeps victory. **PAGE 27.**

Staying in the race... Telephone association's president says telco-cable issue is gaining momentum. **PAGE 30.**

Diamond appraisal... Major League Baseball expects to earn \$478 million from



national and local radio and TV agreements in 1989—18.6% increase over last year's total. BROADCASTING's annual look at the sport's Fifth Estate connection begins on **PAGE 40.**

29/SPOT FORECAST
Agency buyers predict that 1989 spot marketplace will be up slightly from last year.

33/ON THE HILL
NAB State Leadership Conference targets radio-only bill. Additionally, Secretary of Commerce Robert Mosbacher says HDTV is priority for Bush administration.

34/HONG KONG CONNECTION
At least five American companies place bids for what may ultimately be world's largest cable operation—Hong Kong's 1.5 million-customer franchise.

36/NOT A NETWORK
FCC rules that specialty networks Univision and Home

Shopping Network are not subject to financial interest and syndication rules.

38/CARTOON COMEBACK
With two animated series pilots commissioned so far by networks for next fall, it



Fred Flintstone may return to prime time

appears that such shows may be making return to prime time.

56/GETTING HEAVY
Although hard rock/heavy metal music is increasingly



SMN's hard rock format

finding its way onto top-10 charts, radio programmers are still trying to find right approach to marketing this specialized format.

51/LOOKING AHEAD TO NAB

As Fifth Estate prepares for National Association of Broadcasters convention, BROADCASTING focuses on various technological offerings that will occupy equipment exhibit there. This week: AM stereo, digital audio tape, NRSC and FMX.

54/CHANGING BBC PROFILE
British Broadcasting Corp. seeks more commercially oriented co-productions, including two with ABC and CBS for prime time.

58/GETTING BETTER
Aided by syndication of *The Cosby Show*, Viacom finishes 1988 with improving financial performance.

61/UNTIL JULY
National Association of Regulatory Utility Commissioners, chief telco regulator on state level, tables until July resolution endorsing telephone company entry into TV.

63/WIRELESS PUSH
Capital Wireless Corp. plans to offer programming package to New York tri-state area.

87/HILL COMMUNICATOR

For past six years, Larry Irving, now senior counsel of House Telecommunications Subcommittee, has played pivotal roles in formulation of communications policy, earning reputation as fair, but formidable, mediator.

88/TOWER SABOTAGE

Four radio towers in Santa Maria, Calif., are felled in sabotage spree.

DEPARTMENTS

Advertisers Index	86
Business	58
Cablecastings	64
Changing Hands	60
Closed Circuit	8
Datebook	18
Editorials	90
Fates & Fortunes	83
Fifth Estater	87
For the Record	66
In Brief	88
International	54
Law & Regulation	61
Masthead	22
The Media	63
Monday Memo	24
On Radio	56
Open Mike	23
Programing	38
Riding Gain	57
Special Report	40
Stock Index	37
Technology	51
Where Things Stand	10

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

HELLO...

Los Angeles, KORG-AM

Denver, KDZR-AM

Orlando, WBZS-AM

Chicago, WNVR-AM

Washington, D.C., WPGC-AM

Nashville, WYOR-AM

Kansas City, KBEA-AM

Hartford/New Haven, WFNS-AM

San Francisco, KSJX-AM

Houston, KSEV-AM

Baton Rouge, WNFO-AM

Colorado Springs, KKRE-AM

Augusta, WNTA-AM

Cleveland, WHK-AM

Phoenix, KFNN-AM

Hartford/Waterbury, WFNW-AM

New Orleans, WSLA-AM

Sacramento, KXOA-AM

Buffalo, WWKB-AM

Huntsville, WVNN-AM

Portland, KBNP-AM

Albany, WPTR-AM

Greenville, WBRE-FM

AND THANK YOU.

In just eight months of operation, we've grown at an unprecedented rate. The network now includes 23 affiliates from strategic markets that span the U.S. Audiences from New York to California applaud our unique blend of network and local business news/talk.

As the first fully dedicated business radio format, we're building a viable force in radio. And together, we're creating a new advertising medium.

1 (800) 321-2349 (Inquiry)

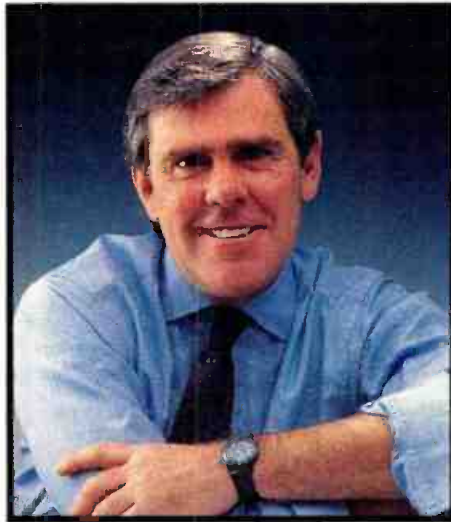
1 (719) 528-7046 (Listen Line)

Radio's Business Solution™



Business Radio Network

WSBK's Dar why he joined



“WSBK earned its status as Boston’s #1 independent by programming quality situation comedies in our important 6:00 to 8:00PM block and by carrying a heavy hitting schedule of Red Sox and Bruins games.

‘ALF’ earned its reputation as a prime time phenomenon by appealing to different people on different levels with hip and well written scripts. It is a rare program with the flexibility to attract a universal audience. Its high quality makes it perfectly compatible with the rest of our sitcom line-up; while its heavy male skew, especially with Men 18-49, makes it the perfect companion to our prime sporting events.

With ‘ALF’s’ strong broad-based demographics, it will find a perfect home at WSBK, comfortably fitting into our entire line-up, from adult sitcoms to prime time movies and major sports programming.

Combining ‘ALF’s’ proven track record and WSBK’s inside track on what viewers want makes us confident that ‘ALF’ will prove to be Boston’s Addult Leading Favorite.”

Dan Berkery
President and General Manager
WSBK-TV, Boston

ALF®

alien productions

ALF is a Registered Trademark of Alien Productions ©. ©1987 Alien Productions All Rights Reserved.

Berkery tells ALF's family.



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION

A Warner Communications Company

The Miami factor

Network news race could be decided by poor CBS performance in Miami market. In January 1988 *CBS Evening News With Dan Rather* averaged 11 rating and 19 share on WTVJ(TV) Miami. Following station shuffle in market at beginning of this year, new CBS O & O WCIX(TV) averaged 3 rating and 6 share in January. Drop in viewership in 16th-ranked market represents one-tenth of national network rating point in race that has seen *CBS Evening News* ahead of *ABC World News Tonight* anywhere from one-tenth to three-tenths of rating point throughout season.

Premium on longevity

Break of longstanding television relationships between NBC and baseball (leaving after 23 consecutive years) and Rose Bowl (leaving after 37 years) is causing some broadcast and cable sports executives to lock-in sports rights contracts. ABC, for instance, recently renewed skating and bowling deals well ahead of prior contract's expiration. Said one network executive about new defensive strategy, "I concede that it absolutely has happened." Extending length of contracts has added advantage of both limiting rights fee jumps that can occur with frequent renewals, and of reducing chances that rights could completely depart for cable. Some cable operators have themselves already seen advantages of long-term deals: Cablevision and affiliate SportsChannel have rights contracts ranging from 10 to 28 years.

Not May's days

Jim May, NAB's chief lobbyist, had his share of controversy last week in running NAB's leadership conference (see page 33) but may have weathered criticisms. Proposal to restructure association's legislative liaison (grassroots lobbying) committee—he suggested rotating membership on committee every two years—was resisted by those who have long standing relationships on Hill. May expressed surprise at complaints he is dragging feet in filling at least four government relations vacancies; he says they'll be filled in "due course."

Tilted toward telcos

One of candidates said to be in running for FCC commissioners, Republican Andrew C. Barrett, is strong proponent of telco entry into video business. Barrett has been commissioner with Illinois Commerce Commission since 1980 and

active member of National Association of Regulatory Utility Commissioners' communications committee. In article entitled "The Potential of Fiber Optics to the Home: A Regulator's Perspective," Barrett sees inevitability of telcos and cable competing in delivery of "telecommunications" services to home. He thinks state regulators will have to decide "whether and how" to regulate both industries. If Barrett goes to FCC he will be first black on commission since Tyrone Brown left agency in 1981.

More where those came from

While Capcities/ABC crosses t's and dots i's on pending purchase of Satellite Music Network, format supplier is hard at work establishing additional satellite-delivered services aimed at major markets. Looks like new SMN format could be up on bird by mid-summer, bringing company's total number of services to 10. Easy listening, although not expected by mid-summer, is said to be among formats being looked at seriously by Dallas-based SMN.

Pushing the envelope's edge

Engineers from Southern Bell, Bell Communications Research (Bellcore) and A.F. Associates were at Kennedy Space Center in Florida last week working with NASA to set up HDTV taping and transmission of launch of space shuttle Discovery around March 12 (no specific date has been set). Temporary HDTV studio was designed and constructed by New York-based A.F. Associates, where 1,125/60 taping of launch and down-converted NTSC version will be recorded from three or four different cameras. NASA has been studying HDTV use for possible monitoring applications on space shuttle (BROADCASTING, Jan. 2).

Southern Bell and Bellcore are arranging live fiber optic HDTV transmission of launch. It will provide feed to various sites at space center and one feed to Orlando, Fla., slightly under 100 miles away, where press demonstration will be held. Orlando link is said to be farthest-ever HDTV transmission by fiber optics.

Spreading it around

Having won next Major League Baseball contract less than three months ago, with \$1.1 billion bid, CBS has already settled on tentative 1990 schedule that will spread its 12 regular season games across April, June, July and August. Absence of games in September—11th hour before playoffs and World Series on CBS—lends credence to network claims it believes "baseball fans will know where to find us"

come October. Exposure elsewhere, including 175 national games on ESPN and dozens airing locally in most markets, CBS said, will only "funnel interest into and enhance" viewership of post-season (see special report, page 40).

Schedule was, therefore, defined mainly by working around existing sports schedule, including NBA playoffs in May (no CBS games in that month either) and June. Secondly, said one executive, higher scatter pricing ad rates in second quarter and desire to get established early with fans, played part in decision to air several games in mid-April. Network intimated that witnessing ABC and NBC losses in regular season motivated CBS to cut game inventory by two-thirds during summer ad doldrums.

Empty chairs

National Cable Television Association has been without vice president of government relations since Ed Merlis left in November 1987. But that vacancy may soon be filled. NCTA has reportedly interviewed several Republican insiders, including two women from Reagan White House, in past two months. One was Rebecca Range, assistant to President-director of Office of Public Liaison, but she and NCTA did not make match.

NCTA also has taken first step toward replacing Louise Rauscher, vice president, industry communications, who left association last week to marry NCTA President James Mooney in May. NCTA hired executive search firm, Washington-based Interface Group, confirming hunch of many that association would look outside industry for replacement.

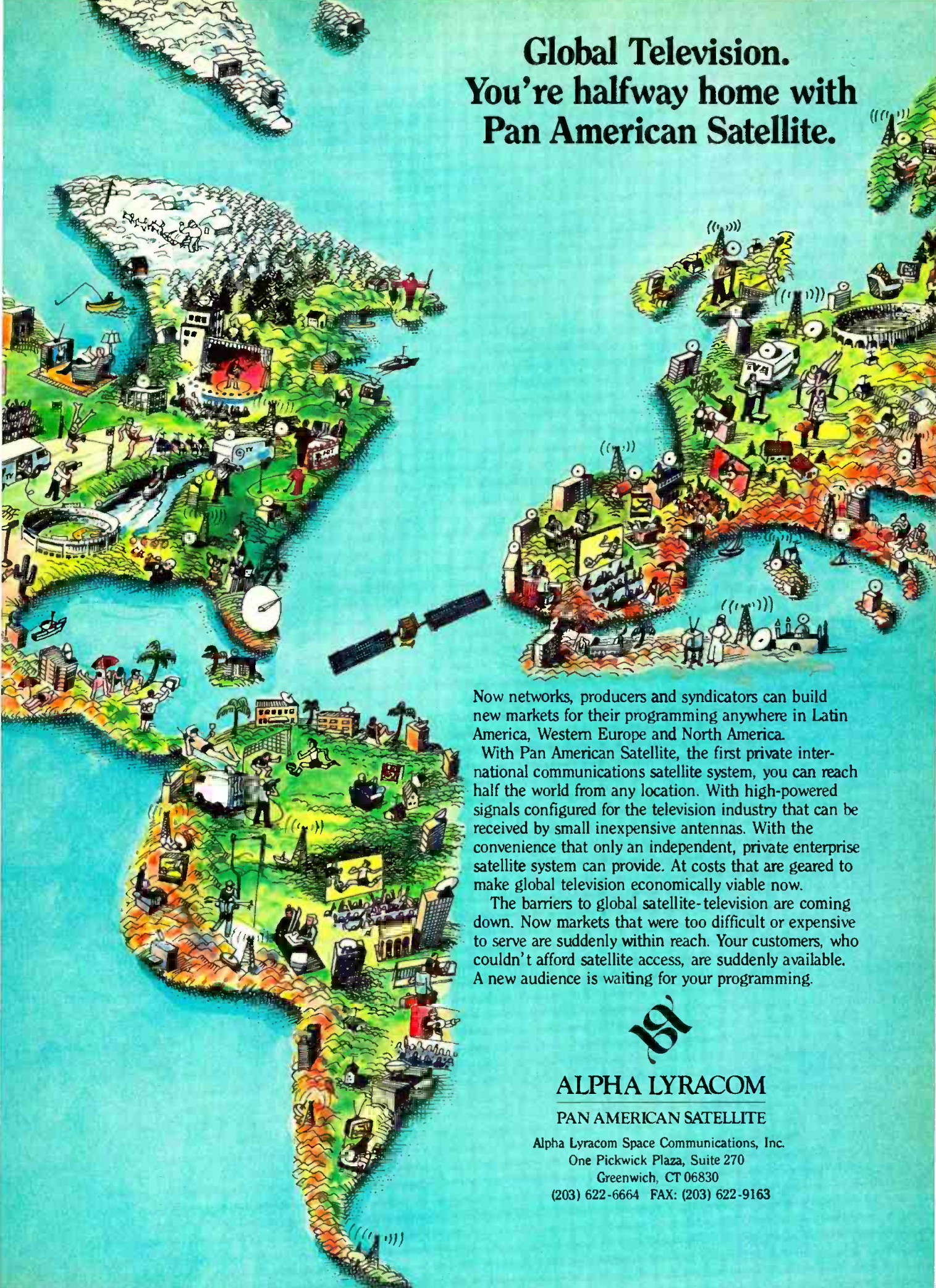
Whoa

Tele-Communications Inc. Senior Vice President John Sie was in Washington last week pitching several congressmen, including Representatives Mel Levine (D-Calif.) and Don Ritter (R-Pa.), who co-chair high-definition television task force, on virtues of digital process HDTV. TCI believes digital HDTV can be reality by 2000 and advocates FCC mandating 6 mhz signal in interim. TCI is backing 6 mhz Faroudja system, which uses present 4:3 aspect ratio and enhances resolution through splitting lines in existing NTSC picture.

Seltel in ITS eye

One company said to be discussing business combination with Seltel is another rep firm, Independent Television Sales (ITS). Possible merger with Seltel, now being shopped on street, would be built on employe ownership of new concern.

Global Television. You're halfway home with Pan American Satellite.



Now networks, producers and syndicators can build new markets for their programming anywhere in Latin America, Western Europe and North America.

With Pan American Satellite, the first private international communications satellite system, you can reach half the world from any location. With high-powered signals configured for the television industry that can be received by small inexpensive antennas. With the convenience that only an independent, private enterprise satellite system can provide. At costs that are geared to make global television economically viable now.

The barriers to global satellite-television are coming down. Now markets that were too difficult or expensive to serve are suddenly within reach. Your customers, who couldn't afford satellite access, are suddenly available. A new audience is waiting for your programming.



ALPHA LYRACOM

PAN AMERICAN SATELLITE

Alpha Lyracom Space Communications, Inc.
One Pickwick Plaza, Suite 270
Greenwich, CT 06830
(203) 622-6664 FAX: (203) 622-9163

Where Things Stand

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

AM-FM Allocations

FCC is expected to act in first quarter of 1989 to adopt new rules to improve technical quality of AM radio signals. Among new rules will be mandatory observance of National Radio Systems Committee standard. It is not yet known whether commission will mandate NRSC-1 audio standard, NRSC-2 emission standard, or both.

Also expected in early 1989 will be proposal on implementing expanded AM band. 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 has indicated that some channels will be reserved for national licensees but broadcasting organizations have favored allocating new band to daytimers in plan to reduce congestion in conventional band.

Despite opposition of National Association of Broadcasters, 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.

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.

Antitrafficking

Issue essentially boils down to reimposition of FCC's three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

Cable television industry is under fire from allegations it is "unregulated monopoly." Senator Howard Metzenbaum (D-Ohio) has announced his plans to introduce cable rate regulation bill (BROADCASTING, Jan. 23). Metzenbaum, chairman of Senate Antitrust Subcommittee, intends to keep close tabs on cable through series of hearings. Bill would strengthen municipal authority to regulate ca-

AM-FM Allocations.....	10
By the Numbers.....	14
Cable Regulation.....	10
Children's Television.....	10
Comparative Licensing.....	10
Compulsory License.....	10
Direct Broadcast Satellites.....	14
Indecency.....	14
Mergers.....	14
Must Carry.....	16
Public Broadcasting.....	16
Syndex.....	16

ble rates.

Also in Senate, Communications Subcommittee plans to convene series of hearings on concentration of ownership. Although hearings will not focus solely on cable (diversity within broadcast and motion picture industries will be explored too), issue of vertical and horizontal integration in cable is expected to draw congressional attention.

Cities are unhappy with developments within industry, approving new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act of 1984 this year to strengthen their regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services.

Motion picture industry and independent broadcasters have 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 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.

Children's Television

Proponents of children's TV legislation suffered blow when President Reagan pocket-vetoed bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress.

Quick Hill action on revived version of legislation is anticipated during first 100 days of session. Television networks and National Association of Broadcasters let White House know they backed legislation last year, 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.

Alternative approach to regulating children's TV has been offered by Representatives Tom Tauke (R-Iowa) and Al Swift (D-Wash.), who introduced bill that would remove

antitrust barriers enabling broadcasters to devise industry code regulating amount of commercials on kids' programs. Code would be voluntary and is seen as way to head off government intervention.

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."

Comparative Licensing

FCC may adopt order reforming comparative renewal process at one of two scheduled March meetings. Proceeding is aimed at discouraging groups from using renewal process and policy of allowing groups to petition FCC to deny renewal to "extort" money from broadcasters. To deter possible abuse, FCC has proposed limiting payments broadcasters may make to challengers in settlements of renewal proceedings and in exchange for withdrawal of petitions to deny.

In addition, agency has proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

National Telecommunications and Information Administration, in *NTIA Telecom 2000* report on future of broadcasting and telecommunications, recommended FCC purge license renewal procedures of "references to program content" as part of overall elimination of rules "governing content." FCC Chairman Dennis Patrick has also called for minimizing role of programming in FCC deliberations at renewal time. But their views are not shared by broadcasting industry. In comments on proceeding, broadcasters, led by NAB and INTV, argued that past programming performance should be basis for renewal.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations.

Comparative new process is also at issue in Marco, Fla., case. FCC approved settlement in which license for new FM in Marco will go to established broadcaster who was not among original applicants. Several citizen groups have petitioned FCC to reconsider approval, contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

Compulsory License

FCC voted in October 1988 to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers,

ALREADY
SOLD IN
39 MARKETS

PERFECT BALANCE

Men, women, teens and kids. For three years, in three different time periods, "Perfect Strangers" has consistently delivered an audience mix that's sheer perfection. And with 100 half-hours available for stripping, it's one sitcom half-hour that can tip the balance in your favor in fall '90-'91.



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Warner Communications Company

PERFECT
Strangers

M/B

Miller-Boyett
PRODUCTIONS

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 unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3 House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (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.) revived measure from last Congress which is virtually identical to Bryant's bill.

Direct Broadcast Satellites

Eight applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds will make possible direct-to-home television reception by consumers owning affordably small receiving dishes. Most of those applicants agree on need to bring together "business system," including consumer equipment manufacturers, programmers and cable operators, latter as likely retailers to

home market.

HBO parent company, Time Inc., in last quarter of 1988, 'wrote down' value of HBO-GE Americom two-satellite DBS co-venture, Crimson Satellite Associates, by \$35 million—third of original value. HBO already provides Ku-band feeds of its programming via Satcom K-1, K-3, and eventually K-4, would serve both cable and direct-to-home markets. Crimson has asked that FCC reconsider denied request to increase K-3 power from 45 watts to 60 watts (considered minimum power necessary to reach mass-marketable four-foot receiving dishes). Denial could be death blow to Crimson plans.

Hughes Communications has filed comments opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Hughes proposes 32 channels of TV to entire nation via two birds at one orbital position beginning in 1992 "time-frame." It believes 200-watt DBS birds will enable reception of video programming by affordable one-foot downlinks, thereby expanding consumer home satellite market well beyond current two million. With applicant comments split on paired slots proposal, FCC staff expect review of comments and replies to take "several months" and do not discount possibility that, due to spectrum shortage, comparative process may have to be devised.

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.

Indecency

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 effective date of 24-hour ban (BROADCASTING Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times 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.

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	4,934	265	5,199
Commercial FM	4,167	653	4,820
Educational FM	1,378	256	1,634
■ Total Radio	10,479	1,174	11,653
FM translators	1,676	410	2,086
Commercial VHF TV	545	22	567
Commercial UHF TV	515	233	748
Educational VHF TV	120	6	126
Educational UHF TV	217	29	246
■ Total TV	1,397	290	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	460	1,434	1,889
VHF translators	2,721	116	2,837
UHF translators	2,106	437	2,543

C A B L E †	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

Mergers and Acquisitions

■ MSO's United Cable Television Corp. and United Artists Communications Inc. said Feb. 9 that they had reached an agreement in principle on revised terms of their expected merger to form new company, United Artists Entertainment Co. (UAE). Companies had said in January that they would be unable to meet Feb. 28 merger deadline and were reexamining their definitive merger agreement signed in March 1988 and amended in September 1988. Under that agreement, current United Artists stockholders would exchange each share for one share each of UAE class A and class B common stock. United Cable stockholders would have option to receive either cash or unit of stock and right to sell that stock to Tele-Communications Inc. at specified times in the future. Under terms of new agreement, cash price for United Cable shares has been raised 10%, to \$37.50. TCI, which owns about 41% of United Cable and 66% of United Artists, would own a majority of newly formed UAE. Other aspects of merger are still under discussion, according to United Artists spokesman.

□ Rogers Communications Inc. announced Aug. 9, 1988, that it had agreed to sell its U.S. subsidiary, RCA Cablesystems Holding Co., to a subsidiary of Houston-based utility Houston Industries Inc. Price was \$1.265 billion for the systems serving roughly 525,000 subscribers in Laredo and San Antonio, both Texas; Minneapolis; Portland, Ore., and Orange County, Calif. Houston Industries board approved purchase Aug. 16. To raise capital for

SECRETS & MYSTERIES

Chilling and bizarre tales from the world of the unknown

Already Cleared In

Los Angeles

Honolulu

Pittsburgh

Palm Springs

Chicago

Indianapolis

Detroit

Orlando

San Francisco

Portland

Sacramento

Las Vegas

San Diego

Providence

Tampa

New Bedford

Miami

And Many More..



FOR FURTHER INFORMATION, CONTACT JIM STERN

12711 Ventura Boulevard, Third Floor, Studio City, California 91604
(818) 765-2110, FAX (818) 506-8189 TELEFAX 9104992182

NEW 26 HALF-HOUR SERIES

acquisition, Houston Industries is selling up to four million shares of stock and is selling oil and gas reserves. Companies expected to close sale by mid-March.

□ Jack Kent Cooke signed letter of intent in January to sell 700,000-subscriber Cooke Cable Vision to a consortium of seven operators for an estimated \$1.47 billion. Buyers, assembled by San Francisco-based InterMedia Partners working with broker Daniels & Associates, will split up among themselves systems in 19 states. Purchasing group includes Robin Cable TV, partnership formed by InterMedia and Frank Washington; Telecommunications Inc.; TCA Cable TV; Hawk Cable, joint venture of Goshawk Corp. and Adelphia Communications Corp.; Falcon Cable; Chambers Communications, and Rock Associates.

Must Carry

National Cable Television Association President James P. Mooney in Jan. 10 speech offered to work with broadcasters in persuading Congress to pass "reasonable" must-carry law requiring cable systems to carry some local broadcast signals.

Since then, Mooney and National Association of Broadcasters President Eddie Fritts have been trying to hammer out deal on must-carry language they would then take to Con-

gress, but parties may be at impasse. Basis of negotiations is inter-industry agreement on must carry that cable says it can live with, but broadcasters want to go beyond it and are demanding that any legislation contain language protecting broadcaster's signal from being shifted off-channel. Broadcasters also want must-carry for high-definition signals. Both demands are believed to be unacceptable to cable.

Impact lack of must-carry rules is having is growing. NCTA released survey Sept. 13, 1988, that it said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. FCC released results of must-carry survey Sept. 1, 1988, but they did little to end debate over whether must-carry rules or law requiring cable systems to carry local broadcast signals is necessary. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869, or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

National Association of Broadcasters' survey found that of 259 television stations responding, some 50 stations are not being car-

ried on at least one cable system that would have had to carry stations under must-carry rules.

Public Broadcasting

On Feb. 18, CPB board elected eight-year director Ken Towery its new chairman, replacing Howard Gutin, whose term expires March 1. It will vote in March on proposed \$254.3 million 1990 budget that includes \$6 million for new National Independent Production Service and \$3 million increase in minority consortia support, both on TV side and both mandated by Congress in 1988 Public Telecommunications Act. In January, NAPTS board recommended \$2.1 million FY 1990 budget. Recommended FY 1990 PBS budget of \$26,371,658 represents 6.67% increase over current fiscal year and includes initiative to increase PBS specials funding and to provide 24-hour feeds, "making public TV service more valuable on cable systems."

New public TV National Program Funding Task Force options for restructuring include realigning funding mechanisms—including CPB National Program Fund, PBS Program Development Fund and CPB-PBS Program Challenge Fund—under one roof at PBS. CPB President Donald Ledwig said, however, that Corporation "is moving ahead with our independent study" of that subject, results of which it must present to Congress by January 1990. Task force will meet one more time before presenting options to annual public TV meeting in San Diego in April. PBS and many member stations, hoping to assure uniform national prime time schedule, have already agreed on limited same-night prime time carriage next fall.

Syndex

FCC put off effective date of its new syndex rules from Aug. 18 to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals.

In petitions for reconsideration, cable industry had asked that effective date be put off for up to three years and host of other changes to rules to mitigate impact of cable systems and viewers. It found three-and-a-half-month postponement insufficient.

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

United Video, carrier of superstations WGN-TV Chicago, WPIX-TV New York and KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court. □

50+

NewsAge, TV Satellite News Exchange.
Exclusively covering lifestyles and issues
of the 50+ audience.

News Feeds every Tuesday, 3pm EST.

Available on: Ku-band K2/6B
C-band Westar 5/12D
Audio: Ku-band 5.76
C-band 6.2 and 6.8

Call Jay Garfinkel or Al Snyder
for subscription information.

NewsAge

Satellite News Exchange

1705 DeSales Street, N.W.
Washington, D.C. 20036
(202) 857-0338

ITC LEADS THE WAY WITH AMERICA'S LEADING MEN

Already Sold In

HOUSTON
CLEVELAND
ATLANTA
DALLAS
PORTLAND
ST. LOUIS
ORLANDO
NASHVILLE
SEATTLE
FT. WAYNE
LAS VEGAS

NEW YORK
PHILADELPHIA
LOS ANGELES
PROVIDENCE
SACRAMENTO
INDIANAPOLIS
JACKSONVILLE
MILWAUKEE
MINNEAPOLIS
PALM SPRINGS
NEW BEDFORD
AND
MANY MORE!



ENTERTAINMENT VOLUME 8
18 Great Films Including
THE BIG EASY
BILLIONAIRE BOYS CLUB
PARTS I & II
THE FLAMINGO KID
SWEET DREAMS
TARGET
AND MANY MORE

ITC

Domestic Television

FOR FURTHER INFORMATION, CONTACT JIM STERN

12711 Ventura Boulevard, Third Floor, Studio City, California 91604 (818) 760-2110, FAX (818) 506-8189, TELEX: 9104992182

■ indicates new listing

This week

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

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

March 8—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Burt Minkoff, president, Mediaworks Inc., on corporate video. Copacabana, New York. Information: (212) 765-2450.

March 8—*New Jersey Broadcasters Association* annual copywriting seminar. Quality Inn Conference Center, Route 1 South, North Brunswick, N.J. Information: (201) 247-3337.

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

March 9—*Philadelphia Ad Club* seminar on future of communications. Holiday Inn, Philadelphia. Information: Marcia Coward, (609) 234-7930.

March 9-10—"Cable Television Law: Dealing with the New Challenges," seminar sponsored by *Practising Law Institute*. Sheraton City Squire, New York. Information: (212) 765-5700.

March 10—Extended deadline for entries in *Broadcast Promotion and Marketing Executives* Gold Medallion Awards competition. Information:

(213) 274-2282.

March 10-11—*Radio-Television News Directors Association* regional conference. Virginia Beach, Va. Information: (202) 659-6510.

March 10-12—"TV News: The Cutting Edge," briefing for TV news directors on breaking stories in medicine, science and technology, sponsored by *Scientists' Institute for Public Information*. Mayfair House, Coconut Grove, Fla. Information: (212) 661-9110.

Also in March

March 12—Television news performance workshop, sponsored by *Eckhart Special Productions*. 10 Washington Place, New York. Information: (212) 921-0774.

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 13-14—"Telecommunications Policy and the Public Interest: New Directions for the Bush Years," conference sponsored by *Markle Foundation*. Keynote speaker: Richard Wiley, former FCC chairman, now with Washington law firm, Wiley, Rein & Fielding. Clarion Harvest House, Boulder Colo. (303) 492-6431.

March 14—*Ohio Cable Television Association* annual meeting and legislative reception. Hyatt on Capitol Square, Columbus, Ohio. Information: (614) 461-4014.

March 14—"Directing Live News," first in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting and Directors Guild of America*. Museum, New York. Information: (212) 752-7684.

March 14—*Southern California Cable Association* meeting. Speaker: Stuart Blair, president/CEO, United Cable Communications. Biltmore hotel, Los Angeles. Information: (213) 463-2186.

March 15—*International Radio and Television Society* newsmaker luncheon. Speaker: John Malone, president-chief executive officer, TCI. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 15—Deadline for Video Awards Program, sponsored by *Silent Network*. Information: (213) 464-7446.

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

Major Meetings

March 21-23—*Satellite Broadcasting and Communications Association/STT1* satellite communications trade show. Bally's, Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

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 20-23—*NBC-TV* annual affiliates conven-

tion. Hyatt Embarcadero, San Francisco.

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

June 3-6—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

June 12-15—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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. Marriott, 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 Con-

vention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: 1-800-225-8183. Future convention: Oct. 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 hotel, Los Angeles.

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

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

Jan. 16-19, 1990—27th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 18-21, 1990—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas. Future conference: Feb. 1-4, 1991, Loews Anatole, Dallas.

Jan. 27-31, 1990—*National Religious Broadcasters* 46th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

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



Unveiling the Future

No matter how much, or how little, you plan to spend on your next radio console, you owe yourself a visit to our booth at this year's NAB. We'll show you something very special - an all new console which is compact, powerful, versatile and yet very easy to use.

While others have been playing follow the leader with look-a-likes of our industry standard BMX Series, we've been busy designing consoles which stretch our appeal even further.

This is Radiomixer™ and, as with all of our consoles, it's designed to work under the most demanding conditions. Radiomixer is equipped with the extensive features and performance you expect from a Pacific console, plus a comprehensive Off-Line Mix Matrix which is sure to be the *talk* of the show.

To celebrate, we're offering you a special package, available only at NAB. To take advantage of this valuable one-time opportunity, please be prepared to place your order at booth 1325 before the end of the show.

You won't need a crystal ball to see the secrets awaiting you. Simply clip the coupon, and we'll send you more information. But be quick - we predict a rapid disappearing act.

I know an opportunity when I hear it knocking. Please:

- Send me a description
- Have a salesperson call

Return this coupon to:
 Pacific Recorders &
 Engineering Corporation
 2070 Las Palmas Drive
 Carlsbad, CA 92009
 (619) 438-3911

NAME _____
 STATION _____
 ADDRESS _____

 PHONE _____



**PACIFIC RECORDERS
 & ENGINEERING CORPORATION**
 The number one *choice* for
 more #1 stations

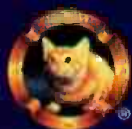
GUESS WHO BEATS THESE HIT PROGRAMS HEAD TO HEAD IN TARGET DEMOS:

NIGHT COURT
FAMILY TIES
MASH
WEBSTER
CURRENT AFFAIR
WHEEL OF FORTUNE
GERALDO
DONAHUE
TONIGHT SHOW
NIGHTLINE
A-TEAM
STAR TREK

Newhart



THIS YEAR'S STATION
PROFIT CENTER



MTM
TELEVISION DISTRIBUTION GROUP

■ **March 16**—*American Women in Radio and Television, Southern California chapter*, meeting featuring Dr. Irene Kassoria, radio and TV personality. Hyatt on Sunset, Los Angeles.

■ **March 17**—Deadline for entries in 12th annual Hometown USA Video Festival, recognizing "outstanding local programs produced for or by local origination and public, educational and governmental access operations," sponsored by *National Federation of Local Cable Programers*. Information: (916) 456-0757.

■ **March 17-18**—*Radio-Television News Directors Association* regional conference. Boston. Information: (202) 659-6510.

■ **March 19-20**—*National Academy of Cable Programming* local programming seminar. Radisson Park Terrace hotel, Washington. Information: (202) 775-3611.

■ **March 20**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Howard Stringer, president, CBS/Broadcast Group. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

■ **March 21**—*American Advertising Federation* spring government affairs conference. Speakers include Andrea Mitchell, NBC chief congressional correspondent; Representative Tom Tauke (R-Iowa), and Federal Trade Commissioner Terry Calvani. Willard hotel, Washington. Information: (202) 898-0089.

■ **March 21**—"Directing Live Sports," second in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting and Directors Guild of America*. Museum, New York. Information: (212) 752-7684.

■ **March 21**—*Cabletelevision Advertising Bureau* sales orientation seminar. CAB offices, New York. Information: (212) 751-7770.

■ **March 21-23**—*Satellite Broadcasting and Communications Association/STTI* satellite communications trade show. Bally's, Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

■ **March 22**—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. Park Lane hotel, New York. Information: (202) 429-5420.

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

■ **March 22**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Phil Beuth, VP, early morning, Capcities/ABC, and Jack Reilly, executive producer, ABC's *Good Morning America*. Topic: Update on early morning television. Copacabana, New York. Information: (212) 765-2450.

■ **March 22**—Second annual *Women in Cable (New York chapter)* "career day." Viacom conference center, New York. Information: (212) 889-4670.

Errata

Feb. 18 story on election of new Corporation for Public Broadcasting Chairman Ken Towery incorrectly linked CPB action on Inspector General Act with separate General Accounting Office audit issue. **CPB does not, it said, lose its status as private nonprofit corporation as result of IGA.**

■ **Citylight Communications**, one of two competing applicants for Fox Television's KTV(TV) Los Angeles, was mistakenly characterized as "Hispanic group" in Feb. 20 article. President of corporation is Dennis Hernandez, but he and other Hispanic male together hold just 18.5% of stock. Control (64%) is now in hands of Lawrence Daniels Jr., white attorney. Attorney for Citylight said company plans to bring in additional investors. After application is amended to reflect change of ownership—by March 14—Citylight will be minority controlled, but not necessarily Hispanic controlled.

■ **Feb. 27 "In Brief"** said Emmis Broadcasting claimed right to buy both of independents owned by Outlet Communications affiliate Atlin Communications. **Emmis made offer for WXIN(TV) Indianapolis, but not Atlin's WATL(TV) Atlanta.**

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

■ **March 23**—*MTV Networks'* local advertising sales workshop, open to cable systems, interconnects, ad sales/marketing management and account executives. Crystal City Marriott, Arlington, Va. Information: Elizabeth Miropol, (212) 944-4754.

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

■ **March 28**—"Directing Talk Shows," third in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting and Directors Guild of America*. Museum, New York.

The Fifth Estate Broadcasting TELEVISION

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 Zeidenberg, 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, Joe Flint, staff writers
Kristina I. Hoyt, editorial assistant
Anthony T. Sanders, systems manager
Todd F. Bowie, Ed Kaitz, production

Broadcasting □ Cablecasting Yearbook

David Seyler, manager
Joseph A. Esser, associate editor
Deborah Segal, Tracy Gilliam-Turner, Paul Muller,
Francesca Tedesco, editorial assistants

Book Division

David Dietz, manager

Advertising

Washington
Kenneth W. Taishoff, vice president, sales and marketing
Robert (Skip) Tash, Southern sales manager.
Doris Kelly, sales service manager.
Debra DeZarn, classified advertising manager

New York

David Berlyn, senior sales manager.
Charles Mohr, Stacey Kibel,
sales managers.

Hollywood

Tim Thometz, sales manager
Schiff & Associates (Western equipment
and engineering): 213-393-9285

Circulation

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

Production

Harry Stevens, production manager
Rick Higgs, production assistant

Administration

David N. Whitcombe, vice president/operations
Philippe E. Boucher, controller
Tracy Henry, assistant controller
Albert Anderson, office manager
Nancy Miller, personnel administrator
Shau Gehan
Sheilene Scott, receptionist

Corporate Relations

Patricia A. Vance, director

Bureaus

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

Geoff Foisie, chief correspondent
Rich Brown, George Mannes, staff writers
June Butler, advertising assistant.

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
Europe and United Kingdom: Lucassen International
John J. Lucassen, Akerdijk 150 A, 1171 PV
Badhoevedorp, Netherlands. Phone:
31 2968 96226. Telex 31 2968 93617. Masayuki
Masayuki Haruhara, Yukari Media Inc. 9-4-302,
Miyakojimakitadon, 2 chome, Miyakojima,
Osaka, 534 Japan
Phone (06) 925-4452 Telex 02423928

Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Taishoff, president
Kenneth W. Taishoff, vice president
Donald V. West, vice president
David N. Whitcombe, vice president

Founded 1931, *Broadcasting-Television** introduced
in 1946, *Television** acquired in 1961. *Cablecasting**
introduced in 1972. □ Reg US Patent Office □
Copyright 1989 by Broadcasting Publications Inc

THIS IS MEDIA MONITOR WITH REED IRVINE AND CLIFF KINCAID

Would you like a Media Monitor speaker to address your meeting or conference? For more information about Accuracy In Media speakers, please call

Ken Roth
Accuracy In Media
1275 K Street NW/Suite 1150
Washington, DC 20005
202/371-6710

Media Monitor will be back next week

Information: (212) 752-7684.

March 29—*New Jersey Broadcasters Association* annual managers conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

■ **March 29**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Winston (Tony) Cox, chairman-CEO. Showtime, on "Cable Month." Copacabana, New York. Information: (212) 765-2450.

March 29—"Upfront '89," syndication conference, featuring new fall first-run programming, sponsored by *Advertiser Syndicated Television Association and Ad Age*. New York Hilton, New York. Information: 1-800-233-3435.

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.

March 31—Deadline for entries in eighth International Radio Festival of New York, honoring "best radio programs, programming formats and on-air personalities in the U.S. market and overseas." Information: (914) 238-4481.

■ **March 31**—Deadline for applications to *Gannett Center for Media Studies* leadership institute, for "administrators and aspiring administrators in journalism or mass communications education." Information: Shirley Gazsi, (212) 280-8392.

March 31-April 1—*California-Nevada AP Television and Radio Association* convention. Monterey Sheraton, Monterey, Calif. Information: (213) 746-1200.

March 31-April 2—"Economic Growth and the Quality of Life," conference for journalists co-sponsored by *Foundation for American Communications and Gannett Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

April

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

April 4—"Directing Daytime Dramas," last in four-part series of seminars examining "work and achievements of television directors in New York," sponsored by *Museum of Broadcasting and Directors Guild of America*. Museum, New York. Information: (212) 752-7684.

April 5—Presentation of *Scripps Howard Foundation* national journalism awards. Cincinnati. Information: (513) 977-3825.

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

■ **April 5-9**—*National Association of Black Owned Broadcasters* 13th annual spring broadcast management conference. Saddlebrook Resort, Tampa, Fla. Information: Ava Sanders, (202) 463-8970.

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

April 6-7—Sixth annual minority career workshop, sponsored by *International Radio and Television Society* and *IRT Foundation*. Viacom conference center, New York. Information: (212) 867-6650.

April 6-7—"Cable Television Law: Dealing with the New Challenges," seminar sponsored by *Practising Law Institute*. Hyatt Regency, San Francisco. Information: (212) 765-5700.

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.

Open Mike

Cable's contribution

EDITOR: I read with interest Senator Howard Metzenbaum's Feb. 13 "Open Mike" urging broadcasters to find air time to fight illiteracy. Adult illiteracy is a national disgrace. Fortunately, there are concerned people in the communications business who are addressing the issue.

Early in 1986 (before ABC/PBS Project Literacy), American Cablesystems Corp. launched a campaign to combat adult illiteracy and promote reading among children. Cable systems across the country raised thousands of dollars for local literacy organizations, schools and libraries. The televising of local and national PSA's, local talk shows and documentaries resulted in hundreds of referrals and new volunteers. Adults embarrassed to admit illiteracy improved their reading skills through a 26-part instructional program cablecast on local cable channels, with accompanying instructional material available at the local library.

Three years later, the program lives on. The former American (now Continental) system in Pompano, Fla., recently received a citation from then-President Ronald Rea-

gan for involving 17,000 students in its "Reading Across Broward County" program. In addition, several of Continental's New England systems currently produce award-winning reading programs for children. A few months ago, our system in Los Angeles was honored for its leadership role in Time Inc.'s "Time to Read" program, a volunteer tutorial program for high school students.

A cable operator's business is defined by the local community the operator serves. Cable employes know their customers. They live next door to them. It is this kind of "localism" that has made cable television such an effective medium in the literacy community service program.

Our cable systems have been able to tailor literacy programs to local issues and provide the community with unique resources to communicate its message—local community channels and local television production facilities.

I should mention one more thing about the literacy program. We also encouraged people to turn off their television sets for one hour a day and read.—Nancy B. Larkin, vice president for corporate communications, Continental Cablevision, Boston.



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

Among its chief assets are the wit and intellect of John McLaughlin, Eleanor Clift, Fred Barnes, Morton Kondracke, Pat Buchanan and Jack Germond.

They provide insightful, often prescient, political commentary on the most up-to-the-minute developments. Often with heated exchanges.

So tune in to The McLaughlin Group. It's comprehensive, contentious and... contentious.

Made possible by a grant from GE.

THE McLAUGHLIN GROUP
Check your local listing for station and time.



We bring good things to life.

A sports television commentary by Arnold P. Lutzker, Dow, Lohnes & Albertson, Washington

As we head into spring, sports on television heats up. New baseball pennant races begin, college and professional basketball and hockey championships are all on the line. The best way to give viewers tastes of the action is to clip highlights. However, broadcasters and cable programmers should be aware that there are limitations, principally under the Copyright Act (the act), on the use of such highlights.

The act, which grants the copyright owner of a television program the exclusive right to broadcast, also provides that unauthorized use may be deemed "fair use" in certain circumstances. The fair use doctrine allows use of copyrighted works for purposes such as criticism, comment, news reporting, teaching, scholarship or research. In determining whether the use made of a work in any case is fair use, the factors to be considered include the purpose and character of the use, the nature of the work, the amount and substantiality of the work taken and the effects upon the potential market or value of the copyrighted work.

In the case of retransmission of sports highlights, the station's motive is largely commercial. The U.S. Supreme Court has stated that the unauthorized reproduction of a copyrighted work for a commercial or profit-making purpose is presumptively unfair. However, commercial motivation does not entirely preclude a finding of fair use; a court must also consider whether "the alleged infringer copied the material to use it for the same intrinsic purpose for which the copyright owner intended it to be used." Under this analysis, one could argue that the purpose in retransmitting portions of game broadcasts is sufficiently distinct from the purpose underlying the initial broadcast, and that the retransmitting station is not in competition with the copyright owner.

Also relevant is whether the copyrighted work is primarily creative or informational. The defense of fair use generally is given broader scope when the work at issue is informational in nature. And if the highlights are shown as part of the station's regular coverage of sports news, the retransmission's fair use status is enhanced; this would be particularly true if the rebroadcasting station included analysis of or commentary on the game. However, if the game highlights are shown as part of a program with more "entertainment" than "news" value, it becomes more difficult to characterize the unauthorized use as fair.

By way of example, several years ago a federal court found that a cable programmer's retransmission of game highlights taped from a television broadcast did not constitute fair use. In that case, ESPN rebroadcast sports highlights, approximately two



“Spring can be a great time to highlight sports events on television, but the cautious broadcaster should think before he or she runs the tape. If you are airing a sports highlight without a written agreement, keep the highlights as short as possible.”

minutes or less in length, in its sports program. The court's rejection of the fair use defense in the ESPN case was colored by several factors, including the defendant's status as an entertainment programmer, ESPN's use of clips of as much as two minutes in length, and evidence that the copyright owner had offered to authorize ESPN to use highlights of its game tapes in return for a fee and a compliance with certain other conditions.

Any fair use analysis requires examination of both the quantity and quality of the infringing use. Generally, the greater the amount of the original material used (i.e., the more substantial the appropriation from the copyrighted work), the less likely fair use will be considered a defense. In addition to the percentage of the original used,


courts review the significance of the material. For example, in the ESPN case, the court found that while the game excerpts used by the defendants in the case were of relatively short duration (approximately 2 minutes), the importance of the highlights was determinative. In most cases, if the use is held to be substantial, the fair use defense will be rejected.

Some courts and commentators consider the impact of the use on the marketability of the original to be most important in the fair use determination. The potential for harm to a copyrighted work arises if the defendant's use would tend to diminish the sales of the plaintiff's work, interfere with sales or fulfill the demand for the original. Especially if a work has not yet been published, courts will consider an unauthorized use to be unfair.

With regard to the rebroadcast of sports highlights, one might argue that the impact of the retransmission on the copyrighted work is minimal because the value of the originating station's exclusive contract to broadcast the games lies largely in the fact that the games are televised live. Once the game is over and the results are known, fewer viewers would be interested in seeing an entire tape of the action. Nevertheless, highlights have a separate marketability, and sports franchises have become more aggressive in their protection of copyright rights. Careful attention to rights clearance and content are the proper watchwords.

One other issue which arises involves Section 325(a) of the Communications Act. This rule, which applies only to broadcast licensees, prohibits a station from rebroadcasting any part of a program of another station without the express authority of the originating station. While probably best read as incorporating the Copyright Act's doctrine of fair use, the impact of Section 325(a) on unauthorized use of game highlights has never been authoritatively resolved.

Also, other limitations imposed upon the rebroadcast of sports highlights should be noted. The NFL and Major League Baseball, for example, have written policies on use of highlights by stations. Last year MLB began scrambling backhaul feeds. Fees are charged not for the use of highlights, but for the unscrambling equipment and services. For many broadcasters, this was a technical distinction without much difference, because new costs were incurred to secure game highlights.

Spring can be a great time to highlight sports events on television, but the cautious broadcaster should think before he or she runs the tape. Remember, if you are airing a highlight without written agreement, keep the highlights as short as possible (10-15 seconds is safest), and when in doubt, contact your counsel. 



Sometimes overnight is absolutely, positively too late.

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

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

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

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

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

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

1-800-638-7380

For information or immediate pick-up, ask for Agent 152.



Broadcast News Careers



The Minority Broadcast Career Training Program (MBCTP)

■ Sponsors:

A new initiative for college graduates by the National Association of Broadcasters, the Radio & Television News Directors Association, the Broadcast Education Association, and Advisory Committee members: Association for Education in Journalism and Mass Communication, National Association of Black Journalists, National Association of Hispanic Journalists, Asian American Journalists Association, Native American Press Association, and the Native American Public Broadcasting Consortium.

■ How It Works:

Qualified minority college graduates are identified and placed in selected radio or TV stations to work in designated salaried entry level news positions for 12 months. Mentors will be assigned to MBCTP trainees for professional guidance during the program. At the end of the 12-month program, the broadcast station will have an opportunity to make an offer of regular employment to the trainee.

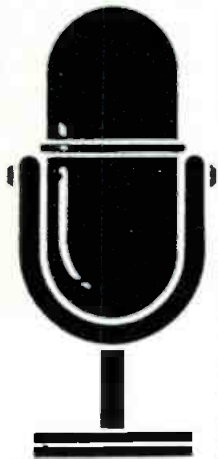
■ Who Qualifies?

Minority college graduates (persons classified as Black, Hispanic, Asian or Pacific American, Native American or Alaskan) are eligible. Program candidates are eligible up to 12 months after college graduation. Although the program is designed especially for graduates of communications or journalism schools or programs, minority graduates of other courses of study (e.g. business, advertising) will be considered.

■ How to Apply:

College seniors should call the National Association of Broadcasters (NAB) at 202-429-5498, or write to: **Minority and Special Services, National Association of Broadcasters, 1771 N Street, N.W., Washington, D.C. 20036-2891**

Be sure to specifically request an application for the MBCTP. Deadline is May 1, 1989.

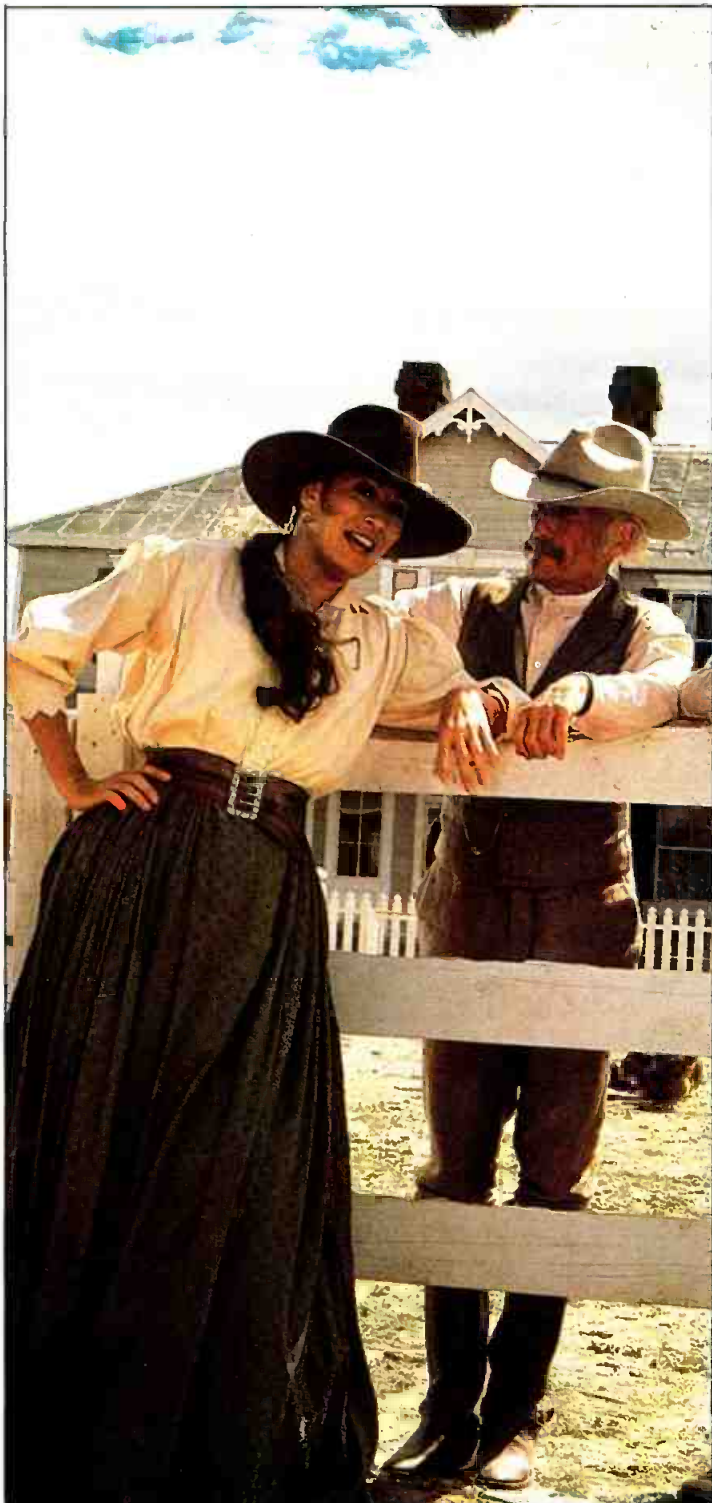


Broadcasting Mar 6

Vol. 116 No. 10

TOP OF THE WEEK

Feb. sweeps: NBC wins, CBS a strong second



Lonesome Dove's Anjelica Huston and Robert Duvall: CBS went West and wound up striking ratings gold during the February sweeps

Victory is NBC's fourth in a row; CBS is propelled by 'Dove' to solid win over ABC; Fox getting good results from Sunday lineup

While *Lonesome Dove* galloped away with critical and popular programming attention, giving CBS a much-needed boost, NBC won its fourth consecutive sweeps race in February (following May, July and November 1988), its 15th win in the past 16 sweeps periods. NBC scored significant margins of victory in virtually all areas of competition, followed by CBS in second place and ABC in third.

According to Nielsen figures provided by NBC, the number-one network came in with a 16.3 rating/26 share during prime time Feb. 1-28, an approximation of what the complete figures will be when they appear in late March, according to Gerald Jaffe, NBC vice president, sports research. CBS pulled a 14.7/23, and ABC had a 12.4/20. NBC led CBS by 11% and ABC by 31%.

Nielsen numbers provided by CBS for all programs, comparing February 1989 with the same period last year, show CBS's 14.9 up 8% from 1988's 13.8, NBC's 16.3 up 2% from 1988's 16.0 and ABC's 12.3 down 29% from last year's 17.4. CBS figures also showed U.S. homes using television (HUT) totals for this February down to 63.2 from last year's 64.4, the three-network audience ratings down to 43.5 from 47.1, and the three-network share down to 68.8 from 73.1.

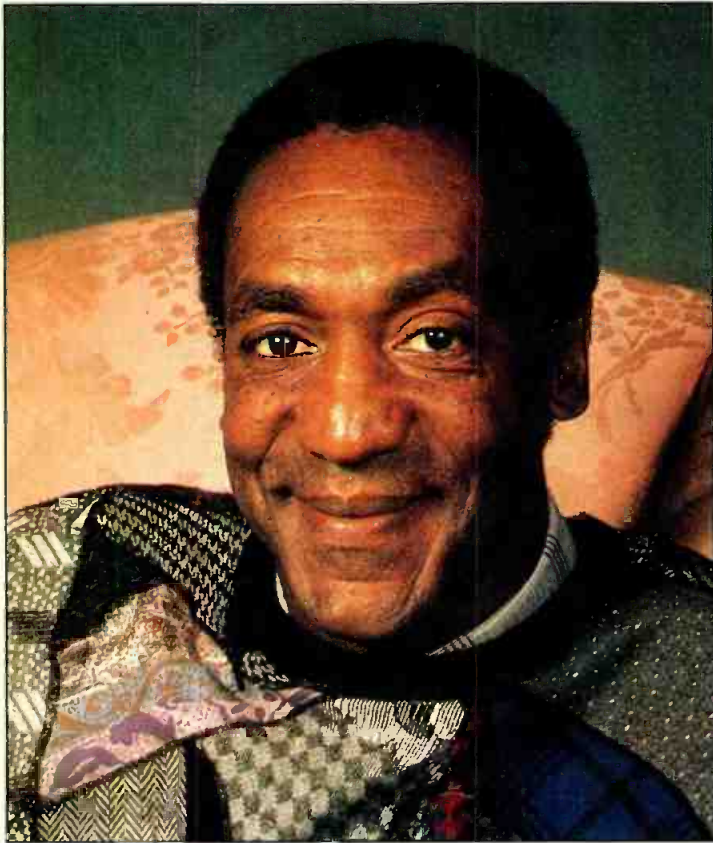
NBC showed itself taking four nights—Monday, Tuesday (tied with ABC), Thursday and Saturday—while finishing last only on Friday. CBS won Wednesday and Sunday, finishing third on Monday and Tuesday. ABC won Friday (for the first time since 1979, according to Alan Wurtzel, ABC's senior vice president, marketing and research services) and Tuesday (a tie with NBC), finishing last on Wednesday, Thursday, Saturday and Sunday.

Rankings for February mini-series clearly demonstrated how CBS's western was one. The eight-hour *Lonesome Dove*, with a 26.1/39, shot down the competition, NBC's four-hour *From the Dead of Night*, with a 14.4/22, and ABC's four-hour *Passion in Paradise*, scoring a 12.2/20.

NBC had five of the top 10 programs—*The Cosby Show*, *A Different World*, *Cheers*, *The Golden Girls* and *Empty Nest*—and demonstrated its "depth of scheduling," according to Jaffe, by placing in the top 20 on five different nights. (Figures provided by the three networks sometimes vary, according to CBS senior vice president David Poltrack, because of different computer updating schedules and procedures.)

NBC's regular programs, constituting 88% of its schedule, beat those of CBS by 15% and ABC by 29%, while its new programs edged CBS's by 47% and ABC's by 26%. "New shows are the building blocks of the future," said NBC's Jaffe, who believes these numbers bode well for next season.

On the made-for-television movie front, NBC's six entries edged the five of CBS, with an average 16.1 compared to 16.0. ABC had only *Get Smart, Again*, and averaged 13.7. With the presentation of David Letterman's seventh anniversary show, NBC also had the number-one special for the February sweeps, showing an 18.2/29, as well as capturing the number-five slot with *Friday Night's Main Event*. Specials two through four, *The Grammy Awards*, *Miss USA Beauty Pageant* and *What's Alan Watching?*, all belonged to CBS. ABC once again had a single entry, *Beverly Hills' 75th Anniversary*, which tied for 10th and last place.



Number one NBC's number one 'Cosby'

Numbers from NBC also showed it solidly ahead of CBS and ABC in prime time standings among adults 18-49 (25% over CBS, 26% over ABC) and adults 25-54 (15% over CBS, 27% over ABC). It also led in terms of regular program performance (among adults 18-49, 28% ahead of CBS, 22% over ABC; adults 25-54, 19% over CBS, 24% over ABC).

NBC-owned stations also beat CBS and ABC in prime time in six major markets rated by Arbitron: New York (NBC, 14.9; CBS, 11.3; ABC, 12.8). Chicago (NBC, 15.8; CBS, 11.4; ABC, 15.1), Los Angeles (NBC, 14.0; CBS, 10.4; ABC, 10.5), Denver (NBC, 15.2; CBS, 12.7; ABC, 12.8), Cleveland (NBC, 16.9; CBS, 15.5; ABC, 14.7) and Miami (NBC, 13.5; CBS, 7.6; ABC, 10.7).

"We had a disappointing sweeps," acknowledged Alan Wurtzel, ABC senior vice president, marketing and research services, citing as particular problems Thursday and Saturday nights and its hour-long shows. On the plus side, ABC has *Roseanne*, "the only bona fide hit of [ABC's] new season," according to Wurtzel. (The network recently moved it from Wednesday to Tuesday, and on Feb. 28 the show helped give ABC its best Tuesday night of regular programming this season, winning prime time with an 18.7/28.)

ABC also moved *The Wonder Years* to Tuesday at 8:30, and it had its best night of the season Feb. 28 as well. Wurtzel hopes that the *Years* move will continue to improve its performance by attracting a larger segment of the youth audience, with whom the show is popular. Wurtzel also explained that the recently introduced *Monday Mystery Movie*, which will have to move for football in the fall, could be a "major factor" in helping to support new programming. "The key to network performance is regular series programs," said Wurtzel, who predicted that the race for second place at season's end "will be tight between us and CBS; we're getting closer and closer."

According to Poltrack, the prime time sweeps story for CBS was "recovery, momentum and growth." Improvement was not limited to *Lonesome Dove*, he said, and CBS now was closer to the first-place network than the third-place network for the first time in "about six" sweeps. About 83% of CBS's programming showed an improvement over the fourth quarter, Poltrack said, compared to NBC's 78% and ABC's 52%, indicating that NBC and CBS recovered most strongly from last year's writers' strike.



ABC's bright spot, 'Roseanne'

"One of the statistics I'm most pleased to report," said Poltrack, was CBS's ability to deliver the number-one lead-in to affiliates' news during the 10:30-11 p.m. period Monday through Friday. "This is probably the biggest gift we can give them." CBS scored a 15.5/26, to NBC's 14.2/25 and ABC's 11.8/20. CBS also increased its leadership position during daytime (10 a.m.-4:30 p.m.), while NBC and ABC are down from the comparable period last year. In 1989, CBS had a 6.3 versus 1988's 6.0; NBC had a 4.7 versus a 5.3, and ABC had a 5.8 versus a 6.3. Numbers for network news for the most recent four weeks show CBS's 11.7 running ahead of last year's 11.4. NBC also improved its news rating, scoring an 11.1 in 1989 over 1988's 10.4, while ABC dropped from last year's 11.8 to an 11.4.

Poltrack also feels that the *Pat Sajak Show*, introduced in January, "has taken the best shot NBC can give it" and held its own against the competition, particularly Johnny Carson. "We're not playing to be in second place" for the end of the season, Poltrack said. "We're playing for next year."

February ratings figures provided by CBS for all viewing choices showed 1989 numbers up in prime time over 1988 for all segments but the networks. NBC, CBS and ABC combined for a 43.4 this year, as opposed to 47.0 for 1988. Independents scored a 9.1 versus last year's 8.9, while superstations showed a 3.5 versus 3.2. PBS's 2.6 increased from 1988's 2.4, while cable origination jumped to 7.3 from 5.9. Pay services ratings were up in 1989 to 3.8 from 1988's 3.6.

At the same time, according to Jaffe, an equal number of people are watching the networks during the course of a week as were tuned in 10 years ago. "The same number of people now come to the networks' parties," he said, "but now come a little less often." A look at network reach for the full week of February 6-12 (*Lonesome Dove* week) indicates 93.7% of households tuned in to the three networks, including 87.2% of adults between the ages of 25 and 54. Jaffe said the household number was about 95% 10 years ago.

CBS provided numbers showing Fox's 1989 February performance up significantly to a 6.3/10 over last year's 3.7/6. *Married With Children* moved to an 11.7/17 from 1988's 5.2/8, making it a solid programming hit, with its other Sunday night shows, including *America's Most Wanted*, *21 Jump Street*, *The Tracey Ullman Show* and *Duet*, all showing increases. □

TVB spot forecast for '89: up 3%-5%

While going is steady, some observers see possibilities for increase; sales going well in top three markets

Agency buyers last week were projecting a calm spot marketplace for 1989. Results continue to vary significantly by market, with the top three (New York, Chicago and Los Angeles) said to be doing well. So far, the average of marketplace activity suggests, said the agency executives, that 1989 results would be up little from 1988, itself a disappointing Olympic year. Still, there were several unknowns and those commenting said that larger gains were still possible. The agency views were generally confirmed by several other marketplace ob-

server of spot buying for FCB/Leber Katz Partners: "Some time about six or nine months ago, there was a shifting of dollars and that could be an insecurity on the part of advertisers about the economy. What may be going on is really a delay tactic, with advertisers waiting to get some signals from the new administration. Spot television, because it is a flexible fund, can be used that way."

Robert Mitchell, senior vice president, director of local market media for Lintas:USA, said that in the second quarter he was keeping watch on two uncertainties: "One is that network television is pretty well sold out. If advertisers then move some of their network money into spot that

mobiles have really been probably the hottest category in spot for the last couple of years. If it wasn't for the autos, things would be in worse shape."

Agency buyers responded cautiously to the new marketing efforts being undertaken by rep firms. Sharon Lalik, senior vice president, D'Arcy Masius Benton & Bowles: "We are seeing stations trying to entice larger shares by offering merchandising shares and special promotions. So far we have looked at a lot of these, but haven't taken advantage of too many. A lot of these are promotionally oriented so it is tough to find the efficiencies from a strictly media point of view."

Lintas:USA's Mitchell said: "They have



TVB's Moll

servers and participants.

So far, the first-quarter activity indicates a growth rate of 3%-5%, according to the Television Bureau of Advertising's "flash report," based on a survey of 52 major station groups. That number, roughly the same as TVB's projected spot growth for all of 1989, is equal to or slightly below what economists are predicting inflation to be for the year.

But the first quarter numbers are good news, said TVB President Bill Moll, who noted that in the preceding fourth quarter "the bottom fell out in the last six weeks...anything would be an improvement."

Each of the three largest markets appear to be selling well. Agency executives wishing to buy time in Chicago and Los Angeles said they were having difficulty because of heavy political advertising—both cities are having local elections. Other markets showing strong sales included San Diego, Cincinnati and Columbus, Ohio.

Energy-based economies were still said to have plenty of availabilities. According to the TVB survey, below-average regions of the country included New England, the Middle Atlantic and South Atlantic. Stronger-than-average regions included the Pacific Northwest, South Atlantic and East South Central.

Uncertainty about the economy not only confused the outlook for spot, but may actually be holding back spending, according to Walter Reed, senior vice president, di-



FCB's Reed

could really help things take off. On the negative side, I am taking a look at rising interest rates, which could slow down consumer spending and thus the heavy retail business we saw in March."

Short-term interest rates, which many economists are predicting to decline by the end of the year, could have a temporary effect on automobile spending as well. Jack Deitchman, senior vice president of Ogilvy & Mather, noted that spot has recently been dependent on the auto category: "The auto-



DMB&B's Lalik

a lot of appeal to our clients in general, but most of our clients don't like long-term commitments, not even six months. The added value has to be greater these days since advertisers have more of a short-term "retail" orientation than they did a couple of years ago."

Moll said TVB is projecting a 4%-6% increase for the second quarter. Getting those dollars will involve extra work, said Ed Goldman, president of Group W Sales. "We are trying to be creative." □



Group W Sales' Goldman

TV advertising close to \$25 billion

Total television advertising expenditures reached \$24.9 billion in 1988, up 7.1% over 1987, according to the Television Bureau of Advertising.

In a breakdown of different advertising categories, network television advertising grew 8.7% to \$9.6 billion; local advertising increased 6.4% to \$7.3 billion; national and regional spot expenditures grew 4.4% to \$7.1 billion, and national syndication advertising jumped 18.1% to \$900 million.

Automotive advertising, exclusive of dealer ads, grew 19% to \$2.6 billion for the combined network, spot and national syndication markets. Car and truck advertising in these categories is approaching the level of the number-one advertiser group, food and food products, which grew 2% to \$2.8 billion in 1988.

The top network television advertiser was General Motors, estimated to have spent \$443.4 million in 1988, up 62% from the year before.

In all advertising vehicles, the biggest percentage gainer was political advertising, driven by the election year. For example, estimated local political advertising—exclusive of regional spot—grew 488% from 1987 figures, to \$146.5 million.

TVB compiles figures for local television advertising and for national and regional spot expenditures from station surveys. Data for network television and national syndication are compiled by Broadcast Advertisers Reports.

USTA: Telco-cable issue here to stay

Telephone association's Sodolski says campaign to convince Congress to drop ban against telcos offering cable is picking up steam; association releases survey showing most cable subscribers want competition

A week after National Cable Television Association President James Mooney told Wall Street analysts in New York that the telephone industry's efforts to eliminate the statutory ban against telephone companies offering cable services were "going nowhere" (BROADCASTING, Feb. 27), United States Telephone Association President John Sodolski told reporters in Washington



Sodolski at press conference

such efforts would accelerate.

"This issue is not going to go away," Sodolski said at a press conference last

Thursday at USTA headquarters. "It's going to get bigger as it rolls down the hill.... Keep an eye on it. I think you will see the pace quicken."

Sodolski said the groundwork for USTA's campaign to convince Congress to do away with the ban is "about complete," but he declined to say how or when it would be launched. "We are doing what we believe is sufficient right now," he said. "The timing or the nature of what might happen is a tactical question that I don't want to discuss."

The press conference was scheduled to release what Sodolski called "another building block for the foundation for the

The evolution of cable's anti-telco strategy

The National Cable Television Association board, meeting in Los Angeles in January 1988, began formulating a battle plan to meet the regulatory and public opinion advances the telephone companies were making to gain entry into the cable business.

NCTA officials have since been tight-lipped about the evolving strategy and plans for implementing it. But a clear pattern has emerged over the past 12 months and it shows an industry active in forging alliances, lobbying regulators and lawmakers, countering telco rhetoric and repeatedly warning about the dangers of telephone company entry.

NCTA President James Mooney, the point man in cable's effort, went to Wall Street two weeks ago to reassure cable securities analysts that the telco threat is not as great (or at least not as immediate) as some press accounts would suggest. But, he said, "we won't relax until this issue is under the political equivalent of 10 feet of concrete."

Cable operators have good reason to keep telephone companies out of the television business. In the era of rate deregulation brought on by the Cable Communications Policy Act of 1984, cable has flourished. As subscriber fees have risen, so has revenue, cash flows and sale and stock prices.

Another reason for the prosperity is that few cable systems face direct competition. Not surprisingly, cable wants to avoid competition, especially from the telephone industry. Cable maintains that telcos would be unfair competitors because of their ability to subsidize their competitive cable business with revenues from their regulated monopoly telephone business.

There are substantial barriers to telephone companies providing cable services in the same place they offer telephone service. The Cable Act explicitly prohibits it, and the consent decree or modified final judgment that ended the government's antitrust action against AT&T forbids the regional Bell operating companies from providing cable or other "information services."

The BOC's have been pushing in the courtroom of federal district court judge Harold Greene to relax the line-of-business restrictions for the past few years. The FCC put the Cable Act prohibitions in play in 1987 when it opened a proceeding questioning the need for them. That proceeding led to the agency's tentative decision in July 1988 to recommend to Congress repeal of the ban and to delete its own redundant rules.

The NCTA has mobilized resources unmatched since 1984, when it made the last big push for passage of the Cable Act. Although other issues sometimes move to the top of the NCTA agenda, notably home satellite legislation and syndicated exclusivity, telco-cable has been the dominant issue since the January 1988 meeting.

At its board meeting last September, the NCTA board voted for a dues surcharge amounting to more than \$1 million a year and

earmarked the funds for the anti-telco campaign. NCTA is not saying where the money is going, but much of it is likely allocated to the association's growing ranks of outside lawyers and lobbyists.

The NCTA and its members are also continuing to pour 10's of thousands into the coffers of key congressmen and senators. During the last session of Congress (1987-88), the political action committees of NCTA and member companies contributed about \$500,000 to lawmakers. The 1987-88 figures do not include individual contributions by cable executives.

The most public aspects of NCTA's anti-cable strategy have been its efforts to win powerful allies and counter the telcos' claims that they alone can bring the benefits of fiber optic technology to the public, namely high capacity cable systems offering an abundance of pay-per-view choices and high-definition television.

NCTA has some natural allies in its efforts to preserve the line-of-business restrictions on the RBOC's, notably the American Newspaper Publishers Association and AT&T and other long-distance carriers. They, like cable, fear unfair, subsidized competition from the BOC's. But it has had to work for not-so-natural allies like the Consumer Federation of American and the broadcasters.

NCTA has tried to convince the National Association of Broadcasters that broadcasters and cable operators have a common interest in keeping the telcos out of the cable business. The phrase "telco TV" was slipped into the lexicon last September at the Eastern Cable Show by NCTA executive committee member and Cox Cable President James Robbins. Robbins warned that telcos "want to be in the television business as programers, not just as transmission conduits."

If nothing else, the NCTA has helped make the NAB extremely wary of the telephone companies. After listening to NCTA and telephone representatives, NAB President Eddie Fritts warned that telco entry may not be in the best interest of broadcasting (BROADCASTING, Sept. 12, 1988). NAB subsequently has asked the FCC and Congress to take a go-slow approach to the issue.

That NAB has listened to NCTA's telco concerns is reflective of the positive relationship they have built over the past year in their negotiations to come up with a must-carry law requiring cable systems to carry some local broadcast signals.

NCTA's relationship with the Association of Independent Television Stations has been strained by disputes over must carry and other issues, and it shows in INTV's attitude toward telco entry. Unlike NAB, it has been trying to hammer out terms under which its members could support telco entry.

Another group NCTA has worked hard to bring into the fold (or at least prevent from joining the telcos) is the National Associa-

platform from which we are going to launch the thrust for getting the restrictions removed"—that is, the results of a USTA-commissioned survey that found the majority of cable subscribers favor permitting telephone companies to compete with their cable systems.

"At the appropriate time, we are going to be moving into the Congress and educating them about the issues," said Ward White, vice president, government and public affairs. "This survey is obviously a move in that direction," he said. The first question a member of Congress is going to ask is, he said, "How does it affect my constituents?" and this survey can help answer that question."

The association's first order of business is to persuade the FCC to affirm last sum-

mer's tentative decision to recommend to Congress repeal of the ban, said White. "That's the major focus right now."

Whether the FCC will ever affirm the decision was thrown in doubt last January when Commissioner James Quello publicly began second-guessing his vote in favor of recommending repeal. Quello, one of three current members of the commission, holds the swing vote on the issue. Chairman Dennis Patrick strongly favors repeal, while Commissioner Patricia Dennis is set against it. Until Patrick is certain of Quello's vote, he is unlikely to bring it up for a vote.

Despite Quello's uncertainty, White said, USTA does not think FCC action is a "lost cause," as one reporter suggested. Quello "just raised some questions that need to be answered, and they will be an-

swered," he said.

Another FCC proceeding that is likely to delay the telephone industry's telco-cable campaign on Capitol Hill is the agency's proposal to substitute so-called price caps for rate of return regulation of AT&T and local telephone companies. The FCC is expected at its March 16 meeting to adopt price caps for AT&T, but put off for several months action on price caps for the local companies so it can further refine the proposal. USTA's membership comprises local companies who strongly support price caps and have made their adoption their number-one priority. "Price caps are a big, big item that has everybody's attention right now," said Sodolski after the press conference.

Neither Sodolski nor White conveyed

tion of Regulatory Utility Commissioners, which represents state regulators of telephone and other utilities. Just last week, NARUC handed cable a small victory, tabling a resolution endorsing cable entry.

NCTA needs help among the local and state regulators. The National League of Cities has adopted a resolution calling for telco competition under certain conditions, and the U.S. Conference of Mayors is headed in the same direction.

NCTA concedes that the telcos got the upper hand in the public relations battle last summer. *Forbes* magazine ran a piece last September that extolled the virtues of fiber optics and implied that only telephone companies could deliver the technology.

The *Forbes* article hit at a bad time—when cable stocks were

reeling from the FCC's tentative call for repeal of the telco-cable ban and Wall Street was beginning to wonder about the future of the medium. Stock prices for American Television & Communications, Jones Intercable and Tele-Communications Inc., which hit eight-month lows in August, had a tough time rebounding. Cablevision Systems, Comcast, United Artists and United Cable all hit eight-month lows in November.

NCTA responded in speeches and interviews, asserting that telco had no lock on fiber technology, HDTV or any other video service. In a speech before the Washington Metropolitan Cable Club in January, Mooney called the telcos' arguments "a scam, premised not on technological wizardry, but on their own internal technological imperative."

The cable industry has backed up the rhetoric with action. A number of companies have made highly publicized announcements about fiber tests. TCI, in November, announced the results of a successful test in Dallas and plans for further rollout of fiber in 1989. Jones Intercable has announced fiber-coaxial upgrades in several systems. In all, NCTA said 12 of the top 15 MSO's had fiber under active study.

Of course, the principal thrust of the NCTA's strategy is just good old-fashioned lobbying on Capitol Hill and at the FCC. In addition to usual one-on-one meetings with lawmakers, NCTA invited more than a dozen congressmen and senators to Los Angeles for a "seminar" in which cable executives talked of cable's interest in fiber and HDTV, making the point, at least implicitly, that there was nothing to gain from allowing the telcos in the television business. The seminar was part of an all-expense-paid weekend for the congressmen centered on the ACE Awards and related festivities.

NCTA's work on the Hill is preemptive since the telephone industry has yet to begin actively lobbying members on the issue. The telcos' number-one priority today is to push the FCC to adopt the proposed price caps as a substitute for rate-of-return regulation.

From cable's perspective, the latest news from the FCC is good. FCC Commissioner James Quello two months ago issued a statement second-guessing his tentative vote for repeal of the ban and indicated that he may not vote for it again. He represents the swing vote on the issue. Until FCC Chairman Dennis Patrick, who favors repeal, can count on Quello's vote, he will not bring the issue up for another vote.

Mooney told the securities analysts that the telcos' interest in the cable business would fade as soon as price caps are adopted. After price caps, he said, they will no longer have an incentive to spend billions of dollars to install fiber solely to offer video and compete with cable.

It is an interesting theory, but, as Mooney's statement about the "political equivalent of 10 feet of concrete" and NCTA's ongoing campaign attests, neither Mooney nor the industry is putting complete faith in it.



Mooney

any sense of urgency in their discussion of their telco-cable plans. Indeed, Sodolski suggested that events may be moving too fast. The public debate over telco entry was triggered by the FCC, but it was fueled by the press and interest in high-definition television, he said. "This whole issue has picked up a speed and momentum that we didn't expect as recently as 15 or 18 months ago," he said. "It has caught fire maybe too much."

The Cable Communications Policy Act of 1984 prohibits telephone companies from owning cable systems in their telephone service areas. The regional Bell operating companies are also blocked from entering the cable business by the 1982 modified final judgment that ended the government's antitrust suit against AT&T, spun off the RBOC's from AT&T and imposed business restrictions on the RBOC's, including restrictions on providing cable and other "information services."

The telephone industry has been testing the barriers to telco entry into cable for the past year, and the cable industry has responded with a vigorous, multifaceted effort to shore them up. At a meeting with securities analysis sponsored by Goldman Sachs, NCTA's Mooney reassured the analysts that the barriers would not come tumbling down. Key congressional leaders expect "no likelihood of legislation touching the so-called telco-cable rule to be seriously considered in the foreseeable future," he told them.

Mooney also said the local telephone industry's interest will end as soon as the

FCC adopts price caps for them. With price caps, they will no longer have the incentive to build "gold-plated" fiber optic networks to provide integrated video and voice services as they now do under rate of return regulation.

For CNN, Kennan Research & Consulting Inc., New York, surveyed voters in the week leading up to the general elections last November to ascertain their preferences in the presidential election and certain congressional races. And for USTA, it asked the more than 6,000 voters who subscribed to cable several additional questions on the relative merits of cable and telephone service and the desirability of competition in cable. (Although the report indicated both CNN and USTA questions were asked during the same phone call. KRC said later that in nearly all cases, the telco questions were asked in separate phone calls.) To confirm the November results, Kennan asked 600 cable subscribers in a separate survey the same questions two weeks ago.

The survey found that most cable subscribers (53% of the November sample and 56% of the February sample) feel they would be "much better off" or "slightly better off" if there were two companies from which they could order service. And, it found, comparable percentages of subscribers believe that local telephone companies "should be permitted to offer cable TV service in competition with...[their] cable TV company."

Judging by the survey, cable subscribers enjoy better telephone than cable service. About half of those surveyed said cable

service "was out of order" at some time over the past year, while only one-fifth said their phone service was out. What's more, the survey found, about 55% of those who experience cable outages were able to reach their cable company easily to complain, while nearly 90% of those with phone outages were able to easily complain.

The difference was less pronounced in restoration of service. About 70% said cable service was "promptly restored"; nearly 90% reported telephone service was "promptly restored."

Kennan's Ed Reilly, who presented the survey results at the press conference, said the cable companies' inferior service is the basis for their subscribers' interest in competition. "Those who had service interruption and had difficulties in reaching the cable companies...are the people who are much more willing to basically consider open competition and the phone company in particular being allowed in the market."

Reilly acknowledged that the survey does not constitute an in-depth comparison of cable and telephone service. "You are getting a snapshot of where people are in terms of just their openness to listening and being interested in this issue," he said. The survey did not tackle a lot of issues, including the relative price and values of the services.

Reilly discounted the 30% who were not interested in cable competition as the natural resistance of people to any kind of change. Given people's attitude toward utilities and "issues such as this," the level of resistance uncovered by the survey was "predictable." □

IRTS Gold Medal winners



Dick Salant, former president, CBS News, and Walter Cronkite



L to r: James Greenwald, Katz Communications; Av Butensky, Fries Entertainment; Ed Ney, and Maurie Webster, New York Market Radio Broadcasters



Paul Harvey



Bob Hope



NBC's Betty Hudson, president, IRTS, with Ted Turner

The International Radio and Television Society presented Gold Medal Awards to five luminaries in the communications industry at a ceremony March 2 at New York's Waldorf Astoria. To commemorate its 50th anniversary, the IRTS honored Walter Cronkite for news, Paul Harvey for radio, Bob Hope for television, Edward Ney, formerly of Young & Rubicam, for advertising, and Ted Turner for cable. This is the first year the Society has presented five Gold Medal awards. Hope previously received a Gold Medal in 1963, Cronkite in 1974.

Rallying around radio-only renewal bill

Those attending association's
State Leadership Conference
lobby congressional representatives

Broadcasters put on a full-court press in Washington last week to lobby for passage of a House bill that would reform the license renewal process for radio. Reports back from the Hill were said to be encouraging, though some members apparently thought that in the long run, Congress would not want to separate radio from television.

Nor was radio legislation the only issue on their minds: indeed, the some 200 broadcasters who took part in the National Association of Broadcasters two-and-a-half day State Leadership Conference wanted to make sure the lawmakers would resist any attempts to restrict beer and wine advertising, or limit the deductibility of advertising costs. They also asked Congress to support must-carry legislation and oppose legislation that would provide political candidates with blocks of free air time. Moreover, the industry told lawmakers that spectrum fees or any effort to tax broadcasters' use of the spectrum would be wrongheaded. NAB is on record opposing codification of the fairness doctrine, but it is unclear how the broadcasters handled the matter.

During the conference, Commerce Secretary Robert Mosbacher addressed the group (see below) and Senator Slade Gorton (R-Wash.) was a keynote luncheon speaker. Gorton predicted that President Bush, unlike Ronald Reagan, would probably not veto a fairness doctrine bill. Gorton does not think Bush is eager to anger the Congress. Moreover, the senator told the group he anticipates Hill action on children's television legislation.

Bill Mockbee of WLM Consultants and president of the Massachusetts Broadcasters Association returned from his meetings on the Hill feeling upbeat about what he considered was a frank and "free exchange" of ideas with House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). He said they generally agreed to disagree on the issue of the fairness doctrine. As for the radio-only legislation, Mockbee said most of the Massachusetts delegation was ambivalent on the issue.

The radio bill (H.R. 1136), which has bipartisan support, was introduced last week to coincide with the conference. New Jersey Representative Matthew Rinaldo, the ranking Republican on the House Telecommunications Subcommittee, is the chief sponsor along with co-sponsors Tom Tauke (R-Iowa), Billy Tauzin (D-La.) and Rick Boucher (D-Va.).

The legislation would create a two-step renewal proceeding and guard against abuses of the comparative licensing and petition to deny processes. There would be a "renewal expectancy," and if the licensee can show that it has "broadcast material responsive to issues of local concern, that it has not committed serious violations of the Communications Act or FCC regulations



Lobbying. Democratic Senator Howell Heflin of Alabama (right) was just one of several lawmakers whom Alabama broadcasters called on (and interviewed) while attending NAB's state leadership conference in Washington. At left, Dick Wright, president of the Alabama Broadcasters Association, and Ron Livengood of WSGG(AM)-WKEA(FM) Scottsboro, Ala.

and that it has not engaged in a pattern of abuse of the Act or other regulations, then the FCC will renew the license." Competing applications can be filed if the commission finds a licensee has not met these standards. Rinaldo plans to offer other legislation that will address some of the technical issues facing the radio industry.

Mosbacher says HDTV may be 'most important electronic step in last decade'; Reps. Ritter and Levine introduce bill

American development of high-definition television technology is among the "hot spots on the front burner right now" for the Bush Administration. Commerce Secretary Robert A. Mosbacher said last Friday at the NAB's State Leadership Conference. In meetings and hearings he has attended with congressional and industry leaders, "the strong consensus is that HDTV is more than a consumer product... It is perhaps the most important electronic step in the last decade." Indications that Capitol Hill agrees with Mosbacher's assessment was demonstrated last week by the introduction of the High-Definition Television Act of 1989 by Representatives Don Ritter (R-Pa.) and Mel Levine (D-Calif.).

Mosbacher's statements closely resembled those he made at his recent confirmation hearings (BROADCASTING, Jan. 30). He again stressed that governments and companies in Europe and Japan have made HDTV development a high priority and have gained an advantage over the U.S. But after studying the issue further, he has found that U.S. research and development are not as far behind as he originally thought. "The biggest problem we have is translating that

to manufacturing," he said.

The secretary also cautioned that it is premature to set HDTV standards. "There are so many aspects to this that rather than rush into any standard, we want to make sure that U.S. companies can compete in this area," he said. Mosbacher promised that "in a short time" the Commerce Department would have specific recommendations for Congress.

But some in Congress are acting now. The Ritter-Levine bill includes most of the industry suggestions submitted in memos sent to the House Telecommunications Subcommittee (BROADCASTING, Feb. 6), including the creation of tax incentives to encourage investment in research and development projects; changes in current anti-trust laws to encourage the creation of joint ventures by American companies researching HDTV technology, and government funding of joint ventures and industry-wide HDTV consortiums. The bill also calls for additional FCC funding, originally proposed by the Association of Maximum Service Telecasters, to hire additional personnel to facilitate HDTV transmission system standardization.

The bill also instructs Commerce to investigate how U.S. trade laws could be used to promote HDTV equipment production in the U.S. and how a "guaranteed market" for HDTV equipment within the federal government could be created, citing possible uses of HDTV by the Federal Aviation Administration, NASA, the Defense Department and other sectors of the government. Such a market could be more than a symbolic measure, said Ritter aide Michael Vegis. "We think it could have a bearing on the market" and serve to reduce the cost of HDTV equipment production, he said. □



Country gathering. The Girls Next Door were among the performers participating in the Artist-Radio Taping Sessions at the 1989 Country Radio Seminar in Nashville last week, joining such celebrities as Randy Travis and Buck Owens in providing mini-interviews and identifications for stations. About 1,400 attended the CRS, an increase over last year, according to Charlie Douglas, CRS president and program director for The Nashville Network Radio

Michigan viewer urges ad boycott of 'Married...with Children'

A Bloomfield Hills, Mich., mother of four demonstrated last week that a single viewer can have an impact on the programs that advertisers support. Terry Rakolta has started a campaign urging major television advertisers to boycott the top-rated Fox Broadcasting program *Married...with Children*.

Her effort received national attention last week with a front page story in *The New York Times* and appearances on national television shows, including *Nightline* and *The CBS Morning News*. Stories also appeared on *The CBS Evening News with Dan Rather*, *USA Today: The Television Show* and *Entertainment Tonight*.

Rakolta's campaign so far has focused on *Married...with Children*, which she described on *Nightline* as "consistently offensive. They exploit women, they stereotype poor people, they're antifamily." But Rakolta said she also would pursue other network programs she finds offensive.

Rakolta said she puts the responsibility for offensive programming squarely on the shoulders of advertisers. "I blame the sponsors directly for this," she told *Nightline* anchor Ted Koppel.

While the fiscal impact of her campaign so far has been negligible, she has gained widespread publicity of her cause, as well as a written apology to her from Coca-Cola

USA President Ira C. Herbert.

A Coca-Cola spokesman confirmed Herbert's apology to Rakolta for running a Coke ad in a Jan. 15 episode of *Married...with Children* which was not screened ahead of time, in contrast to normal company policy. "It just slipped through the cracks," said Coca-Cola spokesman Tony Tortorici. However, Tortorici stressed the company has not pulled ads from the program and will continue to base ad placements on an episode-by-episode basis on all programs it sponsors.

In his apology to Rakolta, Herbert said he was "corporately, professionally and personally embarrassed" that the spot ran in the Jan. 15 episode, which showed a back shot of a woman taking off her bra and contained references to homosexuality that "appalled" Rakolta.

According to FBC, only one spot has actually been pulled from this season's *Married* schedule as a result of Rakolta's efforts. It was from Tambrands. Procter & Gamble, Kimberly-Clark and McDonald's have all indicated they will not place further spots in the program, although no spots have been pulled.

An FBC spokesman said that advertising on the program is sold out for this season and there is a waiting list to buy into the show. □

U.S. companies in bidding for giant Hong Kong cable franchise

Bids were in last week for what may ultimately be the world's largest cable operation—Hong Kong's 1.5 million-customer franchise—and at least five American companies are players.

Phone company US West and America Supertech International Resources were equity participants in two of four bids, while Paramount, Viacom, AT&T and Canadian firm Rogers Cablevision were advising two consortiums.

The franchise, to be awarded in August, would cost an estimated \$500 million or more to build, but its telecommunications potential was a major attraction to bidders, according to Mark Sena of cable broker Communications Equity Associates. Besides a 15-year license for non-voice phone services, the winning cable bidder would be well positioned for planned deregulation of local phone services in 1995 and long distance services in 2006.

US West, which already has overseas cable stakes in France and in the UK, has a 25% share in its Hong Kong consortium and said it could invest more than \$100 million. The group is led by shipping firm Wharf Holdings, with 28%, and Sun Hung Kai Properties, a Hong Kong real estate development firm, with 27%. The Hong Kong-based Shaw Brothers studio has 10% of the venture, as does Coditel, a subsidiary of Belgium communications and cable TV group Tractabel, which has 1.8 million cable subscribers in France, Luxembourg and Switzerland and a stake in the U.S. cable operation Prime Venture One. Paramount, which jointly runs the cable service USA Network, will advise the consortium.

The America Supertech bid involves a partnership with two Chinese government ministries, a Hong Kong businessman and a second, unnamed American firm.

Leading another bid is Hong Kong-based Hutchison Whampoa. The conglomerate, with a 50% stake, has recently branched out into the telecommunications field, operating Hong Kong paging and cellular phone companies and holding a one-third share in Asia's first privately controlled telecommunications satellite, AsiaSat.

British Telecom has a 24% stake in the Hutchison bid, Hong Kong shipping firm Swire has 10%, the People's Republic-based China International Trust and Investment Corp. has 10%, and Hong Kong & Shanghai Bank has 6%. American firms Viacom and AT&T are advising the Hutchison group, as is Rogers and Japanese telecommunications firm KDD.

The remaining bid comes from Sun Hung Kai Securities, run separately from the Sun Hung Kai in the US West bid. □



**GET YOUR
SHARE OF
100
MILLION
A MONTH.**



**HOME
SHOPPING
NETWORK**

For further information,
contact Jim Bocock
at (813) 572-8585

When a network is not a network...

FCC rules that Univision, HSN are not networks; Spanish-language network does not have to adhere to fin-syn, shopping channel not bound by dual network rules, affiliates may forgo PTAR

Univision and the Home Shopping Network are broadcast networks—they distribute many hours of programming each week to television stations scattered across the country, just as ABC, CBS and NBC do—but the FCC has shown over the past few weeks that it is disinclined to regulate the two specialty networks as it does the "majors."

The FCC ruled, in a decision released Feb. 7, that the Spanish-language Univision is not subject to the financial interest and syndication (fin-syn) rules and its affiliates are not subject to the prime time access rule (PTAR) because many of the affiliates are low-power television stations.

And two weeks later, the agency issued a second ruling granting a waiver of the dual-network rules to HSN and a waiver of the PTAR to its affiliates because HSN does not pose the threat in the programming and advertising markets that the rules are designed to avert. The Clearwater, Fla.-based HSN actually operates two broadcast services and one cable service. All are dedicated to selling products directly to consumers, who order by telephone.

Both actions were the result of unanimous votes taken "on circulation."

HSN is "thrilled" by the FCC action, said John Feore, an attorney for the network. HSN has been limiting the number of affiliates to avoid having them subjected to PTAR, he said. With the threat of PTAR removed, he said, HSN can move forward with its plan to expand the number of affiliates. The network would like an affiliate in each of the top 50 markets, he said. "I suspect you'll see in 1989 a tremendous growth in affiliates."

HSN is not the only beneficiary. Feore said. An HSN affiliation may provide the financial support that some struggling independent stations need to avoid bankruptcy and that some station permittees need to convince lenders to finance construction.

Andrew Goldman, vice president, Univision Holdings, said the FCC action "reaffirms what we have felt all along. We never felt we were subject to those rules." Univision and HSN are "not the same and should not be treated the same as ABC, NBC and CBS," he said. "It's a different order of magnitude."

Goldman said having to adhere to the rules would have hampered the "small, but growing network" and its affiliates. The PTAR would have forced affiliates to acquire syndicated Spanish-language programming to round out their prime time schedules, he said. Such programming is rare, he said.

The network rules were put on the books to limit the influence and power of the major broadcast networks, but newer net-

works such as Univision, HSN and Fox Television found that the broad definitions of "network" in the rules encompassed them and threatened to hamper them. Each of the networks asked the FCC to exempt it from one or more of the rules last year.

The FCC has put off action on the Fox petition at the network's request until the major program producers including Fox and the major broadcast networks complete talks aimed at revamping the fin-syn rules.

The fin-syn rules, in essence, prohibit networks from having financial interest in any network programming other than what they produce themselves and from syndicating domestically any programming. The rules allow foreign syndication of programming produced by the networks. PTAR prohibits affiliates in the top 50 markets from broadcasting network or off-network programming for more than three of the four prime time hours. The fin-syn rules and PTAR apply to any network that offers at least 15 hours of programming per week to at least 25 stations in at least 10 states.

The dual network rule prohibits stations from affiliating with a network that operates two or more programming services unless they are offered at different times or serve different areas. The rule applies to any network involving the "simultaneous broadcasting of an identical program by two or more connected stations."

The New York-based Univision provides 84 hours of programming each week to 28 stations in 14 states. Nonetheless, the FCC exempted the network from the fin-syn and PTAR rules because 15 of its affiliates are LPTV stations. Counting the LPTV stations against Univision's total would be at variance with the FCC's earlier judgment to exempt LPTV stations from full-power television rules because of LPTV stations'

"weaker economic status," the FCC said.

"A network composed of a significant number of low-power stations would not be in a position to influence the national program supply market in a way the organizations which were the target of the rules [ABC, CBS and NBC] were believed able to do," the agency said.

The FCC said it based its grant of a PTAR waiver to HSN on the "finding that HSN's operations do not pose any threat to the integrity of the program production process that the rule was intended to protect." HSN is not involved in the "acquisition or production of traditional television programming," the FCC said. "It offers only specialized programming...[and it does not have to] program to attract national advertisers since it is not dependent on national advertising for its revenues." HSN provides two programming services: HSN2, a 24-hour-a-day service to 23 stations, and HSN Overnight, an early-morning (midnight to 7 a.m.) service to 19 stations.

The FCC granted the waiver of the dual network rules, which will allow for the early-morning overlap of HSN2 and HSN Overnight programming, because of the "unique nature" of the services. "Simultaneous operation of the networks will not threaten either program diversity or economic competition in the advertising market," the FCC said. The services are not "dependent on the sale of national advertising, but generate revenues principally through the sale of programming to stations and the sale of products marketed on that programming."

The FCC also said permitting simultaneous operation between midnight and 7 a.m. "would be consistent with the agency's goals of encouraging alternatives to traditional networking." □

Election action

There's a new lineup on the National Association of Broadcasters radio board following the election of eight incumbents and four new members: District 1 (New England)—Richard Osborne, WKXL-AM-FM Concord, N.H.; District 3 (Pa.)—W. Leroy Schneck, WNAE(AM)-WRRN(FM) Warren, Pa.; District 5 (W.Va. and Ky.)—Walter May WPKE(AM)-WDHR(FM) Pikeville, Ky., and District 7 (Fla., Puerto Rico and Virgin Islands)—Dean Goodman, WLVE-FM, Gilmore Broadcasting, Miami.

Incumbents returning to the radio board: District 9—(Ga. and Ala.)—Mitchell Self, WLAY-AM-FM Sheffield, Ala.; District 11 (Ohio)—WCLT-AM-FM Newark, Ohio; District 15 (Tenn. and Ark.)—Donald Newberg, WGOW(AM)-WSKZ-FM Bloomington Broadcasting Corp., Chattanooga, Tenn.; District 17 (Ill.)—Thomas Kushak, WMAY(AM)-WNNS(FM), Springfield, Ill.; District 19 (Okla., north Tex.)—Don Chaney, KTBB(AM)-KNUE(FM) Tyler, Tex.; District 23 (northern Calif. and Alaska)—Ramsey Elliott, KRCC(AM) Roseville, Calif., and District 25 (Ore. and Wash.)—Gary Grossman, KRKT-AM-FM Albany, Ore.

The results of a run-off race for the District 21 (Minn., S.D., and N.D.) seat on the radio board and six seats on the TV board will be announced in April. Competing for the radio seat are Jerry Papenfuss, Result Radio Group, Winona, Minn., and Dean Sorenson, Sorenson Broadcasting, Sioux Falls, S.D.

On the television side there are 12 candidates vying for the six seats: Robert Butler, WPTF-TV Raleigh, N.C.; *Gary Chapman, LIN Broadcasting, New York; Jerry Colvin, WJHO-TV Battle Creek, Mich.; Hal Edwards, WAGT-TV Schurz Communications, Augusta, Ga.; Ralph Gabbard, WKYT-TV Lexington, Ky.; Jack Moffitt, KTVQ-TV Englewood, Colo.; Bob Nash, KAMC-TV Lubbock, Tex.; *Cullie Tarleton, WBT-TV Charlotte, N.C.; *Ron Townsend, WUSA-TV Washington; Scott Vaughan, KESQ-TV Palm Springs, Calif.; Anita Wallgren, Great American Broadcasting, Washington, and *Glenn Wright, KIRO-TV Seattle. (An asterisk denotes an incumbent.)

Stock Index

	Closing		Net	Percent	P/E	Capitali-	zation
	Wed	Wed					
	Mar 1	Feb 22	Change	Change	Ratio	(000,000)	
BROADCASTING							
N (CCB) Capital Cities/ABC	358	362 3/4	- 4 3/4	-01.30	21	5,791	
N (CBS) CBS	166 3/4	168 3/4	- 2	-01.18	9	3,940	
A (CCU) Clear Channel	12 1/2	13 1/4	- 3/4	-05.66	22	48	
A (HTG) Heritage Media	5 1/8	5	1/8	02.50	-6	57	
O (JCOR) Jacor Commun.	5 7/8	5 7/8		00.00	-13	57	
O (LINB) LIN	85 3/4	88 5/8	- 2 7/8	-03.24	54	4,430	
O (OBCCC) Olympia Broad.	3	2 1/4	3/4	33.33		7	
O (OSBN) Osborn Commun.	8	7 1/2	1/2	06.66	-6	40	
O (OCOAC) Outlet Commun.	28	27 1/2	1/2	01.81	-10	183	
A (PR) Price Commun.	7 3/8	7 1/4	1/8	01.72	-6	71	
O (SAGB) Sage Broadcasting	4	4		00.00	-5	15	
O (SCRIP) Scripps Howard	65	63	2	03.17	52	671	
O (SUNNC) SunGroup Inc.	1 7/8	2 1/8	- 1/4	-11.76	-2	4	
O (TLMD) Telemundo	7	7		00.00	-1	53	
O (TVXGC) TVX Broadcast	3	3 3/8	- 3/8	-11.11		17	
O (UTVI) United Television	30 1/2	30 3/4	- 1/4	-00.81	50	334	

BROADCASTING WITH OTHER MAJOR INTERESTS							
N (BLC) A.H. Belo	25 1/2	25 7/8	- 3/8	-01.44	10	269	
O (ASTV) Amer. Comm. & TV	1/32	1/32		00.00		2	
N (AFL) American Family	15 5/8	15 1/4	3/8	02.45	13	1,264	
O (ACCMA) Assoc. Commun.	31 1/2	33	- 1 1/2	-04.54		450	
O (BMAC) BMA Corp.	30 3/4	31 1/4	- 1/2	-01.60	83	322	
N (CCN) Chris-Craft	26 7/8	26 1/8	3/4	02.87	59	585	
O (DUCO) Durham Corp.	32 1/4	33	- 3/4	-02.27	27	271	
N (GCI) Gannett Co.	36 3/8	37 1/4	- 7/8	-02.34	18	5,889	
N (GY) GenCorp	16 5/8	17 1/8	- 1/2	-02.91	1	527	
O (GMXC) GMX Commun.	3/32	1/16	1/32	50.00	1	527	
O (GACC) Great Amer. Comm.	9 1/2	9 1/2		00.00	9	250	
N (JP) Jefferson-Pilot	32	33	- 1	-03.03	13	1,263	
N (KRI) Knight-Ridder	46 1/4	46 3/4	- 1/2	-01.06	17	2,630	
N (LEE) Lee Enterprises	25	25 3/8	- 3/8	-01.47	17	621	
N (LC) Liberty	36	36 1/2	- 1/2	-01.36	13	334	
N (MHP) McGraw-Hill	63 3/4	65 7/8	- 2 1/8	-03.22	19	3,074	
A (MEGA) Media General	34 3/4	34 1/2	1/4	00.72	23	980	
N (MDP) Meredith Corp.	31 1/8	30 3/8	3/4	02.46	12	598	
N (MCG) Mich. Energy	30	31	- 1	-03.22	19	81	
O (MMEDC) Multimedia	88 1/2	85 1/2	3	03.50	85	973	
A (NYTA) New York Times	27	27 1/2	- 1/2	-01.81	13	2,213	
N (NWS) News Corp. Ltd.	18 1/4	17 3/4	1/2	02.81	10	4,863	
O (PARC) Park Commun.	26 3/4	26 3/4		00.00	21	369	
O (PLTZ) Pultitzer Publishing	27 1/2	27 1/2		00.00	18	288	
N (REL) Reliance Group Hold.	5 3/8	5 3/8		00.00	5	403	
O (RTRSY) Reuters Ltd.	34 3/4	33 1/2	1 1/4	03.73	23	28,852	
T (SKHA) Selkirk	49 1/2	49 1/2		00.00	42	401	
O (STAUF) Stauffer Commun.	138	136	2	01.47	46	138	
N (TMC) Times Mirror	34 1/8	35 1/8	- 1	-02.84	16	4,415	
O (TMCI) TM Communications	9/32	5/16	- 1/32	-10.00	1	2	
N (TRB) Tribune	37	38 1/2	- 1 1/2	-03.89	20	2,823	
A (TBSA) Turner Bcstg. 'A'	25 3/8	20 1/4	5 1/8	25.30	-4	552	
A (TBSB) Turner Bcstg. 'B'	24 7/8	20 1/4	4 5/8	22.83	-4	541	
A (WPOB) Washington Post	209 5/8	217	- 7 3/8	-03.39	14	2,692	

PROGRAMING							
O (SP) Aaron Spelling Prod.	6 5/8	6 3/4	- 1/8	-01.85	5	121	
O (ALLT) All American TV	3 1/4	3 1/4		00.00		3	
O (BRRS) Barris Indus.	8	8		00.00	-3	62	
N (KO) Coca-Cola	48	46 7/8	1 1/8	02.40	19	18,019	
A (CLR) Color Systems	1 5/8	1 3/4	- 1/8	-07.14	-1	8	
N (KPE) Columbia Pic. Ent.	18	14 3/4	3 1/4	22.03	257	1,975	
O (CAVN) CVN Cos.	14 5/8	15 5/8	- 1	-06.40	12	254	
A (DEG) De Laurentiis Ent.	11/16	5/8	1/16	10.00		7	
O (dcp) Dick Clark Prod.	4 5/16	4 1/4	1/16	01.47	11	35	
N (DIS) Disney	74 3/8	74	3/8	00.50	22	9,860	
N (DJ) Dow Jones & Co.	31 1/2	32	- 1/2	-01.56	15	3,033	
O (FNFI) Financial News	9 5/8	8 3/4	7/8	10.00	43	116	
A (FE) Fries Entertain.	2 5/8	2 5/8		00.00	11	13	
N (GW) Gulf + Western	41 5/8	41 1/8	1/2	01.21	7	2,502	
A (HHH) Heritage Entertain.	1 3/4	1 5/8	1/8	07.69	1	8	
A (HSN) Home Shopping Net.	5 1/8	5 3/8	- 1/4	-04.65	23	446	
N (KWP) King World	23 5/8	23 3/4	- 1/8	-00.52	15	681	
O (LAUR) Laurel Entertain.	3 1/8	3 1/8		00.00	7	8	
N (MCA) MCA	49 3/8	48 3/8	1	02.06	27	3,590	
N (MGM) MGM/UA Commun.	16 1/4	16 1/4		00.00	-9	814	
A (NHI) Nelson Holdings	1/2	7/16	1/16	14.28	-5	13	
A (NWE) New World Enter.	6 3/8	4 7/8	1 1/2	30.76	17	69	
O (NNET) Nostalgia Network	3/4	3/4		00.00	-1	4	
N (OPC) Orion Pictures	15 1/4	14 3/4	1/2	03.38	13	263	

	Closing		Net	Percent	P/E	Capitali-	zation
	Wed	Wed					
	Mar 1	Feb 22	Change	Change	Ratio	(000,000)	
PROGRAMING							
O (MOVEQ) Peregrine Ent.	5/16	9/32	1/32	11.11	-10		
N (PLA) Playboy Ent.	12 7/8	12 1/2	3/8	03.00	14	121	
O (QNTX) Qintex	4 1/4	4 1/8	1/8	03.03	-9	29	
O (QVCN) QVC Network	9 3/8	9 7/8	- 1/2	-05.06	-19	94	
O (RVCC) Reeves Commun.	5 1/2	5 5/8	- 1/8	-02.22	27	69	
O (RPCA) Republic Pic. 'A'	8 1/2	8	1/2	06.25	94	36	
O (SMNI) Sat. Music Net.	5 1/4	5 1/4		00.00	47	47	
N (WCI) Warner	43	41 3/8	1 5/8	03.92	22	5,424	
O (WONE) Westwood One	8 1/2	8 1/2		00.00	11	122	

SERVICE							
O (AMEA) A.M.E. Inc.	10 1/2	10 1/4	1/4	02.43	11	51	
O (AGRP) Andrews Group	5 3/8	5	3/8	07.50	-1	35	
O (BSIM) Burnup & Sims	17 3/4	18 1/4	- 1/2	-02.73	38	283	
N (CQ) Comsat	26 3/4	26 3/4		00.00	-10	490	
N (DNB) Dun & Bradstreet	52 3/8	53 3/4	- 1 3/8	-02.55	20	7,961	
N (FCB) Foote Cone & B.	23 1/2	23 7/8	- 3/8	-01.57	11	195	
O (GREY) Grey Advertising	124	118	6	05.08	16	150	
O (IDBX) IDB Communications	11 1/2	12	- 1/2	-04.16	46	46	
N (IPG) Interpublic Group	37 3/4	37 3/4		00.00	16	847	
O (OGIL) Ogilvy Group	31	29 1/2	1 1/2	05.08	15	441	
O (OMCM) Omnicom Group	20 1/4	21 1/4	- 1	-04.70	14	497	
N (SAA) Saatchi & Saatchi	21	20 5/8	3/8	01.81	9	3,059	
O (TLMT) Telemation	1 3/8	1 3/8		00.00	5	6	
A (UNV) Unitel Video	12	12 3/8	- 3/8	-03.03	17	26	

CABLE							
A (ATN) Acton Corp.	15 7/8	16	- 1/8	-00.78	2	18	
O (ATCMA) Amer. TV & Comm.	36 3/8	33 3/4	2 5/8	07.77	80	3,957	
O (CTEX) C Tec Corp.	49 1/2	48 1/2	1	02.06	22	272	
A (CVC) Cablevision Sys. 'A'	37 1/2	38 5/8	- 1 1/8	-02.91	-12	788	
O (CNCAA) Centel Cable	45 3/4	44 7/8	7/8	01.94	147	1,143	
N (CNT) Centel Corp.	64 1/2	62 1/2	2	03.20	17	2,805	
O (CMCSA) Comcast	18 3/8	18 5/8	- 1/4	-01.34	-83	821	
A (FAL) Falcon Cable Systems	20 5/8	20 3/4	- 1/8	-00.60	-64	131	
O (JOIN) Jones Intercable	15 1/8	14 7/8	1/4	01.68	47	192	
T (MHPQ) Maclean Hunter 'X'	13	13 1/2	- 1/2	-03.70	36	958	
T (RCLA) Rogers Commun. 'A'	108	115	- 7	-06.08	-166	1,336	
T (RCLB) Rogers Commun. 'B'	89 1/2	93 1/2	- 4	-04.27	-137	1,107	
O (TCAT) TCA Cable TV	32 3/4	32 3/4		00.00	64	395	
O (TCOMA) Tele-Commun.	26 3/4	27 1/8	- 3/8	-01.38	53	4,048	
N (TL) Time Inc.	105 1/4	105 1/4		00.00	25	6,151	
O (UACI) United Art. Commun.	30 3/4	31 3/4	- 1	-03.14	256	1,262	
N (UCT) United Cable TV	36 7/8	36 5/8	1/4	00.68	-194	1,374	
N (VIA) Viacom	38	36 5/8	1 3/8	03.75	-5	2,027	
N (WU) Western Union	2	1 5/8	3/8	23.07		63	
O (WSMCA) WestMarc	18 1/4	18 1/2	- 1/4	-01.35	23	262	

ELECTRONICS/MANUFACTURING							
N (MMM) 3M	65	66 5/8	- 1 5/8	-02.43	16	14,786	
N (ARV) Arvin Industries	23 3/8	24 1/4	- 7/8	-03.60	9	444	
O (CCBL) C-Cor Electronics	22 3/4	23	- 1/4	-01.08	37	46	
N (CHY) Chyron	3 7/8	3 3/4	1/8	03.33	13	39	
A (COH) Cohu	12 5/8	13 7/8	- 1 1/4	-09.00	12	22	
N (EK) Eastman Kodak	45 5/8	48	- 2 3/8	-04.94	12	15,462	
N (GRL) Gen. Instrument	31 5/8	32 1/2	- 7/8	-02.69	-23	1,057	
N (GE) General Electric	45	45 5/8	- 5/8	-01.36	19	41,190	
O (GETE) Geotel Inc.	11/16	11/16		00.00	-2	2	
N (HRS) Harris Corp.	27 3/4	28 1/4	- 1/2	-01.76	12	1,135	
O (ITEL) Itel Corp.	21 1/4	20 7/8	3/8	01.79	49	564	
N (MAI) M/A Com. Inc.	7 7/8	8 1/2	- 5/8	-07.35	-5	213	
N (IV) Mark IV Indus.	11 1/2	11 5/8	- 1/8	-01.07	7	124	
O (MCDY) Microdyne	3 5/8	3 3/4	- 1/8	-03.33	-2	15	
O (MCOM) Midwest Commun.	4 7/8	5 1/4	- 3/8	-07.14	11	14	
N (MOT) Motorola	42 1/8	43	- 7/8	-02.03	17	5,446	
N (OAK) Oak Industries	1	1 1/8	- 1/8	-11.11	10	75	
A (PPI) Pico Products	2 1/8	2 1/8		00.00	-42	7	
N (SFA) Sci-Atlanta	14 1/4	13 7/8	3/8	02.70	11	334	
N (SNE) Sony Corp.	54 1/2	55 1/8	- 5/8	-01.13	89	12,602	
N (TE							

Animated fare heads back to prime time

NBC and FBC commission pilots for series; other projects pitched for later debuts

At a time when the networks are reevaluating their Saturday morning cartoon fare, it appears that animation series may be making a comeback in prime time. At least two pilots for prime time animated series have been commissioned by the networks for next fall. Other projects are also being discussed for next fall, and beyond.

The two pilots commissioned so far focus on the canine crowd. NBC has commissioned a pilot from Columbia Pictures Television for a new animated series called *Houndtown*. Fox Broadcasting Co. has ordered a pilot from Warner Bros.' Lorimar Television division called *Hollywood Dog*. Both projects, if picked up, would be ready to air in the fourth quarter.

Additionally, Hanna-Barbera has a proposed series in the works, *Square One*, which it plans to pitch to the networks. Company president and co-founder Joseph Barbera said last week that the company also has plans to bring back *The Flintstones* as a prime time series. *The Flintstones*, which aired in prime time from 1960 to 1966, is generally acknowledged as the last animated prime time "hit" series.

Ralph Bakshi, who is doing the animation for CPT's *Houndtown* pilot, said last week that he has tried to persuade CBS to bring his *Mighty Mouse* Saturday morning cartoon series to prime time. So far the network has resisted, and Bakshi said he will shop a prime time version of the series to other networks.

In addition to the *Hollywood Dog* series it has commissioned from Lorimar, FBC is looking very closely at an animated series project from Jim Brooks's Gracie Films, entitled *The Simpsons*, a spin-off from the short cartoon seen each week in *The Tracey Ullman Show*.

Neither CBS nor ABC has plans to commission animated prime time series for next season. But CBS does carry several series of animated specials, including specials based on such popular print comic strips as *Cathy*, *Garfield* and *Peanuts*. According to Lee Mendelson, who produces the *Cathy* specials in association with Universal Licensing Corp., talks continue with CBS about turning those specials into regular prime time series at some point.

DIC Enterprises president Andy Heyward confirmed last week that his company also has two prime time animated series on the drawing boards. Heyward declined to elaborate much further, other than to say two networks are interested and that neither project would be ready for next fall, but possibly by next mid-season.

Animated prime time series development



'The Simpsons'

has not been as active in over two decades when Hanna-Barbera had most of the market cornered with such shows as *The Flintstones*, *Top Cat*, *The Jetsons* and *Johnny Quest*. *The Flintstones* was even nominated for an Emmy award its first season for best prime time comedy, but lost out to *The Jack Benny Show*.

Producers and network executives contacted last week cited several reasons for the renewed interest in prime time animated series. Most noted the widespread appeal of recent critically acclaimed animated theatrical films, including "Who Framed Roger Rabbit," "An American Tail" and "The Land Before Time."

Just as important, observers last week said, was the appeal these films had to adult audiences as well as to children and teens. One of the most difficult obstacles to overcome in launching an animated show in prime time is the perception that animation appeals only to children.

Without exception, the prime time animated projects in the works will feature storylines and dialogue designed to attract the 18-to-49 audience, as well as younger viewers.

David Neuman, vice president, comedy development, NBC Entertainment, cited the success of the theatricals, as well as the networks' aim of developing alternative programming in prime time. Not a whole lot of research went into developing the *Houndtown* project, he said. "Who Framed Roger Rabbit," said Neuman, "showed that if you put out a well-done animated movie with great characters, an appetite is developed. If you ask people, they will say no, that is for kids. But if you show something that is fresh and well done, it'll catch on. It's like trying a new food."

Once NBC had been sold on the idea of a new animated series by Columbia, the network went to Bakshi, who has a reputation for adult-oriented animation going back to the early 1970's cult favorite "Fritz the Cat." Not unlike that film, *Houndtown* will apply human foibles to animal society.



'The Flintstones'

Last week, Bakshi noted that *Mighty Mouse* was also designed to appeal to adults. "I want to get the mouse on in prime time," said Bakshi. But so far CBS has resisted, said Bakshi. "We have interest from the other networks" for a possible prime time version, he said. "Brandon Tartikoff [NBC Entertainment president] loves *Mighty Mouse*."

CBS declined to comment on its lack of interest in putting the mouse in prime time.

Perhaps the most noted name in animation, The Walt Disney Co., is forgoing any effort at this time to develop prime time animated series. According to Tom Ruzicka, director of production for Disney television, the company has kicked around some ideas for prime time projects, but failed to come up with one that had the requisite adult sensibilities "and still maintain[ed] the Disney image." As a result, the company will continue to focus on producing Saturday morning and syndication television projects.

The economics of animation television programming have also helped to curb the number of prime time efforts. Much of the current animated fare for children is produced overseas for an average of about \$300,000 per half-hour. But on Saturday mornings and in the afternoon, episodes are repeated as often as four times.

In prime time, producers and network executives said last week, the quality of animation has to be higher to succeed with adults, and averages about \$500,000 per half-hour, more than many situation comedies. In addition, a four-time repeat cycle is not acceptable in prime time, making each episode less valuable to exhibitors and distributors.

But, as animation producer Lee Mendelson points out, "all of the networks are having trouble" from 8 p.m. to 9 p.m., and are thus looking for program forms that will work. "There have been lots of discussions for potential animated series in prime time. How many get to air remains to be seen." □

NBC wins week 23, CBS takes news

NBC won the prime time week (ended Feb. 26) with a 16.2 rating and a 25.9 share. CBS was second with a 14.6/23.2. ABC closed

out the week with an 11.7/18.6.

© 1989 Nielsen Media Research, Arbitron

Nielsen	Net	Nielsen	Net	Nielsen	Net
1	27 2/42 N	27.	16 0/26 C	53	11.1/18 C
2.	24 9/38 N	28.	15 6/28 N	54	10 6/16 A
3	24 2/35 A	29	14 8/22 A	55	10 5/16 C
4.	23 8/38 C	30.	14 6/22 A	56	10 3/16 A
5	23 3/35 N	31	14 6/24 C	57	9 9/17 A
6	22 8/33 C	32	14 4/25 N	58.	9 8/15 A
7.	22 5/38 N	33.	14 3/23 A	59	9 5/16 A
8	21 9/33 A	34	14 0/22 A	60	9 2/14 C
9	21 2/33 C	35	14 0/21 C	61	9 2/15 N
10	19 8/30 N	36	13 9/21 N	62	9 0/16 A
11	19 7/34 N	37	13 9/22 N	63	8 3/14 C
12	19 6/32 N	38	13 7/21 A	64	8 1/13 F
13	19 2/30 N	39	13 4/20 C	65	8 0/15 C
14	18 6/28 N	40	13 3/20 N	66	7 9/13 C
15.	18 5/34 N	41	13 1/19 C	67	7 8/11 A
16	18 4/27 N	42	13 1/22 N	68.	7 3/12 A
17	17 9/30 C	43	13 0/21 A	69	6 8/12 C
18	17 5/28 A	44	13 0/19 C	70	5 6/8 F
19	17 5/27 N	45	12 8/22 A	71.	5 4/9 A
20	17 2/28 C	46	12 5/20 A	72	5 2/8 A
21	17 2/30 N	47	12 5/18 F	73	4 7/9 A
22	16 8/26 N	48	11 8/19 N	74	4 6/7 F
23	16 7/28 A	49.	11 5/17 C	75	4 5/8 F
24	16 5/24 N	50	11 5/17 F	76	3 4/5 F
25	16 1/24 N	51	11 5/17 N	77	3 2/5 F
26	16 0/25 A	52.	11 3/19 N		

TNT buys Sheen-produced feature

Story, rejected by broadcast networks, concerns atomic testing in 1950's and will star Sheen and Emilio Estevez

Actor-producer Martin Sheen is bringing his political activism to the television screen on March 8 when *Nightbreaker* premieres on Turner Network Television. A fictionalized account of the U.S. Army's testing of atomic weapons in Nevada in the 1950's, the two-hour, \$3 million project was, according to the filmmakers, rejected by the studios and networks because of its controversial nature.

Produced by Symphony Pictures, formed by Sheen and William Greenblatt six years ago, *Nightbreaker* was adapted by T.S. Cook (whose credits include co-authorship of "The China Syndrome") from Howard Rosenberg's 1980 historical novel *Atomic Soldiers*. Cook brought the script to Symphony very early in the company's history. "We had the script for a few years," said Sheen during a Los Angeles press tour. "and we did try to get it out on the commercial broadcast networks, and never really got any interest." Asked if the networks gave any reason for passing, Sheen said: "No, but I think it's obvious...they do controversial themes when those themes are safe to deal with and they can still sell their products."

Cook, who served as the telefilm's co-executive producer (Sheen was executive producer with Jeffrey Auerbach), proceeded to call "every studio and film player" on his own, but was unsuccessful in obtaining a deal. "They all said it was lovely writing but not for us," he told BROADCASTING, "and I knew the networks wouldn't want it because of its political and critical nature. I had this project for seven years and couldn't sell it."

Last year, Ted Turner, a fan of Sheen's, approached Symphony looking for original projects for TNT, his new basic cable net-

work. "He said he was particularly interested in material more controversial than network fare," said Greenblatt, Symphony's president and the show's producer. "We remembered *Nightbreaker*, called Tom Cook, and found it was still available." The script was sent to TNT on a Thursday or Friday, said Greenblatt, and by Monday "we had a go on the picture."

"We found *Nightbreaker* to be a socially responsible, moving project," said Scott Sassa, TNT executive vice president, "with a nice story and real good characters, but also an overriding theme important to society today." TNT, TBS and CNN are engaged in what Sassa characterizes as "monumental" on-air support of *Nightbreaker*. According to Sandy Knox, manager of on-air promotion, TNT is showing five- and two-minute behind-the-scene fills, 30-, 20-, 15- and 10-second promo spots aired at least once an hour last week, and 60-, 20- and 10-second spots are being added this week. In addition, TBS and CNN have been showing six spots a day for the last two weeks, with 10 a day appearing on Headline News. Heavy emphasis is also being placed on print advertising in "the usual TV suspects," said Sassa.

Due to the uncharted waters of presenting controversial material on a recently launched service, Sassa is wary of predicting viewer response. "I think that this type of programming right now is a tad incongruous because people haven't gotten accustomed to it," he said. "I would suspect that this is a property that's going to be an evergreen for us; it will play subsequently down the line for us just as well. In a roundabout way I guess I'm saying I don't want to put our hopes too high on what this might do."

Directed by Peter Markle, *Nightbreaker* stars Sheen and his son Emilio Estevez. The story focuses on Dr. Alexander Brown, a former army psychologist turned neurologist who returns to Las Vegas for the first

time in 30 years to receive an award. While there, he is forced to confront his past participation in atomic testing. Shot very close to the original test sites during late summer last year (Symphony had an interim agreement with the Writers Guild of America), the filmmakers incorporated actual Army footage of test explosions into the drama.

Nightbreaker also stars Lea Thompson, Melinda Dillon and Joe Pantoliano. The role of Dr. Brown was originally intended for one actor, but Cook rewrote the script specifically for Sheen and Estevez, who portrays the younger Brown during the 1950's. "The action is divided into 85% past, 15% present," according to Auerbach.

Asked if he would approach the networks with future projects, Sheen said, "Oh, sure. We try it all the time.... I'll give them as many chances as I can."

Symphony changed its name from SheenGreenblatt a year ago because, according to Greenblatt, "our intention is to become a much broader full service production entity not relying on Martin Sheen's acting skills, although in many of the things we take on he is involved in that way or directing."

About two-thirds of their current in-house projects do not involve Sheen in a direct way. Among these are:

- A mini-series in development at CBS, to be directed by Jeremy Kagan, based on the true story of a group of children lost in Russia during the Russian Revolution and rescued by an American reporter.

- A feature in development starring Al Pacino as a reporter going after a fascistic big city police department.

- A possible series deal with Garson Kanin from a "dramady" originally written for the late Ruth Gordon. Now scripted as a one-hour film, no network is yet involved.

Previous Symphony projects include the features *Da, Judgment in Berlin*, and several CBS *Schoolbreak Specials*. □



Baseball on radio and TV: \$478 million in '89

Major League Baseball this year expects to collect \$478 million in national and local radio and television (including regional broadcast and cable TV) revenue—a rise of \$75 million, or 18.6% of last year's \$403 million total. According to league figures, the jump is slightly higher than the 15.4% average annual increase over the 1984 through 1989 seasons.

For ABC-TV and NBC-TV, which paid about \$200 million last year, maintaining their identities as the MLB networks for one more season will cost them, together, \$240 million in 1989—a 20% balloon-year increase in the final season of concurrent six-year deals. Both networks say they will lose money on baseball in 1989. The CBS Radio Network, entering the last year of its own five-year deal, will likely again pay around one-fifth of its \$32

million total contract, or about \$6 million-\$6.5 million.

MLB revenue figures show local rights keeping pace with national rights revenue, also rising just over 18%, from approximately \$196 million in 1988 to \$232 million—\$478 million, minus the network TV and radio fees—this season. Although those local rightsholders will collectively pay almost as much as the networks, they were virtually unanimous late last month in saying their associations with the league remain directly profitable from advertising revenue, as well as indirectly profitable, through the promotional value of being identified with a market's team.

The \$478 million figure is slightly more than double the \$236 million paid by radio and TV just five seasons ago, in 1984. During the intervening years—all of them having long-term network con-

tr. s, as well as many long-term local contracts, in common—the figure rose 22% in 1985, to \$288 million; 4% in 1986, to \$300 million; 11% in 1987, to \$333 million, and 21% last season, to \$403 million. The number of games aired on all forms of television, said MLB, has also risen, from 2,356 games in 1985 to 2,661 games in 1988.

During separate interviews conducted by BROADCASTING late last month, baseball and network executives commented on questions involving rights fee trends, experiments in MLB television exposure and other issues raised by the long-term \$1.1 billion CBS and \$400 million ESPN deals that begin next year (see page 42).

NBC and ABC: Farewell season

The networks' extra-season roles have alternated between NBC-TV and ABC-TV each year of the current contract. In 1989, NBC will pay approximately \$115 million for rights to the All Star Game and both the National and American League Championship Series (LCS) and 32 regular season games. After 32 years of Saturday afternoon games, and 42 consecutive seasons of MLB coverage, NBC expects to lose money for the first time during the current contract, said NBC Sports President Arthur Watson.

ABC will pay about \$125 million to air the World Series and eight regular season games, all in prime time, and will likely suffer more than NBC from its own balloon-year fee hike. In previous years of the current contract, at lower annual rights installments, *Monday Night Baseball*, which this year becomes *Thursday Night Baseball*, had never made a profit, said the network.

Regular season advertising time (MLB games average 54 30-second spots) should draw between \$40,000 and \$45,000 per spot, said one network source, while World Series spots go for \$270,000 or more. Neither network would reveal how much of their inventories had been sold by last week. Long championship series could also recoup some NBC losses. Said Watson: "Baseball is well

ahead—well ahead—of last year's pace in terms of sellout. And last year was a good year."

A seven-game World Series, especially one involving major market teams, would provide ABC Sports with damage control. Arbitron's Broadcast Advertisers Reports bore out several network sources' contentions that the World Series have generally earned more advertising revenue than have the playoff-All-Star seasons, assuming average-length World Series and LCS's (five or six games each). In 1987, said Arbitron, ABC earned \$120,463,500 from a seven-game World Series, while NBC gained only \$77,723,600 from the All Star Game and five-game and seven-game LCS's (with all figures representing pre- and post- and in-game time). In 1988, a five-game World Series brought NBC \$93,492,000, while ABC's coverage of the All Star Game, a four-game American League Championship Series and seven-game National LCS earned \$91,546,000.

Within their total MLB schedules, NBC earned \$145,950,100 from advertisers, while ABC took in \$120,434,200, in 1987; last season, NBC earned \$163,557,330 and ABC, \$146,538,100, according to Arbitron. The profit margins for both, of course, have been further cut by production costs, currently said to average \$10 million per season, and other overhead.

ABC-TV: Goodbye Monday, hello Thursday

ABC-TV will provide this year's biggest network baseball carriage surprise by broadcasting all eight (formerly) *Monday Night Baseball* games on eight consecutive Thursday nights, beginning June 8. "It is as efficient a counterprogramming to *Cosby* as exists," said David Downs, vice president, programming, ABC Sports. The identity of ABC's *Monday Night Football* drove the original decision to place baseball coverage on that night, he said, but "ultimately, we decided there was nothing magic in Monday night."

The decision to create *ABC Thursday Night Baseball* was made

Who's on (the air) first around the leagues

AMERICAN LEAGUE EAST

Team	TV originator and affiliates	Radio originator and affiliates	Cable originator
Baltimore Orioles	WMAR 10	WBAL 40	Home Team Sports
Boston Red Sox	WSBK 6	WPLM 81	New Eng Sports Net
Cleveland Indians	WUAB	WWWE 28	none
Detroit Tigers	WDIV 4	WJR 40	Pro Am Sports Systems
Milwaukee Brewers	WCGV 6	WTMJ 67	none
New York Yankees	WPIX 10	WABC 50	Madison Sq Garden Net
Toronto Blue Jays	CTV 21	CJCL 65	The Sports Network

AMERICAN LEAGUE WEST

Team	TV originator and affiliates	Radio originator and affiliates	Cable originator
California Angels	KTLA 15	KMPC 22	Z Channel
Chicago White Sox	WFLD 5	WFLD 30	SportsChannel Chicago
Kansas City Royals	WDAF 12	WIBW 132	none none
Minnesota Twins	WCCO 7	WCCO 65	Midwest Commun
Oakland A's	KPIX 8	KSFO 14	none
Seattle Mariners	KSTW 8	KIRO 30	none
Texas Rangers	KTVT 15	WBAP 18	

NATIONAL LEAGUE EAST

Team	TV originator and affiliates	Radio originator and affiliates	Cable originator
Chicago Cubs	WGN 30	WGN 83	WGN-TV as superstation
Montreal Expos	CBC-TV	CJAD 9 CKAC 30	The Sports Network
New York Mets	WWOR 14	WFAN 22	SportsChannel (NY) SportsChannel Florida
Philadelphia Phillies	WTAJ 2	WCAU 23	Prism
Pittsburgh Pirates	KDKA 7	KDKA 44	KBL Ent Net
St. Louis Cardinals	KPLR 32	KMOX 130	CenCom Cable

NATIONAL LEAGUE WEST

Team	TV originator and affiliates	Radio originator and affiliates	Cable originator
Atlanta Braves	WTBS	WSB 93	WTBS as superstation
Cincinnati Reds	WLWT 23	WLW 75	none
Houston Astros	KTXH 17	KTRH 45	Home Sports Ent
Los Angeles Dodgers	KTTV	KABC 30 KWKW Span-5	Z Channel
San Diego Padres	KUSI 10	KFMB 12 XEXX Span-17	Cox Cable
San Francisco Giants	KTVU 5	KNBR 10	Giantvision

before CBS outbid ABC and NBC for the 1990-1993 MLB contract (BROADCASTING, Dec. 19, 1988) and was "not a backlash thing," Downs said, conceding that ABC Sports might find Thursday prime time programming "too tough to compete with." Part of the counterprogramming logic, he said, is also based on offering programming that is substantially different from the competition's.

However, ABC may have little to lose in taking the risk and may benefit by matching up ABC and NBC movies of the week on Monday nights, judging by Nielsen figures compiled over the nine weeks beginning May 30, 1988. Against a Thursday NBC lineup of *Cosby*, *A Different World*, *Cheers* and *Night Court* (often the top four shows of the week, together averaging a 17.3 rating/32 household share)—the *ABC Thursday Night Movie* averaged only an 8.5/15 ratings/share. During those same weeks, *ABC Monday Night Baseball* averaged 7.9/15 against the *NBC Monday Night Movie*, which averaged 14.5/26—nearly as high as, but perhaps a less formidable foe for an ABC movie than, NBC's Thursday lineup.

ABC also made one on-air personality change when late last month it signed Gary Thorne of WFAN(AM) New York (the Mets

radio announcer from 1985 to 1988) to replace Gary Bender as ABC-TV's B game play-by-play announcer, teamed with Joe Morgan. ABC said its A game team, Al Michaels, Jim Palmer and Tim McCarver, will reprise their 1988 regular season, and probably also post-season, roles.

NBC, beginning April 8, will carry 30 regular season games over 26 summer Saturdays, as it has the past four seasons, even though NBC has seen a steady decline in its average rating/share over the 1985-1988 period. The Saturday games earned a 6.5/21 in 1985, 6.4/20 in 1986, 6.1/20 in 1987 and 5.6/18 last season. In addition to the Saturday games, including four doubleheaders (April 15, May 13, June 17 and July 29), the NBC schedule will include two prime time regular season games, Friday, July 7, and Tuesday, Aug. 1.

Tom Seaver, who will become Yankees color commentator this season, will also team up with NBC's Vin Scully to call the regular season games for the network, replacing Joe Garagiola, who departed after last year's World Series. Bob Costas and Tony Kubek will call each week's B game. Seaver and Scully will also team up with others for NBC's All Star and post-season games.

The future of baseball and 'free TV'

MLB, the broadcast networks and local stations debate whether the current situation is just part of a cycle or the beginning of a new era of more cable and higher fees

NBC and ABC sports programming executives expressed disappointment late last month over seeing their networks' associations with Major League Baseball coming to at least a temporary end after the 1989 season, and both expressed somewhat cautious confidence that the sports rights picture will remain "cyclical," in terms of who wins future contracts and for just how much money. Trends away from 'free TV' and toward escalating rights fees in all sports, they conceded, may prove more real than apparent.

CBS-TV and Major League Baseball, differing with the other two networks on the merits of the league's new combined \$1.6 billion national rights contracts, also took

issue with the perception that the next year may prove the 1990-93 national broadcast-cable package either "an aberration or...the rocket that launches another era of rising fees."

CBS: Good deal or bad?

As ABC and NBC say good-bye to the game for four years, 1990 through 1993, CBS is preparing to pay a reported \$1.1 billion to MLB for exclusive rights to the World Series, the American and National League Championship Series (LCS) and 12 regular season games each season during that period (BROADCASTING, Dec. 19, 1988). ABC reportedly offered MLB more than \$500 million, which would have held its annual fee to around the current \$125 million. NBC, which has not missed a year airing MLB since the late 1940's, bid something under \$750 million, second to CBS's winning \$1.1 billion. MLB will earn

another \$400 million over those same four seasons from ESPN, which will carry 175 regular season games on cable, beginning in 1990 (BROADCASTING, Jan. 9).

Although CBS's \$250 million fee in 1990 will be only \$10 million more than the 1989 fee, Arthur Watson, president, NBC Sports, has called the \$1.1 billion CBS contract "irresponsible" because it covers two fewer years and because, in each season, the CBS schedule will be 28 games shorter than the current regular season national schedule—10 prime time games (eight on ABC and two on NBC) and 18 (NBC) weekend day games will disappear.

CBS also made its bid, Watson told BROADCASTING last week, knowing that ABC had been losing money for years, and that both networks would lose money in 1989. The "intangible value" of the association with major events such as the MLB Championship and World Series is "worth a lot," said Watson, "but is it worth a \$100 million difference?"

To the contrary, said Jay Rosenstein, vice president, programming, CBS Sports, some of the values of the CBS package, beyond direct ad revenue, will be immediately tangible. "That value is transferred to the network, the affiliates, our entertainment programming. It is a statement to our employees." The affiliates, he said, "will not have to go uphill against post-season baseball any more when they are debuting new product in the fall. Now they will be at the top of the hill looking down. The strategic value of October," when new entertainment programming competes head-to-head with the MLB post season, "is tremendous."

Rosenstein said the CBS package also includes an advantage neither ABC nor NBC currently enjoys—one network carrying both the league championships and the World Series in the same season. "The other networks weren't as effusive as us about the LCS's. We thought they belonged on free TV, that they provided continuity into the World Series," he said. "We also have the opportunity to spread out the risk with the potential of 21 postseason games," rather than just the four to seven World

Dissenting trend

Local television rightsholders were nearly unanimous in their optimism about the continued profitability of carrying Major League Baseball—despite the upward trend in national, and some local, rights figures. But at least one radio broadcaster offered a dissenting view on the very basics of most sports rights arrangements.

"We looked around the league a few years ago and saw what was coming," said Ken Dennis, general manager of KSFO(AM) San Francisco, flagship of a 14-station Oakland Athletics radio network. The station saw little sense in maintaining a rights fee system—"broadcasters paying through the nose to take so much risk on how the team would do." While even a losing team will always have its fans, he said, there may not be enough to draw advertisers on board. So before the 1988 season, KSFO(AM) decided to eschew the tradition of buying rights and sell ad time within a number of games and, instead, began selling the broadcast time outright to the team, which sells all the in-game ad spots itself.

"Our point of view focuses on ratings," he said, "not on payment and revenue." Retaining no in-game ad inventory (except for station promos), the station does, however, sell time within its morning manager's show, pre-game talk show, pre-game magazine show, pre-game warmup show, post-game wrapup and around-the-league shows and an evening call-in talk show. "This way," he said, "the team takes the risk on how well the team does, while we take the risk on the broadcasts, and even the worst-case [won-loss] scenario would be bearable for both the team and us." And with a hot team, such as last year's American League champion A's, the station can expand that inventory to include a week-long remote broadcast from spring training (see capsule, page 45).

Series, or eight to 14 LCS, games.

Although he said CBS's existing summer schedule of NBA playoffs, golf, college football and other programming left little room for more than 12 regular season games, he said that CBS also perceived additional lost revenue in a larger regular season MLB schedule.

Indeed, according to Arbitron's Broadcast Advertisers Reports, All Star Game, LCS and World Series coverage, including pre- and post-game programs, has brought in approximately two-thirds of the networks' MLB advertising revenue while accounting for only around one-third of the total national schedule over the past two seasons. In 1987, ABC and NBC together earned \$198,187,100 from selling post-season ad spots—accounting for 68% of the \$292,488,200 ad revenue for the entire 1987 MLB season, even though the 20 extra-season games accounted for only 33% of the schedule. In 1988, the post-season, accounting for only 35% of the schedule, brought in \$185,038,000—60% of a total \$310,095,430 in ad revenue for the year.

(The BAR numbers, said Arbitron, come from monitoring spots and plugging in ad rates provided by the networks.)

Taking into account the values cited, said Rosenstein, "CBS placed a value on the exclusivity of the MLB package in such a fashion as perhaps the other networks did not." Declining to say the network would not directly lose money on the contract, he added: "We're confident in the viability and health of the package."

Onward and upward in other sports?

Standing by his charge that the CBS bid was "irresponsible," Watson said the deal sends a message to other sports. "The next 12 months," he said, "will tell if the new MLB deal is an aberration—most rights were declining or remaining flat—or if this is the rocket that launches another era of rising fees. The NCAA is going to say: 'If baseball can get that, what can we get?'" Watson said, noting that current NCAA basketball and National Basketball Association contracts—both CBS's—run out after the 1989-90 seasons. In addition to vying for those, he said, NBC will also be looking at additional college football.

"There is obviously going to be spirited bidding for those contracts, because of the need for the product at the other networks," said Rosenstein, adding that CBS "will be aggressive in protecting rights we already have, particularly the NCAA tournament. We've developed an extremely successful product" with both the tournament and the NBA, which also comes up for renegotiation in 1989, he said. But he disagreed that the 1990-93 contract sets a precedent for other sports rights fees. "Each property is viewed as a separate process. There is one set of circumstances for the Olympics in winter, another for summer Olympics, another for MLB," he said. "We didn't talk about irresponsible bids when NBC bid higher than CBS on [the 1992 summer Olympics in] Barcelona."

David Downs, ABC Sports programming vice president, although confident that his-

CBS Radio's final baseball season?

Entering the final year of a five-year, \$32 million contract, the CBS Radio Network was, as of last week, vying with other networks for the next national radio contract with Major League Baseball. The 1989 season will open with an April 8 doubleheader featuring the World Champion Los Angeles Dodgers at the Atlanta Braves at 3 p.m. ET and the Baltimore Orioles at the Minnesota Twins at 7:45 p.m. ET. Those two broadcasts will once again set the pace for the 26-week regular season; each Saturday the network will feature one early and one late game, with one representing the American League and one representing the National League. The regular season will close Sept. 30. CBS reported that its *Game of the Week* broadcasts last year were heard on 265 affiliate stations.

In addition to regular season games, the CBS Radio Sports schedule will include play-by-play coverage of the All Star Game on July 11 at Anaheim Stadium; the American and National League Championship Series, Oct. 3-12, and the World Series, beginning Oct. 14. The network will also report live from the Baseball Hall of Fame induction ceremonies on July 23 at Cooperstown, N.Y.

Special this year will be a 16-part series of two-minute reports anchored by John Rooney that will feature baseball news, season predictions and interviews with key players and coaches. The series will be fed to affiliates beginning March 27. Returning to the broadcasts will be the "home town" fifth inning, which features local team announcers.

CBS is once again selling its ad inventory in two separate packages: the summer series, consisting of the All Star game and 26 weeks of regular season games, and the fall series package, including the league championships and the World Series. Advertisers this year include Anheuser-Busch, Buick, Isuzu, True Value hardware and Tinactin, according to Steve Youlios, vice president of sales for the CBS Radio Networks. Some advertisers changed marketing strategies this year and decided not to renew, he said, but replacement sponsors have quickly taken their places. The network's sports marketing group has been particularly successful in attracting new advertisers, Youlios added.

Launching the season this year will be sportscaster Brent Musberger with an April 8 pre-game interview with A. Bartlett Giamatti, newly elected baseball commissioner. Musberger is expected to take on the play-by-play job for CBS-TV in 1990. Additional announcers providing CBS Radio Sports coverage will include Johnny Bench, Steve Busby, Jerry Coleman, Gene Elston, Steve Garvey, Jim Hunter and Dick Stockton.

tory proves the TV-sports relationship "too cyclical for negative sentiments," conceded he is "concerned that the 1990 bid might give the appearance that all sports rights will continue to escalate. The reality is that only a few properties will command the kind of intangible value that we attribute to Major League Baseball or the Olympics. Most sports," he said, "will be negotiated on a fair and pragmatic basis."

Baseball's cable TV exposure

Like Watson, Downs expressed skepticism about what the new mix of national broadcast and cable network schedules will eventually bring CBS, ESPN and the league: "What they [MLB] are seeing is that dealing with cable has radically raised the revenue generated by the TV package. What they have not seen is the long-term exposure picture—the effects of underexposure of the cable universe and shortened network regular season coverage."

MLB director of broadcasting Bryan Burns has spent the past several years trying to predict just that. The league, he said, sought to respond to market and regulatory factors while balancing what has been about a 50-50 national-local rights revenue stream (see story, page 40).

"What has happened with us is a major course correction," he said, describing a "new environment" and bottom line considerations that helped drive the decision to

go with CBS and ESPN. MLB "needed to make a certain amount of money. *Monday Night Baseball*, for example, came to a point where it was not financially viable. The public was not watching. The public spoke. If we had been getting a 16 or 17 rating," he said, "maybe you would have seen a different contract."

However, he said, superstition litigation and legislation unfavorable to the league—as well as money—shaped a package that will add 175 cable games to, and subtract 28 network games from, the national schedule. Asked about the "flood" of 175 ESPN games in 1990, he said: "What about the flood of 400 games already there [via superstitions, with which the league has no national contracts]? If the government is going to allow a local signal to be sent out across the country without the club's consent, fine; we have to get into the [cable programming] business too. Is exposing four or five teams, all in one league, healthy for the game? We would rather let fans from Tacoma to Tampa see all our teams."

Having "lost in court, ridiculously," over the superstition copyright issue, said Burns, the teams carried by superstations have entered into an agreement with MLB to contribute some extra dollars to the leagues, "but that is an agreement inside the league, having nothing to do with copyright."

Rosenstein, pointing to CBS's experi-

ence carrying the final 33 NCAA basketball tournament games—on the heels of ESPN's carrying 20 earlier tournament games—in-sisted, "Regular season exposure [on cable] is beneficial to the post season. We think the 175 games on ESPN funnels interest into and enhances" CBS's post-season coverage.

As for the ESPN deal marking only the beginning of a trend toward cable, among those interviewed, none dissented from Watson's prediction that "for the moment—the next three to five years—the major sports events will stay on free TV. Obviously, MLB is there through 1993. You have to see what happens with cable and pay TV."

The local factor

Concerns about stepping on the individual teams' abilities to forge better local packages also shaped the CBS and ESPN deals, said Burns. Before going into last fall's negotiations, "the teams instructed the league to 'give some [game] inventory back to us so we can make local rights agreements.' [MLB] did that" with the new contracts, he said, "more than cutting in half—from over 20, down to seven—the number of national games that would conflict with local schedules." beginning with the 1990 season.

"And, collectively," said Burns, "the number of games on local free TV over the past five years has increased every year"—from 1,485 in 1984 to 1,648 in 1988—while games on local pay also increased from 820 in 1985 to 1,031, in 1988, according to the league. Those local numbers

will stay steady or rise slightly in 1989, he said.

Additionally, in designing the ESPN deal, he explained, MLB "put our clubs in the first position." If a game to be aired locally is also on the ESPN schedule, ESPN will have to air another game between other teams in that particular market, leaving the local broadcast or cable TV rightsholder exclusive carriage there. Therefore, he argued, the "flood" of national games on ESPN will not displace home team games on local broadcast or local cable, and opening more Saturdays in the network schedule on CBS will open the opportunity for further increases in local schedules. "Maybe they balance," he said.

For the most part, local rightsholders appeared to agree, nearly all of them confident in the preeminence of home team interest.

"Actually, our position is enhanced," said Bill Craig, general manager, Midwest Communications, current owner of the Minnesota Twins' local broadcast, cable and radio rights. "There will be no Twins [cable] games in Minnesota, North Dakota or South Dakota except on the Midwest Sports Channel. They will be blacked out inside of the exclusive territory. We feel very comfortable with what's happened on ESPN.

"The more baseball there is out there, the less exclusive is your product, and it will have an impact" on local rights values, said Craig. "But the home team is still the one that's on the front page of the local newspaper and the one that commentators talk about. Even when the Twins are in the

cellar, people would rather watch a Twins game than they would the Yankees. The local team is where the power is."

Although ESPN may get the rights to 10-15 Cubs games in 1990, said Jake Fendley, director of sports sales, WGN-TV Chicago, "we broadcast more local games than any other station [152]. We might be affected in the number of games we broadcast, but it won't affect advertising revenues. There is always a place for local telecasts."

Jack Stanfield, Home Sports Entertainment vice president, programming, and executive producer for Texas Rangers cablecasts, concurred: "I think the ESPN deal was a good deal for baseball owners, an additional source of revenue for them for national distribution of the game. But the product in a specific region has its own value. That is established by the number of cable homes and the strength and draw of the team, and I think that's more the deciding factor."

"MLB, somewhere down in its heart," said Kansas City Royals Network Manager Buddy Turner, "is interested in the welfare of the local rightsholder."

But even given an environment in which the single team has "first position," the local broadcaster may still find himself in a fix, said Bill Scaffide, assistant general manager of Cleveland Indians rightsholder, WUAB-TV Lorain, Ohio. "It is very costly for local TV to keep local sports." The franchises, he said, may eventually price "themselves out of local TV."

The preceding two stories were written
by Peter Lambert

Major League Baseball team by team

◆California Angels◆

Television broadcast rights to the California Angels are held by KTLA(TV) Los Angeles, in the second year of a five-year contract. KTLA will broadcast 57 games, two pre-season, 54 regular season, and the annual game against the Los Angeles Dodgers. Bob Starr and Joe Torre will call the games.

KMPC(AM) Los Angeles, in the second year of a three-year deal, holds radio rights for the Angels and will broadcast all pre-season and regular season games, as well as spring training reports. Al Conin and Ken Brett will call the games for KMPC(AM), the flagship for a network of 22 stations in Central and Southern California, as well as Nevada, Arizona and Hawaii. Sales are running way ahead of last year, said a station spokesman, and Anheuser-Busch, Chevrolet, Chevron and TWA are among the major sponsors lined up.

Cable rights to the California Angels are held by Z Channel, purchased late last month by Rainbow Programming Enterprises (BROADCASTING, Feb. 27). It will provide a dual feed in English and Spanish to 110,000 subscribers in the Los Angeles area. The

feeds for the Angels will be provided by XPRS(AM) Tijuana, Mexico, which broadcasts the games in Spanish. Z Channel will carry 35 regular season and two pre-season games. Joel Meyers will handle play-by-play and Torre will do color commentary.

◆Chicago White Sox◆

Television broadcast rights to the Chicago White Sox are held by WFLD(TV) Chicago, in the third year of a six-year contract. The 71-game schedule includes 67 regular season games, three pre-season and the crosstown classic, played against the Chicago Cubs. Major sponsors include Miller Beer and Dodge.

WMAQ(AM) Chicago, holder of the radio rights, is the flagship for the White Sox Radio Network, fed to 30-35 stations in Illinois, Iowa, Indiana and Florida. Pre- and post-game shows will be 10 to 15 minutes on each side, according to Jeff Chardell, WMAQ(AM) general sales manager. Chardell also reported that sales are running slightly ahead of last year. Major sponsors include

Miller Beer and Chevrolet. The station will broadcast 178 games, including 162 regular season and the crosstown classic. Tom Rooney, former announcer for WFLD(AM) and Wayne Hagin, an announcer for CBS's *Game of the Week*, will handle the announcing duties.

Cable rights for the White Sox are held by SportsChannel Chicago, in the sixth year of a 10-year contract. SportsChannel will offer 83 regular season games and two exhibition contests to approximately 1.4 million subscribers. Gary Thorn will have play-by-play duties and Tom Paciorek will provide color commentary. SportsChannel will also broadcast a weekly half-hour show, *Sox '89 Weekly*, *The Jeff Torborg Show*. (Torborg is the team's manager.) Sponsors include Anheuser-Busch and *The Chicago Sun-Times*, Toyota and Chrysler.

◆Kansas City Royals◆

Entering its 15th year as the Kansas City Royals Radio Network flagship—and the first year of a new three-year deal—WIB-

AM) Topeka, Kan., has expanded last year's 120-station, 10-state network to 132 stations in 12 states, said Royals network manager Buddy Turner. The 14-year relationship with the team is still "healthy [and] profit-making," he said. Carrying 16 preseason and all 162 regular season games, each complete with a managers show and pre-game, post-game and scoreboard shows, the station has already sold 98% of its national inventory to advertisers including Budweiser, Ford Motors, the Ford Lifetime Service Guarantee, Western Auto, Guy's potato chips, Amoco Oil, Farmers Insurance, True Value Hardware and John Deere, said Turner. The 131 other stations in the network retain one 60-second spot per inning, he said.

On the television side, WDAF-TV Kansas City, Mo., enters the second year of a five-year contract, feeding a dozen stations in Kansas, Missouri, Oklahoma, Arkansas, Iowa, Nebraska and Colorado. In addition to again carrying two preseason and 50 regular season games, the station, said Turner, will produce 12 half-hour *Let It Roll* specials on the team. "We're going to front-load the season a little more this time to draw interest early," carrying five of those specials before opening day, he said. Paul Splittorff and Denny Trease will again provide color and play-by-play, respectively. Boasting "number-two Nielsen and Arbitron numbers in the country last May and July," said Turner, the network has signed on Ford Motor Co., Miller beer and Uniroyal for 1989.

◆ Minnesota Twins ◆

Midwest Communications, owner of WCCO-AM-TV Minneapolis, starts a new contract this year for the radio, broadcast television, cable and pay-per-view rights to Minnesota Twins baseball. The five-year pact comes amid what WCCO(AM)'s local sales manager, Ray Vecellio, called "tremendous interest in Twins baseball" that has been steadily growing since the team's 1987 championship year.

Midwest will televise a total of 124 Twins games. WCCO-TV will air 34 broadcast television games, and Midwest has contracted independent K1TN(TV) Minneapolis to broadcast an additional 26 games on nights that baseball conflicts with network programming on CBS affiliate WCCO-TV. Both the WCCO-TV and K1TN games will be fed to the seven-station Twins network.

The 64 other televised games will be available to cable subscribers. Midwest Sports Channel, a basic service, which signed on last Wednesday (March 1), will present 24 games (four of them preseason), 17 away and seven home. About 400,000 subscribers will be served on 40 cable systems. Systems in the Minneapolis-St. Paul area will have the option of seeing 40 pay-per-view home games. Outside the metropolitan area, those games will be available

to basic subscribers.

Midwest Communications General Manager Bill Craig and Bob McGann, WCCO-TV station manager, both reported good ad sales so far. The major sponsors for both will be Anheuser-Busch and Norwest Bank. Former Twins pitcher Jim Kaat, who handled color commentary last year for WCCO(AM) and last year's broadcast TV outlet, KMSP-TV, will return to announce games for both broadcast and cable this year. He will be joined by play-by-play announcer Ted Robinson.

Audience shares for the Twins on radio reached into the 20's for some games last season, according to WCCO(AM)'s Vecellio. This year, 85% of the ad time has been sold for the 162 regular and 14 preseason games to be broadcast. The biggest sponsors are Anheuser-Busch, Chrysler, Amoco, Hardware Hank and Super Value grocery stores. Returning announcers will be Herb Carneal and John Gordon.

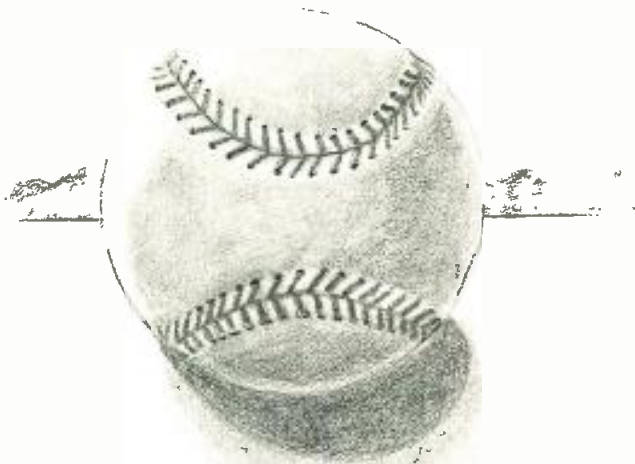
◆ Oakland Athletics ◆

Although the Oakland A's booming bats went quiet in the World Series last year, they remain "the showcase American League Team," boasting the 1988 Most Valuable Player, as well as manager, rookie and reliever of the year, said Fred Eppinger, national sales manager, KPIX(TV) San Francisco, flagship for an Oakland network

of nine stations in California, Nevada and Arizona. Combined with the CBS affiliate's carriage of the NFL San Francisco 49'ers and NBA Golden State Warriors, holding the rights to the 1988 American League western division champions "enhances our identity as the sports leader in the market," he said. KPIX(TV) will carry a minimum of 28 regular season games, adding up to six more, as it did last season, if the team "comes close to clinching." Monte Moore and Ray Fosse will again call the games, and, as of last week, the possible addition of pre- and post-game shows was under consideration. The station is "well ahead of last year" in selling its inventory. "We have not lost any incumbents and are adding some new" advertisers, Eppinger said.

On radio, KSFO(AM) San Francisco enters the second year of a three-year deal by which the team pays for the broadcast time, while retaining ad sales, for 14 week-end preseason, and all 162 regular season, games. The station retains some time to promote the station, with the rest of in-game time sales up to A's broadcasting director David Rubenstein, said KSFO(AM) vice president and general manager Ken Dennis. Budweiser and Chevrolet are signed up, he said. Flagship for a 14-station network reaching California, Oregon, Utah and Nevada, KSFO(AM) does sell its own ad time in a plethora of Oakland A's-driven programs. Those programs include pre-

WE MAKE EVERY GAME A HOME GAME



When baseball hits the road, we bring it home. Home to visiting team viewers from every Major League Park. And we've been doing it with proudfest expertise for over 30 years.

When you televise from afar, turn to HTN to bring your coverage home.

HTN HUGHES TELEVISION NETWORK
THE LEADER IN SATELLITE COMMUNICATIONS SERVICES

260 MADISON AVENUE, NEW YORK, N. Y. 10016 (212) 684-7900

A DIVISION OF IDB COMMUNICATIONS GROUP, INC.

game magazine and news shows, post-game wrapup and scoreboard shows, a morning manager's show and an evening call-in/talk show. So dedicated to A's programming is the station that, during the entire week of March 15, the morning drive-time (including hourly sports news from CBS-TV's NFL color announcer and former Oakland Raiders head coach John Madden) and evening drive-time broadcasts will originate from the A's Arizona preseason sites—"a very expensive operation, but we think it's worth it," said Dennis. Reprising their announcer roles from last year's championship season will be Lon Simmons and Bill King, visited "often" by color man Fosse from the TV announcing team.

◆Seattle Mariners◆

KSTW(TV) Tacoma, Wash., which had Mariners rights from 1982 to 1985, signed a three-year contract in December 1988 to regain the television rights to the Mariners from KIRO-TV and KTZZ-TV, both Seattle. KSTW(TV) will offer 60 regular and 5 preseason games, all away contests. Kevin Hale, KSTW-TV vice president and general manager, plans on an eight-station network.

On March 13, KSTW(TV) will start a major promotional campaign using public transit, radio, newspapers and *TV Guide*. "We want fans to know the Mariners are back on ch. 11," said Hale. Advertisers signed include Anheuser-Busch, Unocal, and Cuprinol stain, with more pending, and, based on past history, said Hale, the station expects to be totally sold. Game announcers will be Dave Niehaus, the voice of the Mariners for the past 12 years, and Rick Rizzs. They will also handle radio coverage. Color analyst is Joe Simpson, who played with the Mariners from 1979 through 1982. No pre- or post-game shows are scheduled.

Hale said that no cable network is currently planned, although it remains a possibility.

KIRO(AM) Seattle, in the last year of a five-year contract, will cover 162 regular season, as well as preseason, games, over a network of approximately 30 stations. Advertisers, said Joe Abel, executive vice president and general manager, include Budweiser, Chevron, Farmer's Insurance, Pacific First Federal and Denny's. The station will come close to selling out, Abel said. Dave Niehaus and Rick Rizzs will announce the games, as well as handle pre- and post-game duties.

◆Texas Rangers◆

Texas Ranger baseball over Home Sports Entertainment (which also has pay cable rights to the Houston Astros) will be available to more than one million cable subscribers on 250 systems, most of them in Texas, Louisiana and Oklahoma. HSE, a

five-year-old network, has seen especially large expansion since the start of the 1987 season when games were carried over 121 systems to 225,000 viewers. This expansion has led to a list of about 20 major national advertisers that sponsor Ranger games. That list includes Anheuser-Busch, Chrysler, Texaco, AC Delco, American Express and Miller beer. Advertising "pretty much increases on a parallel with our subscriber numbers," said Jack Stanfield, HSE vice president, programing, and executive producer for Rangers baseball.

HSE will present 68 regular season games. In the past it has shown some preseason games between the Rangers and its minor league clubs, but this year HSE will not have any preseason games. Instead it will send a production crew to training camp to produce a special to air before opening day. During the season, regular half-hour pre- and post-game shows will be presented.

WBAP(AM), the radio rightsholder to the Rangers, is consistently one of the top five stations in listenership in the Dallas-Fort Worth area, and baseball coverage is a main factor, according to John Hare, president and general manager. Last year the station averaged a 6.7 share during Ranger broadcasts, he said. He reported that ad sales are ahead of the same time last year. Ford, Delta Airlines and Gulf Oil are the major sponsors.

A schedule of 64 regular season games is being readied for KTVT(TV) Fort Worth, with one warm-up game in preseason also planned. The station's general manager, Charles Edwards, projected that ad sales will be up 12% over last year. Nevertheless, the station will "promote more extensively than we did last year, both on [its own] air and in other ways," Edwards said. One possible option would be to buy time on ESPN, he said. The largest advertisers signed so far are Anheuser-Busch, Burger King and True Value Hardware.

◆Baltimore Orioles◆

If ratings points fell off as much as the Baltimore Orioles' play did last year, WMAR-TV Baltimore might be giving away advertising time during its Orioles broadcasts this season. But as it happened, said Howard Zeiden, vice president of sales and marketing for the station, ratings did not experience "nearly the same slippage" as the last-place Orioles' performance did. (The team lost its first 21 games and finished 54-107.)

The station expects that its new play-by-play announcer will generate some excitement. He is Jim Palmer, the former Oriole and three-time Cy Young award winner who can recall the team's glorious past as he calls the uncertain present. Another ex-Bird, Hall of Famer Brooks Robinson, will return as color commentator. And, accord-

ing to Zeiden, WMAR-TV sportscaster Scott Garceau will occasionally make it a three-some.

Home Team Sports, the regional cable network now reaching 1.2 million homes, under its long-term agreement with the team, will televise 85 regular-season games (65 home, 20 away) and five preseason games, matching last year's output. Mel Proctor and John Lowenstein, another former Oriole, return to handle the play-by-play and color for the cablecasts. Each game will again be preceded by *All Star Automotive Orioles Report* with Tom Davis.

WBAL(AM) Baltimore, in the second year of a three-year agreement, is committed to broadcasting every game, starting with last Friday's exhibition opener (March 3) against the Mets. The announcing team is the same as last year: Jon Miller and Joe Angel.

Jeff Beauchamp, manager of the Hearst station, said sales are "progressing well," but he conceded that the team's performance has discouraged some national advertisers, which do not reap the benefit of identifying with the team to the extent local advertisers do. Like HTS, WBAL's problem is beer. Beauchamp said Budweiser may not be back this season, forcing the station to find a new brewery to round out this year's advertisers. Budweiser is trying to trim back its broadcasting expenditures, he said, and may feel that its long-term contract with WMAR-TV is sufficient to cover the market. But the rest of the advertising line-up looks solid, according to Beauchamp. It includes American Oil, Jeep-Eagle, Sherwin-Williams, Esskay meats, Santoni's supermarkets, Amco transmission, Amana appliances and Trane heating and air conditioning.

◆Boston Red Sox◆

WSBK-TV Boston, entering its fourth year of a five-year contract with the Red Sox, will carry 75 regular season and three preseason games. Last year's broadcasts generated household ratings of 10-11, according to Stuart Tauber, the station's assistant general manager. About half the ad inventory for the upcoming season is sold out, he said, including deals with Anheuser-Busch, Mitsubishi, Delta, Citgo, Dodge, BF Goodrich, New England Ford Dealers and the Bank of New England. A network of New England television stations will receive 30-45 of the games, with the action described by Bob Montgomery and Sean McDonough.

New England Sports Network, a cable company partly owned by the Red Sox, will this season air 53 home, 30 road and 14 spring training games. Nielsen ratings on a key game last year revealed a 42 rating/63 share for the Red Sox in Boston, according to John Claiborne, vice president and general manager for the network, who said

such high numbers are not unusual for top games. Helping those ratings along is an increased subscriber base, which, he said, is up from last year's 217,884 to its current 303,000 figure. Claiborne said ad inventory, expected to be sold out by the start of the season, includes Budweiser, Jiffy Lube, New England Chevrolet, New England Nissan, Polaroid, Texaco, Store 24 and Century 21. Included among promotional tie-ins with advertisers will be a Budweiser-sponsored major league scoreboard read twice per game. NESN announcing duties this year will once again be handled by former Red Sox player Jerry Remy and 30-year veteran team announcer Ned Martin.

Radio coverage for the Red Sox will once again be handled by WPLM-AM-FM Plymouth, Mass. The station will originate 81 home, 81 away and 22 preseason games to a network of more than 80 stations. A station spokesman said major advertisers will include Budweiser, American Motors and Chrysler. Returning announcers will be Ken Coleman and Joe Castiglione.

◆ Cleveland Indians ◆

This is the 10th year that WUAB-TV Lorain, Ohio, holds the rights to the Cleveland Indian games. The station will air 60 contests (50 away and 10 home) and has sold about 50% of its advertising inventory. Among the major sponsors are Anheuser-Busch and Wendy's, said Bill Scaffide, assistant general manager. Scaffide said the station received an average 13 rating/22 share last season and expects to do better in 1989. The Indians, he said, have "made themselves very competitive," and interest in the team is picking up. Jack Corrigan will do the play-by-play, and the station is negotiating with several people for the color commentary slot, according to Scaffide.

WWWE(AM) Cleveland is the flagship for a 30-station radio network. It has been broadcasting the games since 1972 and, as with WUAB-TV, Anheuser-Busch is a leading sponsor. The station plans to broadcast 162 games along with 16 spring training games, said WWWE's David George. It also will air a 20-minute pre-game show called *Countdown to Baseball* and a 15-minute post-game show, *Final Edition*. Herb Score will call the play-by-play and Paul Olden will provide color. According to Tom Campbell, the station has sold about 90% of its network inventory and 70% of the local avails.

No Indians games are carried on cable

◆ Detroit Tigers ◆

WDIV(TV) Detroit will present nine home, 43 away and five preseason games this season, as the station enters the first year of a new three-year contract. Ad inventory is about 80% sold out, said Chris Rohrs, vice

president of marketing and station manager. Advertisers include Anheuser-Busch (new this year), Ford Dealers, Taco Bell, Kroger Supermarkets, Pepsi, Blue Cross, General Electric and Unocal. Sportscasters are Al Kaline and George Kell, and Bernie Smilovitz will host 40 half-hour pregame shows.

Ann Arbor-based Pro Am Sports Systems will provide 20 away, 55 home and one preseason game via cable. About 70% of the cable ad inventory is sold, according to General Manager Bill Wischman, including deals with Ford, Stroh's, Highland Appliance, Sprint, GMAC, General Electric and True Value hardware stores. The service will provide a full lineup of Tigers-oriented programming on March 17, including a feature on former Tigers called *Tigers at Heart*. The subscriber base is 540,000, said Wischman. Returning announcers will be Jim Northrup and Larry Osterman.

Tigers radio coverage this season will be handled by WJR(AM) Detroit, now in the third year of a five-year contract. The station will carry all 182 games, including 20 preseason matches, beginning March 3. Advertising sales are ahead of last year, said General Sales Manager Mike Fezzey, including commitments from Anheuser-Busch, Ford Dealers, Comerica Bank and Marathon Oil.

◆ Milwaukee Brewers ◆

WCGV-TV Milwaukee is in the first year of a three-year contract to broadcast Milwaukee Brewers games. The station, which retains all broadcast TV rights, has lined up five affiliates so far for a regional network. Major advertisers include Miller Brewing, Hardee's and Northwest Airlines. Calling play-by-play for the eight pre-season and 60 regular-season games will be Jim Paschke. Joining him to do color will be ex-Brewer pitcher Pete Vukovich.

The Brewers retain radio rights and have a network of approximately 67 stations in 51 markets. WTMJ(AM) is the flagship station for the broadcasts of 162 regular season games and 18 preseason games. Bob Uecker, recovering from a mild heart attack in January, is scheduled to be in the booth for his 19th, and the team's 20th, year, said William Haig, vice president, broadcast operations, Milwaukee Brewers Radio. Pat Hughes will be with him for his fifth year.

◆ New York Yankees ◆

The New York Yankees' new television contract was noteworthy, both for the amount of money involved, a reported \$500 million over 12 years, and for the fact that, starting in 1991, rights to all the games will pass to cable. The latter fact has aroused some local politicians to consider legislating over-the-air-carriage of some of the

**NUMBER ONE
ACROSS THE ATLANTIC
AROUND THE WORLD**



**The leading international
satellite carrier of
television programming**

**First choice for transmissions
of news, sports, entertainment,
videoconferences**

**Direct two-way path between
North America and Europe**

Global satellite coordination

Wegener multi-channel audio

**Television standards
conversion**

**Serving the world's major
broadcasters and producers**



BRIGHT STAR
Communications, Ltd.

**NEW YORK: Rockefeller Center
630 Fifth Ave., New York, NY 10111
Sales: (212) 582-8578 Booking: (703) 246-5598
Telex: 642494 WU BRTSTR**

**LONDON: Visnews House
Cumberland Ave., London NW10 7EH
Sales: 44-1-965-6511 Booking: 44-1-965-6511
Telex: 22678 VISLDN G**

team's games.

Madison Square Garden signed the contract only two months ago, and details of its 1989 telecast of four preseason and 72 regular season games are still being worked out. The cable network is negotiating the Yankee telecasts separately with MSG affiliates, who reach 2.4 million homes, asking them to pay a 39% surcharge on top of the regular monthly 80 cents per-sub fee. The uncertainty over how many cable operators will accept the price increase may contribute to MSG's delay in announcing advertisers. The cable network is still also interviewing potential announcers for the telecasts, which include a half-hour pregame and a 15-minute post-game show.

WPIX(TV) New York will increase the number of games broadcast this year to 78 (three preseason and 75 regular) from 52 in 1988, when they averaged a seven rating, said Marty Appel, executive producer. Veteran on-air personality and former Yankee shortstop Phil Rizzuto will be joined by two new announcers: George Grande, who comes to the station from ESPN, and Tom Seaver, who replaced Bill White, recently named president of the National League.

WABC(AM) New York renegotiated its agreement, adding an additional five years to the remaining three years of its current contract, said general manager Fred Weinhaus. The ABC-owned station will originate the entire regular season and about 15 of the pre-season games to a network of about 50 stations, including stations as far away as Phoenix and Houston. Weinhaus said the station had only a few minutes of advertising time left and expected ad sales this year to be "a million and half more than 1988 sales." Major advertisers include Budweiser, Marine Midland Bank and Nissan. Announcers for the games are John Sterling and Jay Johnstone.

◆ Toronto Blue Jays ◆

The Sports Network, which held the cable rights last year for the Blue Jays, was, last month, in the process of negotiating for them again this year. The network would likely run four preseason games and 50 regular season games, said a spokesman. Blue Jays announcer Fergie Olver will provide play-by-play, and former Blue Jays catcher Buck Martinez, color. Major sponsors are Labatts, Esso and Coca-Cola.

TV Labatt, a division of Labatt Brewing Co., owner of 45% of the Blue Jays, holds the television rights for the team. In the fifth year of its six-year contract with TV Labatt, CTV Television Network will be airing 42 regular season games hosted by Olver, with Don Chevrier doing play by play and Tony Kubek doing color.

Telemedia Broadcasting Systems holds the radio rights to the Blue Jays and is in the last year of a three-year contract, but

has signed another contract for the following three years. The flagship station for the network of more than 60 radio stations is Toronto's CJCL(AM), owned by the same parent company. National advertisers include Labatts, McDonalds, Blacks Cameras, Zenith and Miracle Food Mart.

◆ Atlanta Braves ◆

The number of Braves games on WTBS(TV) Atlanta is still being worked out, but will likely be around 120, which will be a drop from last year's 135. Turner's carriage of the National Basketball Association cuts into a number of Braves games in May.

Ron Snyder, director of sports sales for WTBS, reports that "Braves sales are healthy" despite last year's last-place finish. The team scored a 2.2 cable rating over its schedule last year. Snyder said advertisers signed include Anheuser-Busch, Delta Air Lines and Ford, a new sponsor this year.

WSB(AM) Atlanta is in the first year of a new three-year rights agreement to carry all 162 regular season and 10 preseason games on a 93-station network. WSB(AM) has carried the Braves in 22 of the last 23 seasons. Bob Huntley, general sales manager for the station, said sales are going "very well," with Budweiser, Delta Air Lines and Coca-Cola signed. Under the new contract, the station purchased the rights and is responsible for putting together the six-state network.

◆ Cincinnati Reds ◆

Now in its 28th consecutive year of covering Cincinnati Reds baseball, WLWT(TV) Cincinnati will broadcast 47 games this season. The station, which retains Reds baseball rights, is in the second year of a three-year contract and is the flagship for a 23-station network. In addition to the 47 games, the station also has an option to broadcast three additional games. Ad sales are going "very well," said Tony Kiernan, the station's vice president and general manager. Major advertisers include Anheuser-Busch, Toyota, Kroger Supermarkets and Ford Dealers.

Radio coverage of Reds baseball will be handled by WLW(AM) Cincinnati, in the first year of a three-year contract. The station, which holds the radio rights, will air 18 exhibition games and 162 regular season games, including any post-season games. It is the flagship for a 75-station network. According to David Martin, president and general manager of the station, ad sales have been "quite brisk," with 85%-90% of the inventory sold. Major advertisers include Anheuser-Busch, Marathon Oil, Community Mutual, Pepsi-Cola and Delta.

In their 16th year of calling Reds baseball for WLW(AM), Joe Nuxhall and Marty Brennaman return to the booth for the station.

Marty Brennaman is the father of WLWT(TV) announcer Tom Brennaman. The station will produce two pre-game shows and two post-game shows. Each of the shows will be approximately seven minutes and will include interviews with players and manager Pete Rose.

◆ Houston Astros ◆

Astros television rightsholder KTXH(TV) Houston will broadcast 73 away games and 11 exhibition games this year. Sponsors include Anheuser-Busch, Kroger and Southwestern Bell. Sales are "pacing well ahead" of a year ago, said Julio Bermudez, station general manager.

KTRH(AM) Houston will again carry the full slate of Astro games, although the rights are retained by the team, which sells the time. Radio sponsors this season include Anheuser-Busch, Kroger, Coca-Cola, Delta, Western Auto and Ford Lifetime Service. Nissan and Subaru are competing for the automobile sponsorship.

Home Sports Entertainment just renegotiated a long-term (more than 10 years) deal with the ball club and will carry all 80 Astros home games this season. The Astros will also have about 25 games on Florida's Sunshine Network this season. However, with the new ESPN contract, Astros participation in the Sunshine Network would cease after this season.

◆ Los Angeles Dodgers ◆

KTTV(TV) and KABC(AM), both Los Angeles, enter the second year of five-year contracts with the Dodgers for broadcast rights. KABC(AM) also holds the Spanish radio rights, which it subleases to KWKW(AM) Pasadena. KABC(AM) coordinates a regional radio network of 25 English stations and five Spanish stations. Major sponsors include Unocal, Coca-Cola, Anheuser-Busch, Nissan and Farmer John Meats.

KTTV will broadcast four preseason games and 46 regular season away games. The station has hired former Dodger pitcher Don Sutton to do a pre-game show this season called *Dodger Central*, debuting yesterday, March 5. Sutton provides color commentary along with the team of Vin Scully, Don Drysdale and/or Ross Porter. Major television sponsors include Anheuser-Busch, Unocal, Coca-Cola, Farmer John, Jeep Eagle and Pacific Bell.

Z Channel, which two weeks ago became New York-based Rainbow Program Enterprises' seventh regional cable sports network (BROADCASTING, Feb. 27), will carry 35 Dodger home games this season. Z Channel, which is not permitted by the Dodgers to sell ad time within the games, said a Rainbow spokesman, also carries California Angels games.

◆ San Diego Padres ◆

For the third year in a row, the Padres will purchase time on television and its English-language radio affiliate, retaining the rights and selling all the local advertising itself. Jim Winters, director of broadcasting for the team, said the arrangement continues to work well for the Padres. Although time is not sold out, Winters said sales are running as strong as last year.

The Padres are buying time on KUSI-TV San Diego for the two preseason and 49 regular season games that will be fed to a 10-station network that will include outlets in Hawaii. The team controls the advertising in the pre- and post-game programs. Among advertisers signed are Anheuser-Busch, Toyota Motor Sales and Dealers, Jack in the Box and Taco Bell.

KFMB(AM) San Diego will carry 192 pre- and regular season games on a 12-station radio network. The station is in the last year of a four-year deal with the Padres. Radio advertisers include Chevron, Coca-Cola, Toyota, Home Federal, Lucky Stores, Chrysler-Plymouth and Farmer's Insurance. The Padres sell the Spanish-language rights to XEXX(AM) Tijuana, Mexico, which keeps the ad avails, and feeds a 17-station network.

The Padres are in the last year of a three-year deal with Cox Cable for pay-per-view coverage, in an arrangement by which the team and Cox split the profits. Winter said that although the Padres continue to make money on the venture, overall revenue has declined steadily since 1984-85. Cox distributes the games to several other systems in the area, giving the Padres a combined reach of 300,000 addressable homes.

◆ San Francisco Giants ◆

KTVU(TV) Oakland, Calif., returns this year to Giants baseball with a new six-year contract. The station, which holds the broadcast TV rights, is flagship for a five-station network. The Fox-affiliate will air one preseason game and 50 regular season games, 10 more regular season games than last year. According to Brooke Spector, station manager, ad sales are "very healthy, much better than last year at this time." Major advertisers are Toyota and Anheuser-Busch. The first-year announcing team includes Hank Greenwald calling play-by-play and Duane Kuiper and Ron Farley providing color and analysis.

KNBR(AM) San Francisco also has a new six-year contract as radio carrier of Giants baseball. The station, which last year completed its second consecutive five-year contract, will carry 15 preseason games and 162 regular season contests. The station will feed a network of 10 stations. Ma-

for advertisers include Anheuser-Busch, Chevron, Nissan, Farmer's Insurance and Northern California Pontiac dealers. The station is running a co-promotion with Nissan whereby a fan will be selected to receive \$100 for each run scored by the Giants in a particular inning. Color commentator Ron Fairly returns to the announcing booth along with Hank Greenwald. The station will produce two pre-game shows and two post-game shows, totaling 20 minutes each. The pre-game shows include *The Roger Craig Show* (coach of the Giants), sponsored by Procter & Gamble.

The Giants will offer a 36-game cable package. In addition to the \$150 package, the team also offers games to cable subscribers on a pay-per-view basis, for \$5.95-\$7.95 per game. According to Eva Bustos, director of Giantsvision, Giantsvision totals 73 systems serving about 1.6 million subscribers. Bustos said the cable service is growing at a rate of "about 200,000 subscribers and 10 systems each year." Duane Kuiper and Joe Morgan will handle the announcing chores.

◆ Chicago Cubs ◆

WGN Continental Broadcasting has been broadcasting Cubs games since 1948. Superstation WGN-TV will carry 152 games, including all 81 home games and four in the preseason. WGN-TV reaches more than 25 million homes nationally on cable systems.

Jake Fendley, the station's director of sports sales, said the games are about 75% sold out. Major sponsors include Anheuser-Busch, Nissan, Buick, *The Chicago Tribune*, Unocal Oil Co., Pepsi-Cola, United Airlines and True Value Hardware. The pregame show, *Leadoff Man*, is sponsored by Chicagoland Chevrolet Dealer Association. The post-game show, *Tenth Inning*, is sponsored by the Chrysler-Plymouth Dealer Association.

Harry Caray, 1989 Ford Frick award winner, will handle play-by-play for six innings, Dwayne Staats will cover play-by-play for three, and Steve Stone will be providing color.

WGN(AM) will broadcast 163 games, including the Cubs-White Sox exhibition game and 12 other preseason games. The Cubs will be broadcast to a network of 83 stations in 16 states. The games are 70% sold out, which, according to the station, "is an about an average Cubs' selling year." Sponsors include G. Heileman Brewing, Marathon Oil Co. and Blue Cross/Blue Shield of Illinois. There is a 30-minute pregame show, *Scouting Report*, which has a magazine format. Staats handles play-by-play for six innings on radio, with Caray covering play-by-play for three innings and Dave Nelson on color.

◆ Montreal Expos ◆

Labatts Beer begins the fourth year of a five-year contract this season, holding both TV and cable rights for the Montreal Expos. Coverage in bilingual Canada will be split into networks of English and French broadcasts. Handling English radio broadcasts for the Expos is CJAD(AM) Montreal, this year in the first year of a three-year contract with a fourth-year option. The station will air all 162 regular season games, eight preseason contests and the All Star game. French broadcasts will again be heard over CKAC(AM) Montreal. Major advertisers for both stations include Labatts and General Motors. English broadcasts are done by Dave Van Horne, Jerry Trupiano and Bobby Winkles. For the French broadcasts, Jacques Doucets and Rodger Broulette will handle announcing duties.

CTV Television Network affiliate CFCF-TV Montreal will broadcast 40 regular season games this year (19 home and 21 road). CTV Television Network also airs the Toronto Blue Jays. Van Horne, Ken Singleton and Ron Reusch handle the broadcasts for the station.

The Sports Network provides cable coverage of the Expos, reaching close to two million subscribers, said Jim Thompson, vice president and general manager. The network is currently renegotiating its contract, but, said Thompson, plans to show 44 Expos games (four preseason) this year. Next year TSN will go from a "discretionary," or pay, cable service to a basic service and subsequently will air only 25 Expos games. The fewer games, however, will reach more subscribers, he said. Play-by-play coverage for TSN is done by Singleton and Jim Hughson.

◆ New York Mets ◆

SportsChannel, in the eighth year of a long-term contract extending beyond the year 2000, is still in litigation with the Mets over rights fees. The contract is for both the New York area, where SportsChannel reaches 1.1 million subscribers, and for Florida, where SportsChannel Florida will carry some of the games to its 750,000 subs. This year the cable sports network will carry 75 games, announced by former players Rusty Staub, Ralph Kiner and Fran Healy. Rich Kahn, spokesman for SportsChannel, said time on the games was 88% sold to advertisers including Anheuser-Busch, Toyota, Buick, TWA, Texaco, Metropolitan Life, JeepEagle and Manufacturers Hanover Trust.

With another three years on its contract, WWOR(TV) Secaucus, N.J., this year will air 75 regular season and seven preseason games. Station spokesperson Ellen Mor-

genstem said the list of stations for a regional Mets broadcast network is "still coming together." Total household ratings for last year's telecasts averaged a 9 rating/21 share, with prime time games averaging a 10.2/20. Advertisers include Anheuser-Busch, and announcers will be Tim McCarver and Steve Zabriskie.

WFAN(AM) New York, in the third year of a four-year contract, will carry 22 preseason and all regular season games. Station General Manager Scott Meier said a network of about 22 stations will also carry the broadcasts, which will be announced by Bob Murphy, Gary Cohen and Howie Rose. Meier said advertising sales are progressing "very well" and include Anheuser-Busch, Chrysler and Crazy Eddie.

◆Philadelphia Phillies◆

According to Ray Tipton, executive producer of Phillies Baseball for WTAF-TV Philadelphia, 90 games will be broadcast this season—5 preseason, 85 regular season. Regional cable sports channel Prism will air 40 regular season games (33 home, 7 away). WCAU(AM) plans to air 20 preseason games and all regular season games.

WTAF-TV is in the seventh year of an 11-year arrangement running through 1992. The station retains rights but shares advertising revenue with the team. Principal advertisers will be Anheuser-Busch and First Pennsylvania Bank.

WCAU(AM)'s 11-year contract runs through 1993. The station has had a 23-station network. Chris Witting, vice president and general manager, expects that number to grow this season. Major advertisers include Chevrolet and Anheuser-Busch.

Prism has been showing Phillies games since 1976 and is currently in the fourth year of an eight-year contract. Prism pays a rights fee but the Phillies retain and sell advertising time, some pre-sold to Anheuser-Busch, Blue Cross-Blue Shield and Mister Goodbuys (hardware franchise).

Harry Kalas, Richie Ashburn and Andy Musser handle play-by-play and color commentary for radio, TV and cable. Garry Maddox and Chris Wheeler contribute color for cable.

◆Pittsburgh Pirates◆

"It went great." That is Dean Jordan's assessment of the Pirates' first year as the producer of the team's radio broadcasts. Jordan, director of broadcasting for the second-place NL East finishers, said sales and profits from the broadcasts exceeded expectations.

Prior to last season, the Pirates sold the radio rights each year to KDKA(AM), Group W's clear-channel powerhouse. But, figur-

ing it could earn more and promote the team better, it decided to retain the rights starting with 1989, produce the games and sell the time. KDKA remains the flagship of the team's radio network, carrying the games in the second year of a three-year agreement. The radio network has grown under the team's direction. Last year, the number of stations in the networks jumped from 27 to 40. The Pirates have added at least four more stations for the upcoming season.

Major advertisers for the radio broadcasts include Budweiser, Mellon Bank, Jeep-Eagle, Giant Eagle supermarkets, Sears, Donnelly Directories, Nissan and K Mart.

The Pirates have sold the broadcast television rights to KDKA-TV. In the second year of a two-year agreement, the Group W station will broadcast 48 regular season games (40 away, eight home)—two more than last year—and two preseason games. The station has put together a network comprising six other stations. The contract between the team and that station has an option for a third year, which has to be executed by Sept. 1, according to Jordan.

Judging from advance advertising sales, Hal Whack, general sales manager, KDKA-TV, is anticipating "an excellent year." Preseason sales, he said, have already surpassed sales for the entire 1987 season. Whack attributed the healthy sales to the Pirates' performance and creative cross-promotional activities involving the team, advertisers and the station.

Television advertisers include Anheuser-Busch, Giant Eagle, Bell Atlantic, Equibank, Eat 'N' Park, Sunoco, Chevrolet, McDonald's, Cameron Coca-Cola, Pizza Hut, Pittsburgh Paints, The Appliance Store and the Pennsylvania State Lottery.

The team is in the final year of a three-year agreement with Tele-Communications Inc.'s regional sports service, KBL Entertainment Network. Under the deal, KBL will televise 60 regular season games (33 away and 27 home) and three preseason games, one on April 1 against the Baltimore Orioles from Robert F. Kennedy Memorial Stadium in Washington.

The deal, which has a two-year option clause, is complex, involving TCI's purchasing of large blocks of tickets each year, and is dependent on the teams' on-field performance.

The same four announcers are back from last year to handle the cablecasts and broadcasts: Lanny Fratare, John Sanders, Steve Blass and Jim Rooker.

◆St. Louis Cardinals◆

"The Cardinals are one of the top franchises year in and year out," said Robert Fullstone, vice president and general manager, KPLR-TV, which is celebrating 30 years on the air this spring. The station, in the

second year of a three-year contract, will offer 60 games, the majority away, including opening day in New York against the Mets and the home opener.

Leading advertisers on board include Anheuser-Busch, Central Hardware, Schnuck's (a food retailer), Hardee's and True Value Hardware. Fullstone said that ad inventory sales are currently ahead of last year, when it came close to selling out. A network of 32 stations in nine states, "one of the biggest in baseball," he said, will reach an estimated 10.5 million homes, about one million more than last year, according to Dan Cohen, KPLR-TV research director. Game announcers will be former Cardinal pitcher Al Hrabosky and Ken Wilton. Although the station does no actual pre- or post-game shows, *The Whitey Herzog Show* will air each Sunday night at 9:30 p.m. and feature the former manager analyzing the week's baseball events. On the air now is the *Hot Stove League*, a baseball discussion program.

At this year's Association of Independent Television Stations convention, according to Fullstone, KPLR-TV received honorable mention for its Cardinals sales kit and on-air promo spots, and won the outdoor display category for its inflatable bat and ball.

KMOX(AM), the flagship station of a 130-station network, plans to cover all 162 regular season games as well as preseason activity, according to General Manager Robert Hyland. The station, which has been covering the games for "at least the last quarter century," has three years to go on its current contract.

Advertisers include Anheuser-Busch, Chevrolet, Schnuck's, Missouri Lottery, Marco Sales, Car Quest and United Van Lines. Hyland reports that all pre- and post-game shows, along with 80% of the "in-game" inventory, have been sold. Pre- and post-game coverage will be handled by former Cardinals pitcher Bob Gibson, as well as by game announcers Jack Buck and Mike Shannon. Ballpark promotional efforts have been planned with the team.

Cencom Cable Associates will program 50 home games on the Cardinals Cable Network, which is entering its fourth year carrying the team, beginning April 16 against the Mets. The games will reach 300,000 cable homes via seven affiliate cable systems in the metropolitan St. Louis area, according to John Clark, Cencom's vice president, marketing and programming. Clark also expects 3,000 individual cable homes to take advantage of pay per view, in addition to 12,000 full-season package subscribers. Cencom is in the second year of its second contract, with an option for a third year in 1990. Leading advertisers are Schnuck's and local GMC dealers, and Clark expects to repeat last year's ad inventory sellout. Cencom will have pre- and post-game shows.

ON THE ROAD TO

NAB

RADIO

LAS VEGAS 1989

In preparation for the annual National Association of Broadcasters convention, BROADCASTING is presenting a weekly feature looking ahead to the various technological offerings that will occupy the equipment exhibit.

This week: radio

Technologies that have tried to gain a foothold in radio station operations in recent years, with varying success—AM stereo, digital audio tape (DAT), NRSC, FMX—will try again this year at the National Association of Broadcasters exhibition in Las Vegas, April 29 to May 2.

Many radio equipment manufacturers are not yet announcing their NAB product introductions and a few are planning none, choosing instead to concentrate on existing products. Manufacturers are slow to predict

how business will be at the exhibition, but all seem to have reserved booths the same size as last year, and many tried to expand but were unable.

Audio tape equipment manufacturers will increase their emphasis on DAT (digital audio tape) sales at this year's NAB. They agree that while expectations were too high for DAT when it was introduced, professionals are embracing the technology now. David Kalakami of Sony Corp. said that Sony is selling about 100 recorders a

month. "I think in terms of the machines we are selling for very narrow professional distribution, DAT's success has been decent. After all, it's a \$3,000 recorder and to sell 100 or so a month is nothing to sneeze at," he said.

Harris Corp., Quincy, Ill., will display DAT equipment introduced at NAB 1988 and will present a paper on the various uses of DAT in radio stations and post-production facilities at the NAB technical conference. "It's found several niches where it

Splatter matters.

Splatter is a form of radio interference that can drive listeners away from AM radio. It creates distortion in your signal, wastes transmitter power on undesired sidebands and interferes with other stations. Even with an NRSC audio filter, misadjustment of the transmitter or audio processing equipment can still produce an RF spectrum that can exceed NRSC or FCC limitations.

That's why routine monitoring of your station's RF spectrum is a must. But it doesn't mean you'll have to bust your budget on a spectrum analyzer. It just means you need the rugged SM-1 AM Splatter Monitor from Delta Electronics.

For just \$2,150 you can now accurately measure your transmitter's spectral output, monitor transmitter IPM levels and make adjustments to improve clarity. An external audio input helps identify splatter sources.

The Splatter Monitor's unique offset feature tunes spectral segments for closer examination 10 kHz to

100 kHz away from the carrier. Unlike a spectrum analyzer, you can listen to the front panel speaker or your own headphones as you measure splatter levels on the front panel meter. The Splatter Monitor also has an alarm output to drive your remote control.

In this day and age where splatter matters, monitoring it doesn't have to cost you a fortune.

To find out more about the new Delta Splatter Monitor, call (703) 354-3350, or write Delta Electronics, Inc., 5730 General Washington Drive, P.O. Box 11268, Alexandria, VA 22312.

The Above Standard
Industry Standard.

DELTA ELECTRONICS



©1988 Delta Electronics, Inc.

can be used," said Bob Weyrather, director, strategic marketing. But DAT sales have been slow for Harris. One drawback to selling DAT to radio stations has been the lack of prerecorded software, Weyrather said.

Kalakami said that Sony has not been bothered by a lack of software because some radio program and format syndicators are beginning to deliver DAT versions of their products. Chris Foreman, marketing manager, Panasonic Industrial Co., Cypress, Calif., said that large playback libraries would be helpful, but they are not crucial to DAT's success because it likely will never replace compact disk machines for playback applications. DAT is most useful in a recording environment, he said.

Panasonic's booth will focus primarily on demonstrations of the latest DAT prototypes from Japan. Because the display is still in the planning stages, the company could not give details of the advancements the new machines will include. "One thing we expect to show is computer-controlled DAT, which would be very valuable in broadcast. The thing ends up being very much like a computer-controlled cart machine, except with the fidelity of DAT," Foreman said.

Theoretically, another good application for DAT would be for transferring CD music to DAT in the studio. However, he said he did not believe it was a very common practice. Weyrather agreed that CD's and DAT could work well together in the studio. "If you take a CD and record analog-to-analog, the quality is extremely high," he said. One early introduction announcement is that Studer Revox America, Nashville, will show its new A727 CD system controller.

Some exhibitors say that they will place greater emphasis on educating potential customers on how to use their products. "We get the feeling that a lot of the equipment is being purchased without the full knowledge of what it will do," said Arno Meyer of Belar Electronics Lab, Devon, Pa., manufacturer of radio and TV test equipment. The reason for this, he said, is that station management, rather than engineers, are handling the equipment buying responsibilities. Leonard Kahn, president of Kahn Communications Inc., Westbury, N.Y., agreed. "The engineers, I'm afraid, are losing strength in terms of selection of equipment. I think that's a bad situation."

Kahn blames engineers' lack of influence at AM stations for his inability to gain inroads into the AM market with his single sideband AM stereo system, which he claims is technically superior to the rival C-Quam system, designed by Motorola, Schaumburg, Ill. "We're not making progress [in AM stereo sales], and we won't until we get the receiver situation straightened out," Kahn said. Currently, no AM receivers are equipped to decode the Kahn stereo signal. The handful of systems Kahn has sold this year has been to stations seeking to buy the POWER-side version, which increases coverage of an AM mono signal by rearranging the power in the sidebands. Like last year's exhibit, POWER-side will be a main focus of the Kahn booth.

Motorola and other companies licensed

to sell C-Quam equipment equipped an additional 100 stations worldwide to broadcast AM stereo in the last year to bring the overall total more than 600 stations, according to Steve Kravitz, Motorola manager, sales, marketing and research, AM stereo broadcast equipment. A new C-Quam exciter and monitor will be introduced at the exhibition, but most likely to catch the eye at the Motorola booth will be an automobile parked there in which visitors will be able to sit down and sample the stereo sound.

Kravitz said that Motorola's hopes for additional AM stereo system sales in 1989 are based on anticipated adoption of C-Quam as a standard in Japan and Mexico, which could happen before the NAB convention. Also possible is adoption by the People's Republic of China, which is also studying the system, he said. But the company is not expecting to draw up many contracts at the booth. Motorola's best convention was 1985, when it took in 35 orders. But since other companies have been licensed to sell C-Quam, stations have been comparison shopping.

ers, which co-developed the FM stereo coverage-extending technology with CBS in the early 1980's. "We feel that we're a mature organization now and we're looking for better traffic," said BTP President Emil Torik. More than 100 stations have either ordered or installed FMX generators and two consumer radio manufacturers have announced intentions to market FMX receivers.

Audio processing equipment has been one of the biggest sellers among FM stations, according to Kelli Maag, marketing coordinator for Gentner Electronics Corp., Salt Lake City. "Sales of the Audio Prism have been double what we expected," Maag said. Gentner began selling the Audio Prism, developed by Texar Inc., Monroeville, Pa., after acquiring Texar last year. Another hot product among FM stations that will be featured at NAB are telephone interfaces for call-in talk shows, Maag said.

Pulling all the radio equipment together, the highlight of Allied Broadcast Equipment's booth will be its Modulux display.



A Harris DAT deck

In the domestic market, Kravitz agrees that management has been making buying decisions for AM stations, but is encouraged by that fact. "The older owners of the radio stations—those that have had them since the World War II era—are selling the stations, and new blood is coming in, especially to AM. They seem to think that the stations are being sold at a bargain, which they are," he said. "It's been pretty encouraging. A lot of people have been keeping to their promises that they would go stereo in '89," said Delta's John Bisset, who said that customer interest in both AM stereo equipment and NRSC (National Radio Systems Committee) filters has been growing in recent months.

The hope is, said Bill Ammons of Circuit Research Labs, Tempe, Ariz., that the FCC will act on a pending rulemaking and make implementation of the NRSC standard mandatory in March. "People are just sitting on the fence," waiting to make their AM stereo purchases after NRSC is approved, he said. If the NRSC decision comes down before the convention, AM broadcasters will go to Las Vegas with checkbooks in hand to buy both NRSC filters and AM stereo equipment, Ammons predicted.

On the FM side, for the first time Broadcast Technology Partners, Greenwich, Conn., will display its FMX technology in a booth of its own. In past years, FMX has been a part of a special display sponsored by the National Association of Broadcast-

Allied is marketing preassembled studio cabinets with equipment built-in with modules that fit into boxes sent by UPS. Assembly of the studio bays takes only four hours. "No one else does this," David Burns, Allied national sales manager, said.

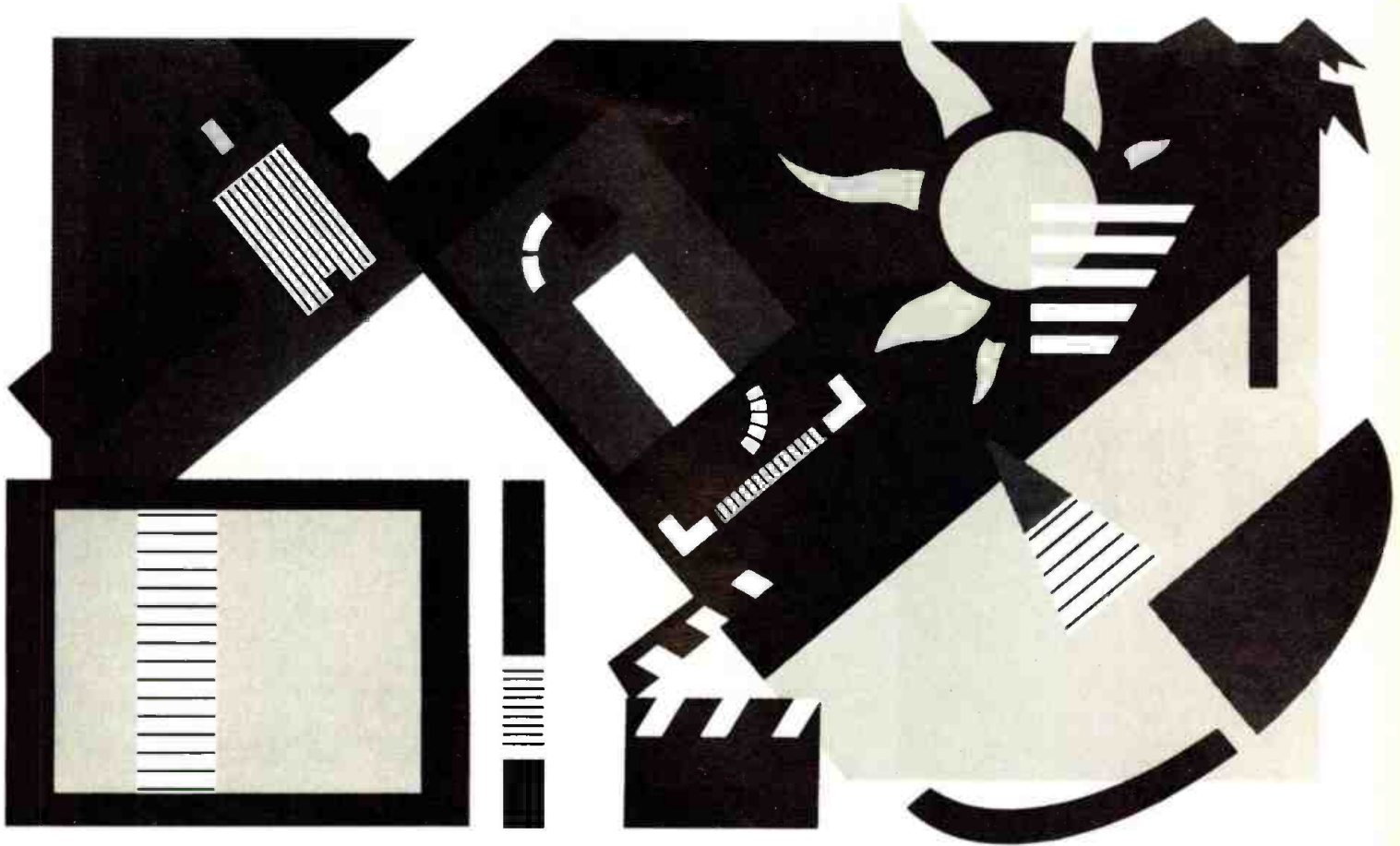
Delta Electronics will introduce a production version of its noise generator for test signal applications. A prototype of the unit was shown last fall at NAB's Radio '88 exhibition in Washington (BROADCASTING, Sept. 26, 1988). "It's kind of new because in the United States noise has not been readily adapted for testing purposes. In Europe and some other countries, noise is used for everything," Delta's Bisset said. He believes this method could be more accurate and cost-efficient.

An enhanced version of the CTR30R three-deck cartridge recorder is being introduced this week at the Audio Engineering Society (AES) convention in Hamburg, West Germany, by Fidelipac Corp., Moorestown, N.J.

Most of the Sony Corp.'s NAB offerings are also being introduced at AES. Among them are an enhanced version of the APR 5000 analog time code machine and a new 48-track digital recorder.

The digital products division of AKG Acoustics, Watertown, Mass., will wait until NAB to introduce its new AKG DSE 7000 digital sound editor. The RAM-based work station combines an eight-track recorder, editor and mixing system.

THE PROGRAMMING OF THE FUTURE



FOR THE EYES OF THE WORLD

REGISTER NOW:

WITH NOT LONG TO GO, IT'S STILL NOT TOO LATE TO ARRANGE PARTICIPATION IF YOU HAVEN'T ALREADY. AND IT'S STILL NOT TOO LATE TO BOOK VALUABLE ADVERTISING TOO...

BOOK YOUR ADVERTISING:

BOOK YOUR ADVERTISING CAMPAIGN IN THE MIP-TV DAILY NEWS AND REACH THE 6,000+ INDUSTRY EXECUTIVES WHO'LL BE THERE EVERY DAY.

PRE-MIPTV NEWS - IN THE HANDS OF ALL PARTICIPANTS 2 WEEKS PRIOR TO THE MARKET.

THERE'S ALSO THE MIP-TV PROGRAMME CATALOGUE: THE BUYERS' REFERENCE GUIDE, SENT TO THEM TWO WEEKS BEFORE THE MARKET.

AND FINALLY, PROFILE YOUR COMPANY IN THE MIP-TV GUIDE; THE INDISPENSABLE YEAR LONG REFERENCE SOURCE.

MIPTV. THE PREMIER SPRING MARKET:

DON'T DELAY. CONTACT BARNEY BERNHARD NOW: INTERNATIONAL EXHIBITION ORGANIZATION INC., 845 THIRD AVENUE, 19TH FLOOR, NEW YORK, NY 10022. TEL: (212) 750-8899. FAX: (212) 688-8085. TLX: 4979122 IED USA.



MIP

PALAIS DES FESTIVALS · CANNES

21-26 APRIL 1989

BBC seeks more commercial profile through co-productions

Company's new U.S. approach includes discussions with ABC and CBS about prime time co-ventures

British Broadcasting Corp.'s U.S. operation, reorganized late last year, is seeking a more commercial profile, according to James Arnold-Baker, a BBC board member and the chief executive of the public broadcaster's sales subsidiary, BBC Enterprises.

The company is seeking more commercially oriented co-productions, including two with the U.S.'s three major networks, said Arnold-Baker. BBC's U.S. sales subsidiary, Lionheart TV, is also looking to supplement its catalog with faster-paced programs.

Additionally, BBC/Lionheart expects U.S. program sales to grow more rapidly with new cable customers than from its traditional public broadcast buyers, although noncommercial sales will continue to provide at least half of the BBC's U.S. program distribution business.

The shift in focus follows a restructuring last fall that reduced responsibilities for veteran BBC North American head John Reynolds, who has since joined independent producer-distributor D.L. Taffner as head of its London operation.

Remaining as BBC/Lionheart president and chief executive officer is former Samuel Goldwyn executive Jack Masters, who was named to the post prior to Reynolds's departure.

U.S. co-production activities will continue to be headed by former Time Life executive Sarah Frank, who reports to BBC Enterprises' London-based co-production director, Roger Laughton.

Arnold-Baker emphasized the importance of U.S. activities for BBC Enterprises, which has worldwide annual revenues of \$270 million.

"The U.S. is by far the largest market [for BBC] in terms of sales and co-production together," he said, adding that approximately 80% of the company's co-production budget involves American co-ventures, totalling 40-50 hours a year.

Until now, however, Lionheart has been unprofitable, and Arnold-Baker said the operation has been streamlined and overhead cut in an attempt to reverse its fortunes.

According to Masters, the changes have taken place at Lionheart "because the potential here has never been realized. [The BBC is] dissatisfied with the contribution the operation has been making."

BBC's new U.S. approach includes active discussions—the first in a decade—with two of the three major commercial networks, ABC and CBS, regarding prime time co-productions ("Closed Circuit," Jan. 30).

According to Arnold-Baker, the net-

works are interested not just in nonfiction co-ventures, but also in made-for-TV movies, as well as light entertainment, situation comedies and sports.

One ABC co-venture involves the network's new nonfiction programming unit under former National Geographic director of television specials Dennis Kane. It is a one-hour prime time special retracing the African air route of British Airways precursor Imperial Airlines, using an amphibious World War II plane.

Although Arnold-Baker did not detail other network co-productions, U.S. co-productions head Sarah Frank said among the company's more commercial projects are



Arnold-Baker

MacDonald, a co-production with Landreth Associates based on the case of Dr. Jeffrey MacDonald, which inspired the *Fatal Vision* mini-series; and *Not a Penny More, Not a Penny Less*, a four-hour adaptation of the Jeffrey Archer novel in a co-production with Paramount-Revcom for the USA Network cable service.

Among other commercial co-ventures: upcoming co-productions with the cable service Arts & Entertainment; the 12-part *All Creatures Great and Small*, and for fall 1989, the eight-part *Road to War*. *The Impossible Spy*, a made-for-TV movie co-produced with Quartet International that was slated for an HBO premiere last year, and *Trials of Life*, a 12-part David Attenborough series co-produced with Turner Broadcasting, are other commercial co-ventures.

But according to Frank, the BBC, whose first U.S. co-production dates back to 1970 with Time Life Films' *America with Alastair Cooke*, will continue its strong relationship with public broadcasters in the co-production field. One recent product, co-

produced with the Public Broadcasting Service's *Wonderworks*, was a nine-hour adaptation of C.S. Lewis's "The Chronicles of Narnia."

Public television remains not only an important co-production partner for BBC, but a key buyer of programs as well. According to Masters, public TV sales will represent half of Lionheart's total sales intake this year, and because of the BBC's "natural alliance" with noncommercial broadcasters, they will remain among Lionheart's "most important customers."

Half of Lionheart's program sales, however, come from commercial cable entities, and according to Arnold-Baker, while sales to public stations will continue to grow, sales to cable will grow faster.

Arts & Entertainment alone represents about 25% of annual U.S. sales, due to a long-term output agreement with the BBC that runs through 1992. Other cable buyers include The Discovery Channel, Lifetime and Bravo. Co-production partners include HBO, Showtime and The Disney Channel.

Arnold-Baker also acknowledged that competition from cable services for BBC product and the resulting "hardening" of program prices has been difficult for noncommercial TV buyers, particularly because of the greater bureaucracy in program buying among public station consortiums.

BBC's recognition of the growth in commercial TV outlets, not just in the U.S., but in other countries around the world, is leading it to look for program genres to complement its own strengths in drama, nonfiction and children's programming, said Masters.

Acquisition targets, said Arnold-Baker, would include worldwide (and U.S.) distribution rights to libraries with American-made "fast-paced action movies" and mini-series. □

Distant Signals

LBS International has named Gary Wald, former president of producer-distributor Waldo Communications, to senior vice president and general manager. Wald is responsible for the Los Angeles-based operations foreign sales and marketing, and program development and acquisition. Wald had also held the position of senior vice president and general manager of Sunbow Productions. □

London Weekend Television International has opened a New York office. The British commercial broadcasters' U.S. operation will be headed by Suzanne Hayes, vice president. Former

D.L. Taffner executive Melissa Green has also been hired.

□

Cable News Network's international newscast *World Report* is now being broadcast on Soviet television, beginning on a monthly basis and becoming bi-weekly in May, according to **Turner Broadcasting System**.

□

Los Angeles-based music programing distributor **Radio Vision International** has sold exclusive U.S. TV rights for *Sting: Live* at Korakeu Stadium in Tokyo to **Home Box Office**. The concert was shot by Japan's Fuji Network, which aired it live last October, along with Spanish national network TVE.

□

Worldvision Enterprises of New York has begun foreign TV and home video distribution of its weekly half-hour horror series *Monsters*, now in its first season in 130 markets in the U.S. The program is a Laurel Entertainment production in association with Tribune Entertainment.

□

Harmony Gold, a Los Angeles-based program distributor, has picked up international TV and home video rights to three one-hour *After School* specials. The programs include *Supermom's Daughter*, starring Barbara Bosson; *Just a Regular Kid: An AIDS Story*, and *Tattle*.

□

CBS's overseas sales arm will distribute television product of Corte Madera, Calif.-based **Golden Gaters Productions**. GGP will produce six features a year for **CBS International's** *CBS Spotlight on Sports*, a one-hour monthly special that airs in 14 countries, as well as on Armed Forces radio and TV.

□

Fox/Lorber Associates has acquired worldwide rights to the live-action shorts produced under the Discovery Program, a platform for young directors developed by Chanticleer Films.

□

Radio Moscow has announced it will solicit commercial advertising. Voice of America Director Richard Carlson sees the decision as an effort to become more competitive with VOA. He noted that VOA Europe, the Voice's contemporary music network with 54 affiliates in 12 Western European countries, has the authority to air commercials and has broadcast them on several of its programs. U.S. syndicators, such as Westwood One and Radio Express, furnish programs to VOA Europe. The syndicators do not charge for the programs but sell commercials in them. Carlson says he welcomes Radio Moscow's increased competitiveness. "We've got the audience. They don't. But they're getting better, and we will have to work hard to stay ahead."

Broadcasters cite new opportunities in Hispanic television

Expanding U.S. Hispanic population and political changes help spur growth of Spanish-language market

The rapid expansion of the U.S. Hispanic population, combined with political changes in Latin America, is creating new, although sometimes uncertain, opportunities in Hispanic television throughout the Americas, according to Spanish-language broadcasters and producers at a bilingual workshop in Houston.

"The growth of the Hispanic population in the U.S. is dramatic," said Carlos Barba of Telemundo Group in New York. "The Hispanic market in the U.S.A. is the number-one Hispanic market in the entire world in buying power: \$1.64 billion a year buying power. The multinational advertisers have come to the market, because you cannot ignore it from the business point of view."

The Hispanic population in the U.S. is already 21 million, according to moderator Michael Solomon of Lorimar Telepictures, and estimates place it at 26 million or more by 1995.

Recognition of that demographic group in the U.S. has led to a new targeting, not just by all-Spanish-language broadcasters, but by more mainstream TV outlets, such as the pay cable service Home Box Office and stations in heavily Hispanic markets like Los Angeles, which are reaching out to Spanish-speaking viewers by adding a Spanish-language audio to their telecasts.

Of the Latin American market itself, Elios Alvarez, Brazil-based head of Columbia Pictures sales for Latin America, argued that the region's TV industry "can only grow. We have 380 million population and 50 million TV sets throughout Latin America, and people are watching more and more television."

For Telemundo's Barba, the long-term goal is "the integration of the Hispanic market in the U.S. with the whole Hispanic-American continent. I can see American companies marketing their products through a vehicle such as Panamsat [satellite] and through programing originated in Caracas, Buenos Aires or in the United States, reaching the consumer all over the continent."

Alvarez and other panelists, however, noted there are political and economic constraints often placed on Latin American broadcasters, sometimes limiting the number of hours they can broadcast or making payments for foreign programs difficult.

"TV [licenses] are concessions by the government. They have it over their heads," Alvarez explained, adding that na-

tions including Brazil and Argentina are going through a democratic process that may help free television.

Oswaldo Barzelatto of MGM/UA Telecommunications, Santiago, Chile, argued that even with growth, foreign program imports eventually hit ceilings in Latin American markets.

"When markets are beginning, they base all of their programing in foreign programs, buying from the U.S. basically. As the years pass by and they start developing and getting more sophisticated, every country develops their own local production," said Barzelatto, who added that "the ratings tend to be more attractive for local programing in each country." He placed the typical ratio of local programing to American programing at 60%-40%.

On the plus side for distributors, said Barzelatto, prices initially received for imported programs in developing Latin American markets are very low, but as local production capacity grows, the price for distributors' programs also tends to go up, tracking local production costs. Panelists placed the total cost of local program production in Latin America at between \$16,000 and \$35,000 per hour.

Meeting with mixed success have been leading Latin American TV companies' attempts to penetrate other markets, particularly the U.S. For example, said Alvarez, Brazil's TV Globo, which claims to be the world's fourth-largest network after the U.S.'s ABC, CBS and NBC, and which can dominate prime time with a 80% share and takes in 57%-60% of the industry's ad revenue, has been unable to break into the U.S. market with its English-dubbed programs.

Marcel Granier, Radio Caracas Television, Venezuela, also said that his company's effort to produce an English-language version of its popular soap operas was a "failure," although he said it was trying again with larger-budget mini-series.

Added Granier: "Our main client has been Venezuela, [but] in the past two years, we've come to realize the international market can be, or is a lot more, important... We're more geared to the tastes of the Hispanic population in the U.S., which is becoming our main client now."

Telemundo's Barba believes English-subtitled Spanish-language soap operas can play in the U.S. "If, when American audiences and American [women watch TV] at 6 or 7 o'clock and all the stations have news, they can [instead] enjoy and watch the passion, the drama, the romance of our telenovellas, we're going to create a revolution in this country." □

Step closer. Board of directors of New World Entertainment has approved company's agreement in principle to be acquired by Pathe Entertainment (BROADCASTING, Feb. 27). Price paid for company's stock would be \$138 million in cash and principal of non-interest bearing notes, amounting to tentative per-share price of \$8.20. Stock closed at \$6.375 last Wednesday (March 1), up \$0.125.

Heavy metal: Panning for gold

Some programers tout hard-rock format; others on dial would rather switch than fight

As one consultant described the situation, programers of hard rock/heavy metal music are in a period of throwing themselves against the wall to see if the format will take hold. "They're certainly throwing it against the wall," he said, "but not much is sticking yet."

While the brash sound has made tremendous gains in the music industry during the 1980's and is increasingly finding itself on the top-10 charts, radio programers are still trying to define the right approach to caging the beast. Television appears to have made some headway with MTV: Music Television's *Headbanger's Ball*, the two-year-old weekly program that expanded from two to three hours in January 1988. The show, which airs Sundays from midnight to 3 a.m. ET, is sponsoring a 30-city concert tour beginning April 3 that will feature a line-up of screeching, loud bands with names like Anthrax, Exodus and Helloween.



Metallica

A MILLION DOLLARS WORTH OF PROGRAMMING ON YOUR STATION FREE !

Programming that makes a difference. . .

In your ratings - hosts with proven track records

In your sales - programs with local appeal

Now . . . Easy-to-sell weekend specialty shows

LOCK UP YOUR MARKET TODAY!

CALL (518) 869-4386 NOW!

AMERICA'S ONLY 24-HOUR, LIVE, TALK RADIO NETWORK

- * 800 number for listener call-in
- * Satcom 1R and Galaxy II

American Radio
Networks



WE'VE GOT AMERICA TALKING

In the radio industry, recent efforts to face the music have included those by Satellite Music Network's Z-Rock, the 24-hour satellite-delivered hard rock format that signed on consultant Lee Abrams in October 1988 and has subsequently revamped its service; *Metalshop*, a syndicated program launched in 1984 by MJI Broadcasting, which last January expanded from one to two hours weekly, and, simultaneous with the *Metalshop* expansion, the launch of Westwood One Radio Networks' *High Voltage*, a two-hour syndicated weekly program devoted to the format.

"There's been an intensive marketing effort, particularly by Satellite Music Network, which has created an awareness," said Rick Sklar, a New York-based consultant, describing increased industry speculation concerning the viability of such a format. "Six months from now, we'll probably have a better picture on whether the promotional effort has paid off." According to SMN Executive Vice President and Chief Financial Officer David Hubschman, the company has "spent well in excess of \$1 million over the last two years getting Z-Rock off the ground."

Promotional efforts notwithstanding, opinions differ as to what exactly is the "heavy metal" sound. According to Mark Snider, producer of *Metalshop*, heavy metal is an umbrella description that includes the "hard rock" category. Heavy metal artists generally become "hard rock" musicians when they enter top-10 lists with ballads and other types of songs having broader appeal.

"A ballad is a way of getting a band on

he radio without that hard edge that supposedly scares away the older listener," said Snider. The age factor is a key question in the format's viability; naysayers indicate that its growth is limited because of an audience that is skewed toward teenagers. Snider dismissed the teenage bias, however, noting that many heavy metal listeners who were 18 years old in 1980 are standing by the format today.

At Bolton Research Corp., a marketing research company whose clients include what they describe as "mainstream" AOR stations, research director Mark Ramsey said the format's potential is limited by its target age group. While most hard rock/heavy metal programmers said that they were targeting men ages 18-34, Ramsey and several other observers contended that the music may have little potential among listeners over the age of 24.

One station that gave up on the format after about a year was KZQQ(AM) West Valley City, Utah, which last month made a dramatic switch to a classical format. Station General Manager Gene Guthrie said the hard rock station, which had been a Z-Rock affiliate, appealed primarily to ages 18-24. Although the audience was large, he said, local advertiser support was not.

"It builds audiences, but it never got to the point where you could sell it by numbers," said Guthrie. KZQQ as a hard rock station was able to attract fast food restaurants, record stores, clothing stores and automotive stores, he said, but many sponsors in what he described as the "conservative" Salt Lake City market, wanted no part of the action. "It's just too extreme to garner the mainstream audience," said Guthrie. "I'm 50 years old and I like the format myself, but I couldn't sell it."

After a three-month experiment with a heavy metal format, KBPI(AM) Denver has decided to drop the format in favor of talk. According to Chris Poole, program director, audience response to the heavy metal format was positive but advertising did not come easy. The station did not build its own clientele during the experiment, he said, but rather picked up existing advertisers on its AOR-formatted co-owned station, KBPI(FM).

Taking a similar advertising approach is SMN's Z-Rock, which Managing Director Lee Abrams said is able to maintain a national advertising clientele partly because it is sold in combination with the company's other networks. Advertisers on the network include AT&T, Campbell's Soup and Charles Schwab.

The evolution of Z-Rock's audience is coming slowly: the service presently serves 12 AM and two FM affiliates. Lee added, however, that he expected to have about 30 affiliates by this spring and about 100 stations a year from now. He said that key to Z-Rock's appeal to potential affiliates was its ability to tie together national marketing campaigns. Or, as he described it more succinctly: "An ideal affiliate takes advantage of our national muscle." Included among the list of current Z-Rock affiliates taking advantage of that national approach are KADX(FM) Castle Rock, Colo., and Texas stations KZRK(FM) Gainesville and



Abrams



Sklar

KSJL(AM) San Antonio.

The prevalence of hard rock experimentation on AM runs contrary to a trend away from music on the dial, but many programming the format said the hard rock-AM relationship makes perfect sense. For example, KBPI(AM)'s Poole said the station was able to attract young listeners to AM because it took on an underground status apart from the many music formatted stations on FM. He compared heavy metal music to the early days of rock 'n' roll, when teenagers rallied around a music form despite protestations from parents.

There is no mistaking a certain stigma that some members of society have placed upon certain heavy metal artists. Parents Music Resource Center, a Washington-based lobbying group, has made repeated

well-publicized efforts to restrain distribution of the music. Last fall, Geraldo Rivera promoted the notion of a heavy metal-devil worship connection through a nationally televised special.

If there are any negative perceptions about hard rock artists, there is little indication from national advertisers. The U.S. Army is among the sponsors for *Metalshop*, along with Budweiser, Levi-Strauss and Hershey's. The U.S. Army also sponsors Westwood One's *High Voltage*, according to Gary Landis, the company's vice president and director of programming. He said the weekly two-hour hard rock program has also attracted Miller Lite as a sponsor since launching in January.

Landis said there are presently 75 affiliates for the new program, including some of the Z-Rock stations. The show, hosted by KNAC-FM Los Angeles personality Tawn Mastrey, includes hard rock tour and information news and such features as the provocatively titled "Classic Headbangers."

Consultant Sklar said he supports those stations willing to tackle the heavy metal-hard rock format, provided they are staffed with aggressive and well-researched salespeople. "This is an absolutely narrowcast, specialized, highly personalized, love-it-or-hate-it-sound," he said. "It's not for everybody." □



EMRC rated

Birch/Scarborough Research said it has received full accreditation from the Electronic Media Ratings Council for its Quarterly Summary Report service. The move does not pass judgment on the accuracy or reliability of the methodology, but does assure subscribers that uniform procedures are followed as part of that service. EMRC said accreditation of the Coral Springs, Fla.-based ratings firm followed a two-year investigation and audit of its services. Birch/Scarborough had applied for accreditation and paid for the audit.

Radio ad growth. Network radio advertising revenue for January 1989 was \$30,050,801, a 7.1% rise over January 1988's \$28,056,217, according to New York-based Radio Network Association. RNA, which bases its results on financial information collected each month from network companies by the accounting firm of Ernst & Whinney, said January 1989 marked the eighth consecutive month of revenue growth.

National spot radio billings for January 1989 were \$62,367,500, a 15.6% increase from January 1988's \$53,938,200, according to Radio Expenditure Reports Inc., Mamaroneck, N.Y. The company compiles figures from the top 15 rep agencies.

Dial-a-leader

Listeners of KCRW(FM) Santa Monica, Calif., will have the opportunity to speak to Costa Rican President Oscar Arias Sanchez and Benazir Bhutto, Prime Minister of Pakistan, via telephone. Bhutto was to be heard March 5 at 6 a.m. Arias is scheduled for March 12 at 6 a.m. KCRW(FM) is a National Public Radio station and an affiliate of American Public Radio, serving the Los Angeles area. Listeners can participate by either sending a letter with a question to BBC World Service in London or by calling the BBC in London before or during the program. If their question is chosen, they will be called back at the BBC's expense and put on the air live.

CBS health beat

The CBS Radio network has named CBS News medical correspondent Susan Spencer as anchor for *Healthtalk*, the two-and-a-half minute feature that airs daily at 11:25 a.m. ET. CBS Radio's *Newsnotes*, the Monday-Sunday feature previously hosted by Spencer, is now hosted by Harry Smith, co-anchor of *CBS This Morning*. Coinciding with the personnel shift at *Healthtalk* is an expansion in coverage to include nutrition and fitness reports. (The program's content previously focused on medical developments.)

Viacom's financial picture improves in 1988

Viacom finished 1988 with an improving financial performance aided by the syndication of *The Cosby Show*. The company reported a fourth quarter operating income of \$66.9 million, up 105% from fourth quarter 1987. After interest charges and payment of preferred stock dividends, Viacom reported a loss of \$26.1 million for the quarter compared to a loss of \$48.9 million for the same period in 1987.

For the year, Viacom showed a net loss attributable to common stock of \$188.8 million, compared to a pro forma loss of \$219.3 million in 1987.

Revenue in the company's entertainment segment grew 194% from fourth quarter 1987, to \$63.3 million. "reflecting the effect of domestic syndication and barter revenue associated with *The Cosby Show* and increased revenue related to internally produced television programming," the company said. Operating income for the entertainment segment grew from \$3.9 million in the fourth quarter of 1987 to \$36.8 million in the same quarter in 1988.

Revenue for Viacom's networks segment, including MTV Networks and Showtime Networks, grew 26% to \$171.1 million. The company said that MTV Networks' revenue increased 35% over fourth quarter 1987 revenue because of increased ad sales, an increased subscriber base and revenue from the broadcast syndication of *Double Dave* and *Finders Keepers*. Showtime Networks' revenue grew 22% over the last quarter in 1987, primarily from customer growth. At a cable investors' meeting in February, George Smith Jr., Viacom senior vice president and chief financial officer, said that the company's plan to increase Showtime/The Movie Channel's subscribers through the sale of the services' equity to operators had been dropped because the subscriber-increase goal was being met through marketing efforts.

Operating income for the networks segment grew 30% from fourth quarter 1987 to fourth quarter 1988, to \$16.9 million. While MTV networks' operating income increased 39%, Showtime Networks showed an operating loss of \$2.1 million, compared to a loss of \$200,000 in the fourth quarter of 1987. Viacom attributed the increased operating loss to the cost of its Showtime/The Movie Channel subscriber promotions.

Operating income for the cable television segment grew 200% to \$15.2 million for the quarter. Viacom closed the sale of its Long Island and suburban Cleveland cable systems to Cablevision Systems Corp. last month.

Operating income for the broadcasting segment grew 2% to \$12.1 million. Smith pointed out that the company's WLTW-FM

New York had an operating margin of 60%.

Viacom's charge for corporate overhead grew 559% from the fourth quarter of 1987 to \$15.4 million for 1988, partially reflecting a \$4.3 million noncash charge for a long-term deferred incentive compensation plan.

While Viacom's operating income doubled to \$66.9 million for the fourth quarter, the company's interest expense and preferred-stock dividends prevented it from showing a profit to common shareholders. Interest expense for the fourth quarter was \$70.2 million, compared to \$67.6 million

for the year before. Preferred stock dividend requirements rose 29% from fourth quarter 1987 to \$17.4 million. The company's \$26.1 million loss attributable to common stock translated into a loss of \$0.49 per share. The company's interest costs result from borrowings made in National Amusements' 1987 leveraged purchase of Viacom.

For the year, Viacom showed an operating income of \$149.9 million, up 51% from pro forma results for 1987. Company revenue grew 25% from 1987 pro forma results, to \$1.26 billion. □

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
A.H. Belo	Fourth	\$105,625	3	\$2,468	-52	\$0.12
	Year	\$385,412	1	\$10,092	-54	\$0.51
BMA Corp.	Fourth	\$11,856	7	\$1,257	-10	—
	Year	\$41,377	18	\$1,342	NM	—
CBS	Fourth	\$772,000	—	\$40,100	-84	\$1.56
	Year	\$2,778,000	1	\$1,149,900	154	\$44.75
Capital Cities/ABC	Fourth	\$1,315,605	-7	\$140,211	20	\$7.76
	Year	\$4,773,453	8	\$387,076	39	\$22.31
C-COR Electronics	Second	\$12,816	56	\$1,354	221	\$0.63
Chris-Craft Industries	Fourth	\$71,587	1	\$3,788	-50	\$0.16
	Year	\$250,830	4	\$21,442	103	\$0.92
Cosmos Broadcasting	Fourth	\$28,900	-1	\$7,600	—	NM
	Year	\$107,200	3	\$9,200	14	NM
Gannett	Fourth	\$905,283	8	\$117,842	11	\$0.73
	Year	\$3,314,485	8	\$364,460	14	\$2.26
Knight-Ridder	Fourth	\$574,650	9	\$45,592	-9	\$0.82
	Year	\$2,083,330	6	\$156,383	1	\$2.76
Kushner-Locke	First	\$4,929	122	\$482	-44	\$0.04
Lee Enterprises	First	\$70,124	7	\$11,063	5	\$0.44
LIN Broadcasting	Fourth	\$62,660	8	\$25,944	65	\$0.49
	Year	\$225,535	8	\$82,121	-6	\$1.54
McGraw-Hill	Fourth	\$507,429	2	\$54,970	10	\$1.13
	Year	\$1,817,961	4	\$185,505	13	\$3.83
Media General	Fourth	\$191,362	4	(\$29,620)	NM	(\$1.03)
	Year	\$755,747	6	\$8,819	-79	\$0.31
Multimedia	Fourth	\$439,588	7	\$26,877	115	\$2.20
	Year	\$117,370	6	\$13,093	160	\$1.07
The New York Times Co.	Fourth	\$450,024	3	\$50,442	19	\$0.64
	Year	\$1,700,046	4	\$167,680	5	\$2.08
Park Communications	Fourth	\$42,980	4	\$6,395	5	\$0.46
	Year	\$160,357	7	\$19,098	12	\$1.38
Pulitzer Publishing Co.	Fourth	\$105,988	7	\$7,650	34	\$0.73
	Year	\$390,9979	6	\$19,641	28	\$1.46
Scripps Howard	Fourth	\$79,480	17	\$8,248	NM	\$0.80
Scripps Howard Bcstng	Year	\$274,651	17	\$16,543	-28	\$1.60
Sony	Third	\$4,871,579	37	\$229,381	44	\$0.75
Times Mirror Corp.	Fourth	\$865,389	7	\$96,781	77	\$0.76
	Year	\$3,332,628	6	\$331,854	25	\$2.58
Viacom	Fourth	\$355,367	34	(\$26,051)	NM	(\$0.49)
	Year	\$1,258,501	25	(\$188,794)	NM	(3.54)

A.H. Belo revenue in prior year included \$5.2 million from sale of radio stations. Company attributed lower 1988 earnings to "soft economic conditions in local markets ...[and] higher television programming expense...." ■ **BMA Corp.** figures are for revenue and operating profit of television division, comprising KTVL(TV) Sacramento, Calif., and KDVR(TV) Denver. Company has signed definitive agreement to sell Sacramento station and is seeking buyer for Denver. ■ **CBS** year-end results included \$870 million gain, net of taxes, from sale of CBS Records. Net corporate interest for year was income of \$185

million, compared to expense of \$7 million in prior year. Company had cash and marketable securities of \$3 billion at end of 1988. ■ Prior fiscal year and fourth quarter for **Capital Cities/ABC** had extra week. Operating income increased 9% to \$816 million in 1988, and fell 4%, to \$266.1 million, in just-completed fourth quarter. ■ **Chris-Craft's** yearly earnings include gain of \$6.5 million on sale of securities. ■ **Cosmos Broadcasting** is wholly owned subsidiary of Liberty Corp. Cosmos said earnings increase was due to "stations' focus on local sales efforts, coupled with expense controls and lower tax rates." ■ **Gannett** said operating income increased 7% in fourth quarter, to \$227 million, and 4% for year, to \$687.6 million. Costs of investment in GTG Entertainment were reported as "nonoperating expense." ■ **Knight-Ridder** said operating profit of broadcast division was \$15.6 million, up 7% from 1987. ■ **Kushner-Locke** said that revenue growth was largely attributable to change in delivery schedule of *First and Ten*, show produced by company for HBO. ■ **Lee Enterprises** credited political advertising for 8% increase in first-quarter broadcasting revenue: "In general, television advertising continues to be down, especially in national spot category." ■ Prior year's earnings for **LIN Broadcasting** included \$31.1 million after-tax gain on sale of radio stations. ■ **Media General** broadcasting division had revenue of \$51.7 million in fourth quarter, and \$198.6 million for full year. Company took \$54.9 million pre-tax charge upon sale of Media General Broadcast Services to division's management. ■ **Multimedia** said operating cash flow increased 11% in both fourth quarter, to \$50.3 million, and in full year, to \$177.3 million. In 1988, broadcasting cash flow increased 9%, to \$54.7 million, on revenue of \$136.9 million, up 2%. Entertainment cash flow increased 8%, to \$31.2 million, on 13% revenue increase to \$65.5 million. Cable cash flow was \$48.5 million on revenue of \$101.9 million. ■ **The New York Times Co.** said when company's sale of cable division closes it will produce gain of roughly \$321 million, of which \$183 million will be recorded after-tax. Because of certificate allowing for deferral of tax, remainder of gain will be recorded as deferred liability. ■ **Park Communications** had operating cash flow of \$32.3 million, up 10%. ■ **Pulitzer Publishing Co.** said improved cash flow results reflected "strong revenue performance from broadcasting and the benefit of expense controls." Fourth-quarter results benefited from Olympics carried on three of seven affiliate TV stations, and from turnaround at company's AM-FM combination in Phoenix. Two radio stations had 41% decrease in cash flow for year, but showed 44% cash flow jump in fourth quarter. Television cash flow was up 9% for year, and 17% in fourth quarter. Respective broadcasting revenue numbers were \$103.8 million, up 7%, and \$29.7 million, up 12%. ■ **Scripps Howard** had net loss of \$16.4 million in year-before fourth quarter. Results for 1987 included \$22 million asset write down concerning wxv(tv) Phoenix and wfts(tv) Tampa, Fla. In 1988, broadcasting operations had revenue of \$214.1 million, up 8%, and operating income of \$58.9 million. Respective numbers for fourth quarter were \$62.3 million, up 10%, and \$21.3 million. Company said that in fourth quarter, local advertising increased 6%, while national inched forward four-tenths of 1%. Cable revenue was \$60.5 million for full year, producing operating income of \$4.4 million. Total subscribers at year-end were 157,000. ■ Percentage changes for **Sony** reflect comparison of figures in yen. ■ Operating revenue for **Times Mirror** broadcast segment was down 10% for year, to \$99 million, and down 9% for fourth quarter, to \$27.7 million. Respective numbers for operating income were, \$42.2 million, down 28%, and \$12.4 million, down 25%. Company cited depressed economy in Texas—where two of its four television stations, representing over half of its revenue, are located—and "competitive market conditions," affecting ktvl(tv) St. Louis. Cable television had operating revenue of \$282.7 million for year and \$75.6 million in fourth quarter. Respective numbers for operating income were \$43.5 million and \$14.1 million. Company said year-end basic subscribers numbered 997,000 while pay subscribers were 702,000. ■ **Viacom** annual comparisons are made with pro forma figures for 1987. Net losses reflect preferred stock dividend requirements of \$17.4 million for fourth quarter 1988 and \$65.7 million for year.

ABC, NABET start talking

Capcities/ABC President Daniel Burke said the company was not out to bust the National Association of Broadcast Employees and Technicians (NABET) with whom it began contract negotiations last Wednesday in San Diego. But after the first day's presentation of contract proposals, one NABET executive said their strategy would focus on fending off the company's initiatives, more than on pressing the union's own agenda: "We will be spending quite a bit time counterpunching."

Most of the 2,500-2,700 NABET employees at the company are technical workers, but the union jurisdiction also covers newswriters, public relations writers, couriers and about 24 other groups.

Observers expect bargaining to center on work rules involving technicians. ABC is trying to obtain the right to hire them by the day ("per diem") rather than use only full-time employees—ABC's "per diem" hiring is currently limited to certain newsgathering activities outside the area covered by the company's owned stations. Also, ABC is said to be interested in pursuing the right to lay off, based on technical ability, not just seniority, and the ability to use taped material produced by nonunion firms.

Capcities/ABC has already begun training management to replace potential strikers and more will likely be trained as the March 31 contract expiration date approaches.

MVP.



Elliot B. Evers
415-391-4877



Randall E. Jeffery
407-295-2572



Charles E. Giddens
202-785-4333



Brian E. Cobb
202-785-4333



Raymond J. Schonbak
415-391-4877

Done Deal.

A discreet, intelligent brokerage service with over \$475,000,000 in radio/television mergers and acquisitions.

RADIO and TELEVISION BROKERAGE
FINANCING · APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Changing Hands

WEUX(TV) Chippewa Falls, WLAX(TV) La Crosse, both Wisconsin, and WVFT(TV) Roanoke, Va. □ Sold by Family Group Ltd. III to Krypton Broadcasting Corp. for \$10.5 million respectively. **Seller** is Tampa, Fla.-based group principally owned by Ian Wheeler. It also owns WKWF(AM)-WAIL(FM) Key West and WPGX(TV) Panama City, both Florida; WLKT(TV) Lexington, Ky.; WVMJ(AM)-WQID(FM) Biloxi, Miss., and WGBA(TV) Green Bay, Wis. **Buyer** is headed by C.E. Feltner Jr., chairman, and has no other broadcast interests. WEUX is on ch. 48 with 640 kw visual, 64 kw aural and antenna 334.8 feet above average terrain. WLAX is independent on ch. 25 with 501 kw visual, 50.1 kw aural, and antenna 1,000 feet above average terrain. WVFT(TV) is on ch. 27, with 1230 kw visual, 123 kw aural, and antenna 2,050 feet above average terrain.

WBYO(FM) Boyertown, Pa. □ Sold by David G. Hendricks to Legend Communications of Pennsylvania Ltd. for \$3.3 million. **Seller** has no other broadcast interests. **Buyer** is owned by W. Lawrence Patrick, John C. Quale, James H. Wallace Jr., Stuart F. Carwile, Bert W. Rein, Andrew S. Krulwich, Danny E. Adams, Richard C. Lowery, Fred F. Fielding, John B. Wyss and Richard E. Wiley, all partners in Washington law firm of Wiley, Rein & Fielding. Patrick has interest in and is chair-

man and president of Sterling Communications Corp., licensee of WJDX(AM)-WMSI(FM) Jackson, Miss., and WSSL(AM) Greenville, and WSSL-FM Gray Court-Greenville, both South Carolina. Sterling holds warrant to purchase 33% of licensee of WBR(AM) Baton Rouge and WKJN-FM Hammond, both Louisiana. Wiley, former FCC chairman, owns interest in Farragut Communications Inc., which is majority shareholder of Northstar Communications Inc., sole general partner of MWT Ltd. and sole shareholder of Columbia Empire Broadcasting Corp. MWT Ltd. is licensee of KSTU(TV) Yakima and KNDU(TV) Richland, Wash. WBOY operates on 107.5 mhz with 29.9 kw and antenna 611 feet above average terrain.

KMCK(FM) Siloam Springs, Ark. (Fayetteville) □ Sold by Apple Broadcasting Inc. to Tate Communications Inc. for \$1.451 million. **Seller** is headed by Jesse C. Smith, president, and has no other broadcast interests. **Buyer** is principally owned by Harvey Tate, president, who also owns KTXF(FM) Brownsville, Tex. KMCK operates on 105.7 mhz with 100 kw and antenna 410 feet above average terrain. **Broker: Norman Fischer & Associates Inc.**

WJWT(TV) Jackson, Tenn. □ Sold by Golden Circle Broadcasting Inc. to Jackson Investment Corp. for \$1.425 million. **Seller** is owned by Aztec Communications Group Inc., which

is headed by Kim Carlson. It has no other broadcast interests. Carlson has interest in Edison Media Inc., licensee of KXRM-TV Colorado Springs, Colo. **Buyer** is principally owned by Michael P. Thompson. Thompson is president, director and 100% voting stockholder of MT Communications Inc., proposed assignee of WMKW-TV Memphis, TN. MT Communications also owns approximately 40% of Central Tennessee Broadcasting Corp., licensee of WCAY-TV Nashville, Tenn. Thompson has interest in East Tennessee Broadcasting Corp., proposed assignee of WETO(TV) Greeneville, Tenn. WJWT is Fox affiliate on ch. 16 with 588 kw visual, 58.8 kw aural, and antenna 592 feet above average terrain.

WKBE(FM) Patton, Pa. □ Sold by Kennedy Broadcasting Inc. to Patton Communications Inc. for \$400,000. **Seller** is headed by John Kennedy Jr., and has no other broadcast interests. **Buyer** is headed by Richard Smith, and has no other broadcast interests. WKBE is on 94.7 mhz with 1 kw and antenna 168 feet.

WGL(AM) Babylon, N.Y. □ Sold by Babylon Communications Inc. to Radio WADO Inc. for \$375,000. **Seller** is principally owned by John H. Foster and Andrew R. Pettit, and has no other broadcast interests. **Buyer** is owned by Mark Blank, Andy Blank, Tony Blank and Herb Levin Sr. Radio WADO Inc. is licensee of WADO(AM) New York, Levin, senior vice-president and shareholder in Radio WADO, also holds interest in S.R. Associates Inc., licensee of WSUA(AM) in Miami, FL. Principal officers of Radio WADO hold 51% beneficial ownership interest in Video Jukebox, Mississippi. Video Jukebox has pending low-power television applications: ch. 13, Atlanta, Ga.; ch. 10, Cleveland, and ch. 10, New Orleans. WGL is on 1290 khz with 5 kw day and 1 kw night.

KODI-AM-FM Great Falls, Mont. □ Sold by Lockhart Industries Inc. to Q Radio Inc. for \$290,000. **Seller** is principally owned by E.H. Lockhart, who has no other broadcast interests. **Buyer** is principally owned by Lyle A. Courtnage, who has no other broadcast interests. KODI is fulltime on 1450 khz with 1 kw, and KODI-FM is on 106.1 mhz with 100 kw and antenna 300 feet above average terrain. Construction permit has been granted for KODI-FM to raise HAAT to 986 feet. **Broker: William A. Exline Inc.**

CABLE

Systems serving Bucklin and Coldwater, Kan., and Canute and Hammond, Okla. □ Sold by Bucklin Community TV Inc. and Coldwater Community TV Inc. respectively to Mission Cable Co. LP. **Seller** is principally owned by Larry D. Hollingsworth, who has no other cable holdings. **Buyer** is Austin, Tex.-based MSO headed by Jack Morgan serving approximately 50,000 subscribers in four states. Systems serve approximately 1,050 subscribers with 1,400 homes passed. **Broker: Hardesty, Puckett & Co.**

ABS COMMUNICATIONS, INC.

(Kenneth A. Brown and Jon Sinton, Principals)

has acquired

WPVA/WKHK-FM
Richmond (Colonial Heights), Virginia

for

\$7,000,000

from

WPVA, INC.
(Alan R. Brill, President)

We are pleased to have served as
exclusive broker in this transaction.

BLACKBURN & COMPANY

I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WASHINGTON, D.C. 20036
1100 Connecticut Ave., NW
(202) 331-9270

ATLANTA, GA 30361
400 Colony Square
(404) 892-4655

CHICAGO, IL 60601
333 N. Michigan Ave.
(312) 346-6460

BEVERLY HILLS, CA 90212
9465 Wilshire Blvd.
(213) 274-8151

News updates

KMOV(TV) St. Louis has announced the introduction of live news updates around the clock. The Viacom-owned CBS affiliate said that on Feb. 26 it began providing 30-second updates at the top of each hour, and 30-second weather updates at half-past the hour. The station also announced the establishment of news bureaus in St. Charles, Mo., and Fairview Heights, Ill.

NARUC puts telcos on hold

Chief telco regulator on state level votes to table until July resolution endorsing telco entry into TV business

The cable industry had reason to cheer last week following a decision by the National Association of Regulatory Utility Commissioners to table a resolution endorsing telephone entry into the television business. NARUC's communications committee postponed action on the matter until its next meeting in July. This is the second time the organization has tabled such a resolution. As the chief regulators of the telephone industry on the state level, NARUC's position on telco-TV is considered crucial to determining the outcome of this public policy debate.

This is all part of an ongoing battle between the telephone and cable industries, whose Washington trade associations hope to build alliances with various business and regulatory elements that would be affected by elimination of the FCC's telco-cable crossownership rules, which prevent phone companies from offering video services in their own service areas.

Last year, for example, the telcos made inroads with the National League of Cities, which announced its support for the FCC's proceeding that calls for eliminating those rules. And both industries have been courting broadcasters. The Association of Independent Television Stations has been negotiating with the United States Telephone Association. The National Association of Broadcasters remains neutral but has been talking to both sides.

"The more people learn about this issue, the less sure they are that the telephone companies have a valid case for entry into the TV business," commented National Cable Television Association President James P. Mooney on the NARUC decision. "If you get this thing into an objective forum with people who know something about the subject matter, they see a lot of risk but little public benefit," said Mooney.

USTA, however, was not putting much stock in the decision. NARUC is already "on record supporting telco entry," said USTA's Ward White, vice president for government and public affairs. He is referring to a resolution adopted in March of 1988 which stated an interest in the FCC's inquiry into the telco-cable crossownership prohibitions (although it stopped short of taking a position). NARUC also passed another resolution calling for a review of the 1984 Cable Act regarding rate regulation. Moreover, White felt the move to table the controversial resolution was in part due to the reluctance of a large number of newcomers on the committee to act.

The first resolution tabled by the NARUC committee last October contained



L to r: Pols, Kimmelman, Sodolski and Mooney

"a flat out" endorsement of the FCC's prohibitions. Whereas this second resolution was considered by some to be a "wa-

WIKS, INC.
Stephen Taylor, President
 has completed its purchase of
WIKS(FM)
New Bern, North Carolina
 from
Joyner Communications, Inc.
Tom Joyner, President
 for **\$4,500,000**

The undersigned is pleased to have served as broker in this transaction

CECIL L.
RICHARDS INC.

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS
 TV CATV RADIO NEWSPAPERS

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

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

tered down version."

Andrew C. Barrett of the Illinois Commerce Commission, who sees "nothing wrong" with phone companies becoming video providers, felt it was a "bad resolution." He thinks once the language is "massaged," the committee will adopt it.

It seems an intensive lobbying campaign transpired before the organization's meeting last week in Washington. The commissioners were hearing from "either the telephone or cable industries or both," said one NARUC source. According to reports, cable was putting considerable time and energy into making its case with NCTA staff and with representatives from state cable associations making the rounds among the committee members.

And prior to the committee's consideration of the resolution, a panel discussion on the issue was held featuring Mooney and USTA President John Sodolski, Gene Kimmelman of the Consumer Federation of America and Cynthia Pols of the NLC.

Mooney argued that the telcos' insistence that this is a "transmission-technology issue" is a "great deal of smoke" that covers up the real issue of whether or not they should be in the television content business. He said that nothing in the Cable Act prohibits telephone companies from building transmission systems. The telcos "can and do" build switched fiber systems," Mooney said.

Moreover, the NCTA president warned NARUC that the risks of cross-subsidization are substantial. He pointed out that "while USTA is holding up the Joint Cost Rules as offering all the protections needed against cross-subsidy should they be allowed into television, five out of the seven BOC's are simultaneously in the D.C. Circuit Court of Appeals trying to strike down key aspects of those rules as unconstitutional."

Sodolski, on the other hand, maintained that there would be many advantages to having the phone companies deliver video services to consumers. He said the competition would help bring down cable rates, create greater diversity of programming and bring new service into the home. Furthermore, he insisted that his industry does not want to get into the motion picture business. "We do not want to be studios," he said. "What we are trying to do is to deploy the next century's telecommunications sys-

tem." As for the cross-subsidy issue, Sodolski dismissed Mooney's warnings. The telephone industry and regulators, he noted, "have decades of experience preventing cross-subsidization."

After the debate, several commissioners said they now had "more questions than answers," and the committee decided it would form a task force to study the matter.

Of course, there are those who have

grave doubts about letting the telcos into the television business, such as Sharon Nelson, chairman of the Washington Utilities and Transportation Commission. Nelson chairs the communications committee and is NARUC's first vice president (she becomes president in November). The committee's vice chair, Patricia M. Worthy of the District of Columbia's Public Service Commission, shares Nelson's skepticism. □

Congress high on high definition

Both House and Senate are working on legislation to keep U.S. in emerging technology market

High-definition television is quickly becoming a priority issue for the 101st Congress. Legislation has been introduced in the House that would encourage the growth of HDTV, semiconductors and other related technologies by removing antitrust barriers to enable U.S. companies to form joint ventures to produce these products; other bills are likely to follow.

And House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), at a Washington seminar last month, vowed to develop a national policy that will insure that the U.S. competes in the HDTV marketplace. Markey was the keynote speaker at a Federal Communications Bar Association seminar on Feb. 23.

The lawmaker is anxious to devise a legislative HDTV game plan and is putting the initiative on a fast track. Subcommittee hearings are scheduled this week, March 8 and 9, and more will be held in the spring. Markey does not have a particular legislative solution in mind at this time. But he noted that a number of proposals are circulating, including formation of an FCC task force to help "shepherd in the HDTV era" as well as the establishment of a "Technology Corp. of America" patterned after the Radio Corp. of America. Another suggestion is creating a consortium or consortia for the purpose of developing HDTV and related technologies. "All of these proposals are potentially doable," said the subcommittee chairman, although he added: "Each raises a myriad of questions."

The lead-off witness at the March 8 hearing is Commerce Secretary Robert Mos-

bacher, who will be followed by others in government, including FCC Chairman Dennis Patrick; Sonia Landau, State Department Bureau of International Communications and Information Policy, and Dr. Craig Fields, with the Defense Advanced Research Projects Agency.

On March 9 the subcommittee will hear from a lineup that includes the Carnegie Institute's Clyde Prestowitz, Pat Choate of TRW, Robert Cohen with the Policy Economic Institute and Fred Branfman of Rebuild America.

According to subcommittee staff, industry representatives will testify in the spring on the so-called "action memos" they submitted at Markey's request. The memos contain a number of suggestions on how Congress might help U.S. industry become a player in the HDTV business which, according to some reports, is expected to generate as much as \$250 billion. The chairman has said they will serve as a "blueprint for action" by Congress (BROADCASTING, Feb. 6).

"Unless the private and public sectors unite in a working partnership to build an infrastructure for the high-tech information age now upon us, we are heading for third or fourth place among world economic powers by the year 2000," Markey told seminar participants. The congressman also spoke to a group from MIT last week on HDTV.

"The Japanese have been working on HDTV since 1970. The Europeans have been working on HDTV since the early '80's. When I first started talking about HDTV 18 months ago, the American electronics industry had hardly ever heard of it," said Markey. It is a situation, he said, in which the "Japanese and Europeans are in the eighth inning of a tightly contested ball game. And America is about to jump in the station wagon and look for the ball park."

Congressional interest in HDTV has been steadily growing and it seemed only a matter of time when legislation would surface. Called the National Cooperative Innovation and Commercialization Act of 1989, the House bill was offered by Representatives Rick Boucher (D-Va.) and Tom Campbell (R-Calif.) on Feb. 21. Boucher is a member of Markey's subcommittee.

Pennsylvania Republican Don Ritter, who also sits on the subcommittee, is preparing HDTV legislation. Ritter's staff, however, would not comment on the measure, which is likely to surface soon. Ritter and Representative Mel Levine (D-Calif.) have formed an HDTV Caucus. □

INVESTING IN TELEVISION 1989

5TH EDITION NOW AVAILABLE

COMPLETE INFORMATION ON MARKET REVENUES, DEMOGRAPHICS, AND THE COMPETITIVE OUTLOOK.

Call Toll-free for a free brochure: 1-800-323-1781
(In Virginia 703-478-5873 collect)



BIA PUBLICATIONS, INC.
BROADCAST INVESTMENT ANALYSTS, INC.
P. O. Box 17307 WASHINGTON, D.C. 20041

Wireless operation launches in New York tri-cities

Capital Wireless plans to go after homes not passed by cable; selling points will be programing, lower rates, 'old fashioned' customer service

Cable operators in Albany-Schenectady-Troy, N.Y., woke up to find another market competitor last week: a wireless cable operation offering 23 basic channels for \$13.50.

Capital Wireless Corp. plans to market primarily to the 40,000 homes in the market that are not passed by cable, although the company also hopes to sign cable subscribers, since it is priced several dollars below cable in many areas.

Capital is headed by Greg Oswald, president and chief executive officer. He was a vice president of GE Broadcasting in the 1970's and worked for GE Cablevision and United Artists cable in the 1980's. Oswald said Capital has earmarked \$15 million for the project, including \$3.5 million in start-up costs. Oswald said he and Capital Chairman Stephen Adams, chairman of group broadcaster Adams Communications, have provided the initial equity. Barclays Business Credit has also extended to Capital a line of credit of several million dollars. Oswald said.

CWC's signal will emanate from Helderberg Mountain and is primarily directed north through the Hudson Valley. Oswald estimates the 20-watt transmitter's range will only be 10 miles to the south, but up to 50 miles to the north. Initially, Oswald said, the transmitter will be 10 w.

The program lineup includes CNN, MTV, FNNscore, Nickelodeon, American Movie Classics, CBN, WTBS(TV) Atlanta, USA, WWOR-TV New York, Discovery, A&E, C-SPAN, Lifetime, Travel and the market's three network affiliates and PBS station. Two premium channels, Starion for \$10 and Disney Channel for \$7.99, will also be offered.

Oswald said there is no doubt he would like HBO or Showtime, but believes that Starion is progressing as a movie service. And he feels Capital will be able to offer subscribers other benefits. He said only two of the nine cable operators in the area carry WTBS(TV). Additionally, Jones Intercable has dropped USA Network. Both appear on Capital's lineup. Oswald also is close to signing Madison Square Garden Network, which will carry Yankee games this year. It will be part of Capital's basic package and will cut into Capital's margins, Oswald admits, but he said it is worth it as a marketing tool, especially as opening day approaches on April 3.

In addition to programing and lower rates (there has been some dissatisfaction over rate increases in Albany by the ATC system there), Oswald believes Capital will have



L to r: Adams, Robert Schmidt, president of Wireless Cable Association, and Oswald

an edge with its "old-fashioned kind of customer service," defined as having enough telephone lines and eliminating as many consumer irritants as possible. Capital also will put on the broadcast stations, and plans to work with local broadcasters on market research and ad sales.

In addition to the 40,000 noncable area homes, Oswald also plans to market to the total 300,000 homes within Capital's signal area. Capital has been receiving over 200 calls per day in its Schenectady office, and received nearly 500 calls last Wednesday morning in its Albany office, in both cases after local news accounts were published. "There is an awful lot of interest," said Oswald, although he does not believe all who call will sign up. But he attributes the volume to "pent up frustration about pricing."

Capital plans to use GE Comband converters, which Oswald said are more expensive converters but allow for a doubling of channel capacity from 25 to 50. The converters cost more, said Oswald, because of a more complicated scrambling system that changes randomly to prevent theft of service. □

TCI to review PPV anew

Company looking for 'most cost-effective method' of providing pay services, outdoor addressable technology

Tele-Communications Inc. is taking another look at pay per view as part of a periodic examination of whether PPV can be made into a business. Peter Barton, TCI senior vice president, made the disclosure during a Goldman Sachs media conference in New York.

But John Sie, TCI's senior vice president, in charge of addressing the question, said the company's review indicated no new bold strategy on that front. The MSO has long been a tough sell on the idea, even as other MSO's embrace PPV, including some that are now in the TCI affiliate fold such as United Cable and Cencom.

"We've always been very cognizant of what's going on in PPV," said Sie, who

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

EAST
500 East 77th Street
Suite 1909
New York NY 10021
(212) 288-0737

WEST
9454 Wilshire Boulevard
Suite 600
Beverly Hills CA 90212
(213) 275-9266

SOUTH
11285 Elkins Road
Suite J-8
Roswell GA 30076
(404) 442-5711
HAL GORE, Vice-pres.

*A. B. La Rue,
Media Brokers*

TV • RADIO • CABLE • APPRAISALS

pointed out that TCI got out of Eventelevision, the forerunner of Home Premiere Theater, when it actively pursued movies in addition to special events.

TCI continues to try "to figure out the most cost-effective method," said Sie, for providing PPV services. TCI continues to believe PPV will be an event-driven business, not one driven by movies, said Sie, at least until cable can get same-day release, as do video stores. That is not likely until antitaping technology is in place, one area that Sie plans to examine further.

Eidak is testing an antitaping device that would go a long way to assuage Hollywood concerns about theft, the primary reason behind cable's PPV window being one to several months behind video stores.

Linda Cutler, director of affiliate relations for Eidak, said Eidak has completed the first month of testing among 10,000 homes in the Milwaukee Warner system and has pronounced the system "technically sound." Further marketing and programming questions will now be addressed, she said. Eidak is programming its own PPV channel with same-day movie releases from seven Hollywood studios: Warner, Paramount, Disney, Orion, Columbia, Tri Star and MGM/UA. Universal and 20th Century Fox are not participating. Eidak will begin a 2,500-home impulse test in Continental's Newburyport, Mass., system in April.

Sie also will be looking at whether national ordering systems are the most cost-efficient and consumer friendly mechanism for ordering PPV events. A number of BOC's, plus AT&T, are offering phone systems that could handle large volumes of calls efficiently for PPV ordering. And the phone companies are not the only providers of such units.

TCI will also be looking at outdoor addressable technology. Sie confirmed, a system that could resemble, in some respects, the trapping devices used on the outside of homes for pay services and which would be activated for PPV events. TCI, which pulled out thousands of addressable converters from systems it acquired in the mid-1980's, is not looking to put them back in, Sie said. Likewise, he said, it is not going back on its longstanding belief that events will drive the PPV business, unless questions of copying and windows can be addressed. □

Increasing commitment

"I, among others, underestimated the staying power of television," Education Commission of the States (ECS) President Frank Newman said of the four-year Project Literacy U.S. (PLUS) involvement of Capital Cities/ABC and PBS—and of their newest long-term public outreach commitment. Green joined CapCities/ABC Communications President James Duffy, PBS PLUS Director Margot Woodwell and others at a Washington press conference to announce *Unsung Americans*, a project combining a new series of ABC and PBS public service announcements with a national volunteer agency referral system. An 800 telephone number included in the PSA's will connect viewers with the Contact Center, Lincoln, Neb., which will use a database to match the caller with appropriate local agencies.

ABC last month began an initial one-year commitment to produce one new 30-second and 60-second spot each month, each featuring exemplary volunteers from around the nation who have given time to help others. ABC-TV is airing them 12 to 14 times a week in all dayparts, reaching 76% of U.S. homes, said Duffy. The spots are also being distributed to PBS stations, and the National Association of Broadcasters is distributing videotapes to its members.

The National Collaboration for Youth (involving the American Red Cross, Big Brothers-Big Sisters of America, Boy and Girl Scouts of America, The Salvation Army, YMCA and other organizations), VOLUNTEER-the National Center and ECS constitute the rest of the collaborative effort. The initial PLUS campaign drew 500,000 calls, said Gary Hill of the Contact Center. With expansion of the project beyond only literacy concerns, he said, the Contact Center expects many more calls.

Noting that the high profile of the United Way Campaign "has helped people know where to give money," VOLUNTEER Chairman George Romney said: "This program will allow people to know where to give time and where to get help." In Los Angeles alone, he said, 14 VOLUNTEER centers help 8,000 agencies find volunteers. "I think this ABC breakthrough is tremendous, because other media will look and say: 'We'd better get on board.'"

Cablecastings

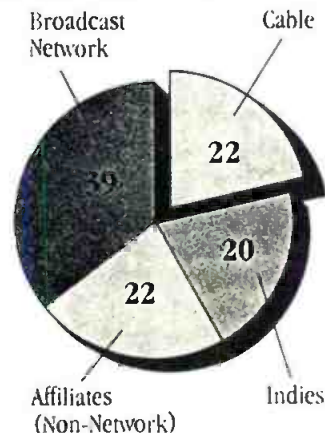
Information, please

The Cabletelevision Advertising Bureau has released its 1989 "Cable TV Facts" booklet, which finds cable penetration at 53.8% at yearend 1988, and projects it will reach 63% by 1992.

CAB said Americans will spend \$14.2 billion on cable programming in 1989, up from 1988's \$12.9 billion.

On the advertising front, CAB estimated that total cable advertising will jump from \$1.45 billion in 1988 to \$1.8 billion in 1989.

The factbook also provides statistics on cable viewing versus broadcast viewing



Division of viewing, total TV households

in cable and noncable homes, viewing by dayparts, demographic viewing trends, total audience growth and decline figures, and likelihood of cable subscribers to buy certain products, plus a list of basic, pay and regional networks, interconnects, MSO's and the top 100 systems.

Nickelodeon studio in Florida

Nickelodeon entered into an agreement last week with MCA Inc. to build a studio complex at Universal Studios Florida that will house Nickelodeon productions 52 weeks a year for a 13-year period. Production is scheduled to begin before the official opening of Universal Studios



R.A. Marshall & Co. Brokerage & Media Investment Analysis

Top 100 Midwest Market, Class C FM, \$3 million
Southeast Coastal, Rated Market, Class C-2 FM, \$2.1 million
North Texas, Well-Positioned C-2 FM, \$900,000
South Carolina Class A FM, Good Format Niche, \$700,000



800 Main Street Suite 210
Hilton Head Island, South Carolina 29928, 803-681-5252

da in Orlando in May 1990.

The Nickelodeon facilities will consist of two sound stages, approximately 16,500 square feet with audience seating for more than 250 people, and a children's interactive play area. Most of the network's programming will be produced at the new studios, including *Super Sloppy Double Dave*, *Think Fast*, *Kid's Court* and a weekend variety show. Other shows will be announced shortly.

Universal Studios Florida is a joint venture of MCA Inc. and Cineplex Odeon Corp. Nickelodeon and Nick at Nite are registered trademarks of MTV Networks, a division of Viacom International.

Opinion poll

Marquest Research, which said it interviewed senior executives at 17 of the top 25 MSO's, has found only lukewarm support for CNBC. It said eight of the 17 planned minimal or no carriage, four plan moderate carriage and three say they would offer broad carriage. Marquest said the data were similar to findings on the same question asked last June and September.

There was greater pleasure expressed over the Cablevision-NBC deal to put a number of 1992 Olympic events on PPV. Marquest said 13 of the 17 interviewed were pleased with the plans. But Marquest said that while there was widespread support for the PPV venture, "the few dissenters felt strongly that it would be a mistake."

Of 10 established cable networks, the survey identified Arts & Entertainment, USA and FNN as improving their programming the most over the past year, Marquest said.

CTAM reorganization

The Cable Television Administrative & Marketing Society's mid-Atlantic chapter has announced its reorganization into four chapters: New York, Philadelphia, Washington/Baltimore and Boston. The last will be formed later this spring.

The four chapters will be overseen by the Northeast Regional Board of Directors, whose president is Bob Townsend, vice president, marketing, NYT Cable. The NRBD will oversee CTAM involvement at regional shows and conferences and coordinate production of national CTAM programs such as the general manager achievement series. Each chapter will also have its own board.

The Washington/Baltimore chapter held its first official meeting last week, which was attended by more than 160 people. Sam Street, president of United Cable in Baltimore, is chapter president. The chapter is one of 11 overall that CTAM plans to have active by year's end.

Go west

The Weather Channel will begin offering 30 minutes per hour of weather reports specific to the West Coast between 7:57 p.m. and 10:57 p.m. each evening beginning today (Feb. 20). The programming will be a part of the Weather

Channel's national feed. The West Coast reports will be divided into three regions, Southern California, Northern California and Oregon/Washington. The local

forecasts for each region will include an on-camera meteorologist, live radar updates and forecasts.

Babar on HBO

HBO will debut a 13-part series based on the children's storybook character, Babar, beginning Sunday, April 2, at 8 p.m. The series recounts the adventures of King Babar, Queen Celeste and their subjects and is based on the 28 books written by Jean and Laurent de Brunhoff, plus several new tales.

Graduated level

Mind Extension University has added a master's degree in business administration to its list of college-level coursework, Jones International, corporate parent of MEU announced. Cable subscribers can take college-level courses through the service, affiliated with Colorado State University. MEU reaches four million cable subscribers. The MBA program will begun this fall.

Political education

The Learning Channel will air an interview with Vice President Dan Quayle as part of its *What I've Learned* interview program. The Quayle interview, in which he discusses SDI, the "You're no Jack Kennedy" quip from the 1988 campaign and how vice presidential life has changed his family, is set to be carried on March 19 at 9:30 p.m. ET.

Sub status

Nielsen has released a coverage report ending Jan. 22, 1989, which lists the subscriber numbers for all the basic cable services it meters. The figures below are derived from multiplying the percentage reach figures Nielsen released by the 90.4 million U.S. television households.

Service	Subscribers (millions)
ESPN	50.2
CNN	49.6
WTBS(TV)	48.3
USA	46.8
MTV	44.8
Nickelodeon	44.1
Nashville Network	43.8
CBN Family Network	42.2
Lifetime	42.1
Nick at Nite	40.7
Discovery	38.7
Weather Channel	37.6
A&E (night)	37.1
CNN Headline News	35.3
A&E (day)	33.0
Financial News Network	32.3
VH-1	30.3
BET	21.5

HIGHLY MOTIVATED SELLER

Offers Television Stations

Channel 23, Albuquerque, NM
and

Channel 61, Greensboro-Winston Salem-High Point, NC

Asking \$5mm for the pair, or best realistic offer

Jim Gammon

GAMMON MEDIA BROKERS, INC.

Radio and Television Brokerage

1925 K Street, NW Washington, DC 20006
(202) 862-2020

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

For the Record

As compiled by BROADCASTING from Feb. 23 through Mar. 1 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities change items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

■ WLSF(FM) Naples, FL (BAPH890103HD; 90.9 mhz; 100 kw)—Granted app. of assignment of license from Miami Christian College Inc. to Southwest Florida Educational Corp. for \$400,000 (Changing Hands, Jan. 23). Seller is headed by Lyndon C. Conlon, chairman of board. It also owns WMCU(FM) Miami. Robert Singleton, board member, is vice president and chief financial officer for Knight Ridder Broadcasting. Buyer is owned by Byron Campbell, Darwin Davis, T. J. Strickland, Bob Morrow, Robert K. Sheffield and Clyde Anthony Chester, all directors. Action Feb. 16.

■ WTVM(TV) Columbus, GA (BPCT881228; ch. 9; 284 kw vis. 52.5 kw aur. 1.650/1.749g)—Granted app. of assignment of license from Pegasus Broadcasting of Columbus, Georgia, Inc. to WTVM Television Inc. for \$45 million. Seller is Northbrook, IL-based group of one AM, one FM, and four TV's. Buyer is owned by John B. Amos, 6%; Paul S. Amos, 1.1%; Daniel P. Amos, 1.1%; Shelby Amos II, 0.6%; William L. Amos Jr., 1%, and R. Lee Anderson II, 0.2%. Action Feb. 16.

■ WHDG-FM Havre de Grace, MD (BPH881207HW; 103.7 mhz; 17.5 kw; ant 340 ft.)—Granted app. of 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; WYUS(AM)-WAFI(FM) Milford, DE; WEPM(AM)-WKMZ(FM) Martinsburg, WV. Action Feb. 16.

■ WJLK-AM-FM Asbury Park, NJ (AM; BAPL881227HG; 1310 khz; 2.5 kw-D, 1 kw-N, DA-2; FM: BAPLH881227HH; 94.3 mhz; 3 kw; 328 ft.)—Granted app. of assignment of license from Presidents Broadcasting Co. to D & F Broadcasting Inc. for \$12.5 million. Seller is owned by Asbury Park Press Inc., publisher of the *Asbury Park Press*, and also owns WKCF-TV Clermont, Fla., and has purchased, subject to FCC approval, WBU-D(AM)-WKXW(FM) Trenton, N.J. Buyer is principally owned by Rick Devlin, former vice president and general manager of WOR(AM) New York, and Jon Ferrari, owner of Ferrari Inc., New York-based advertising agency. It is also purchasing, subject to FCC approval, KODM-FM Odessa and KROD(AM)-KLAQ(FM) El Paso, both Texas. Action Feb. 17.

■ WAKS(AM)-WAZZ-FM Fuquay-Varina, NC (AM; BAL881220EC; 1460 khz; 5 kw-D; FM: BALH881220EB; 103.9 mhz; 2.1 kw; 360 ft.)—Granted app. of assignment

of license from Meca Broadcasting Inc. to Ceder Raleigh L.P. for \$1.43 million ("In Brief" Dec. 26, 1988). Seller is principally owned by Mark Engledow and Tom Campbell. It has no other broadcast interests. Buyer is principally owned by Marvin Ceder and Jerry Ceder. Marvin Ceder has interest in WJYQ(FM) Moncks Corner, SC. Action Feb. 14.

■ WGBR(AM)-WEQR(FM) Goldsboro, NC (AM; BAL880928HG; 1.150 khz; 5 kw-D 1 kw-N DA-2; FM: BALH880928HH; 96.9 mhz; 100 kw; HAAT: 1,056 ft.)—Granted app. of assignment of license from Eastern Carolina Broadcasting Co. to New Age Communications L.P. for \$2.2 million. Seller is principally owned by Vassie Balkum and has no other broadcast interests. Buyer is owned by New Age Communications, Donald W. Curtis and J. D. Longfellow. Donald W. Curtis also owns WMBL(AM)-WRHT(FM) Morehead City, NC. Action Feb. 15.

■ New FM Hatteras, NC (BAPH881221HM; 97.5 mhz; 50 kw; HAAT: 150 ft.)—Granted app. of assignment of license from Pamlico Sound Co. to Pamlico Sound Company Inc. for \$10,000. Seller is owned by Inez Galemo, who has no other broadcast interests. Buyer is owned by Richard J. Hayes Jr. Hayes owns Richard J. Hayes and Associates Inc., licensee of WYND-FM Spotsylvania, VA. WYND-FM has been sold, subject to FCC approval. Action Feb. 13.

■ KJFK(FM) Perry, OK (BTCH881227HT; 105.1 mhz; 3 kw; HAAT: 100 ft.)—Granted app. of assignment of license from The Andover Corp Inc. to The Andover Company. Transaction is taking place pursuant to an oral agreement between Morgan brothers, in which Robert Morgan will excuse approximately \$65,000 of indebtedness of Louis Morgan in consideration for acquisition by transferee of an 80% interest in KJFK. There are no other documents or understandings between the parties. Buyer is owned by W. Robert Morgan and Louis S. Morgan. Action Feb. 13.

■ WALY-FM Bellwood, PA (BALH881230GP; 103.9

We're Making Broadcast Financing Possible.

Chapman Financial Services provides broadcast investment banking services to station buyers and current station owners.

We understand the broadcast industry more than a nonbroadcast investment banking firm. We combine our financial expertise with an in-depth knowledge of our industry to provide you with a tailor made financial package, from analyzing your financial options to securing necessary funding. We maintain strong relationships with the

nation's leading media investment and lending institutions. Equally important is a thorough understanding of our industry, including cash flow, station ratings, market growth, and projections.

Chapman Financial Services is an independent subsidiary of Chapman Associates, one of the nation's premier broadcast brokerage firms. Call Bob Maccini in Boston for a confidential discussion of your needs.

Chapman Financial Services

Robert J. Maccini, Vice-President 176 Federal Street, Suite 555 Boston, MA 02210 Phone 617/330-7880



April 3 Special Report



Miami Sound Machine's Gloria Estafan.

THE COMING OF AGE OF HISPANIC BROADCASTING

What began as just another format has taken over as a way of life in American radio and TV.

Its whole and its parts will be the subject of a special report in Broadcasting on April 3.

On our drawing board:

- *Spanish radio*: who's who in the business...what is it worth...and what exactly is the "Spanish sound"?
- *Spanish television*: a look at its two full-fledged networks...its growing number of affiliate and independent stations...and their unusual programming needs.
- *The Spanish marketplace*: how advertisers are addressing it...the principal players...the products and strategies for selling them.
- *The foreign connection*: it goes beyond program production and distribution to actual ownership of Spanish media.
If you are a part of the Hispanic media movement...or do business with it...or buy time from it...or just want to come up to date on this vital part of the Fifth Estate...watch for Broadcasting on April 3.
Advertising reservations and closing March 24.

The People Who Can Say "Yes" Read Broadcasting.

The News Magazine of the Fifth Estate.

New York: (212) 599-2830 Washington D.C.: (202) 659-2340 Los Angeles: (213) 463-3148
International: 011 31 (2968) 96226

hz: 310 w; HAAT: ant 984 ft.—Granted app. of assignment of license from Mid-Atlantic Radio Inc. to S & P Broadcasting Ltd. Partnership I for \$1 million (includes \$200,000 noncompete agreement). Seller is principally owned by Gregory Guise, Herbert Gordon, Garrison Cavell, Gary Blau, Ronald Rubin and William McKay. Guise owns 20% interest in WADJ Somerset. PA. Buyer is owned by John A. Piccirillo. It has no other broadcast interests. Action Feb. 17.

■ WEYZ(AM) Erie, PA (BAL890103ED): 1450 khz; 1 kw-D, 250 w-N.—Granted app. of assignment of license from Burbach Broadcasting Co. to Board of Trustees, Pennsylvania State University, for no consideration. Station is being donated. Seller is Pittsburgh-based group principally owned by John Laubach, Robert Burstein and Suzanne Laubach. It also owns WCCK(FM) Erie, PA; WXIL(FM) Parkersburg and WZMM-AM-FM Wheeling, all West Virginia, and WMRN-AM-FM Marion, Ohio. Buyer also owns WPSU(FM) University Park and WPSX(TV) Clearfield, both Pennsylvania. Action Feb. 21.

■ WHJJ(AM)-WHJY(FM) Providence, RI, and WVEZ-AM-FM Louisville, KY (WHJJ: BTC881221HW: 920 khz; 5 kw-U, DA-N; WHJY: BTCH881221HX: 94.1 mhz; 50 kw; HAAT: Ant 546 ft.; WEVZ: BAL881221HJ: 790 khz; 5 kw-D, 1 kw-N, DA-2; WVEZ-FM: BALH881221HK: 106.9 mhz; 24.5 kw; HAAT: Ant 670 ft.)—Granted app. of assignment of license from Robert Fish and Janet R. Karger to Griffin Group for \$34 million ("Changing Hands," Oct. 17, 1988). Seller is principally owned by Robert Fish and Janet Karger. It has no other broadcast interests. Buyer is New York-based group of two AM's and three FM's principally owned by Merv Griffin and headed by Michael Nigris. Action Feb. 13.

■ KUNO(AM) Corpus Christi, TX (BAL881227EC: 1400 khz; 1 kw-D, 250 w-N;—Granted app. of assignment of license from KUNO Radio Inc. to KDOS Inc. for \$1.2 million ("Changing Hands," Jan. 9). Seller is owned by Tichenor Media Systems, Harlingen, Tex.-based group of five AM's and three FM's principally owned by the Tichenor family. Buyer is owned by Luis Munoz, Alfonso Herrera, and Amador Garcia. It has no other broadcast interests. Action Feb. 21.

■ KTRF-TV Lufkin and KLTV Tyler, both Texas (BPCT881229: ch 9: 27.5 kw-V, 5.4 kw-A; 650U/540G; KLTV: BPCT881229: ch 7: 316-V, 31.6 kw-A; 986U/495G)—Granted app. of assignment of license from Buford TV Inc. to Civic Communications Corp. for \$42 million ("Changing Hands," Jan. 9). Seller is Tyler, TX-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 CEO. Melton worked for Buford prior to joining Civic as general manager of the two stations and president of broadcasting division. Action Feb. 16.

New Stations

Applications FM's

■ Hartsell, AL (BPH890216MA)—Station WHRT seeks 106.1 mhz; 3 kw; 100 m. Address: 809 North Sparkman Street, Hartsell, AL 35640. Principal is owned by Dorsey Eugene Newman and has no other broadcast interests. Filed Feb. 16.

■ Williams, AZ (BPH890215MA)—Terry Cohen seeks 96.7 mhz; 26 kw; 334 m. Address: P.O. Box 26668, Prescott Valley, AZ 86312. Principal has no other broadcast interests. Filed Feb. 15.

■ North Little Rock, AR (BPH890209MA)—Little Rock Radio Inc. seeks 101.1 mhz; 3 kw; 100 m. Address: 15251 N.E. 18th Ave., #9, North Miami Beach, FL 33162. Principal is owned by Russell Oasis, 40%; Alan H. Potamkin, 40%; and Dunnette Jones, 20%. Oasis also owns 40% of Pency Radio Inc.; 40% of Tally Radio Inc.; 40% of Edgewater Radio Inc.; 40% of Indy Radio Inc.; 50% of Oasis Broadcasting Partners Inc.; 33.33% of Oasis Radio Affiliates Inc.; and 25% of New Age Broadcasting Inc. Filed Feb. 9.

■ North Little Rock, AR (BPH890209MB)—North Little Rock Broadcasting Ltd. seeks 101.1 mhz; 3 kw; 100 m. Address: 121 Dexter Road, North Little Rock, AR 72116. Principal has no other broadcast interests. Filed Feb. 9.

■ North Little Rock, AR (BPH890208MA)—Thomas A. Rusk seeks 101.1 mhz; 3 kw; 100 m. Address: 10927 German Rd., Little Rock, AR 72206. Principal has interest in KITA(AM) Little Rock. Filed Feb. 8.

■ Greenfield, CA (BPED890214ME)—Prunedale Educa-

tional Association seeks 91.7 mhz; 1.4 kw; 727 m. Address: 8145 Prunedale North Road, Prunedale, CA 93907. Principal is headed by Elmer L. Moon, Betty E. Moon, Raymundo Banuelos, Janet Hanson and John Hanson. Filed Feb. 14.

■ American Falls, ID (BPH890215MB)—Axiom Communications Partnership seeks 104.1 mhz; 3 kw; 100 m. Address: 5420 Fieldgreen Dr., Stone Mountain, GA 30088. Principal is owned by Eric W. Reid, 90%; and Larry G. Fuss, 10%. Reid also owns WANQ(AM) Delmar, NY, and 50% nonvoting stock and 50% equity in Primo Communications Inc., permittee for new FM at Truro, MA. Reid has interest in River Valley Broadcasting Inc., which has 15% of WNYQ Associates, licensee of WNYJ(FM) Rotterdam, NY. Filed Feb. 15.

■ Nashville, IL (BPH890208MC)—KMB Video Inc. seeks 104.7 mhz; 3 kw; 100 m. Address: 5 Patton Dr., Pinckneyville, IL 62274. Principal is equally owned by Charles V. Kellerman, Richard Blakely, Steven J. Malinski and Sylvester J. Epplin. Filed Feb. 8.

■ Pinckneyville, IL (BPH890209MC)—O.L. Turner seeks 104.3 mhz; 3 kw; 100 m. Address: Rural Route 3, Harrisburg, IL 62946. Principal has no other broadcast interests. Filed Feb. 9.

■ Terre Haute, IN (BPED890223MB)—Illinois Bible Institute Inc. seeks 88.5 mhz; .55 kw; 94 m. Address: Box 126 RR 3, Lake Williamson, Carlisle, IL 62626. Principal is owned by Rev. Ernest J. Moen, Rev. Robert Schmidgall and Rev. Norman L. Surratt. Filed Feb. 23.

■ Burlington, KS (BPH890214MC)—Coffey County Broadcasting Co. seeks 95.3 mhz; 3 kw; 100 m. Address: 902 Miami, Burlington, KS 66839. Principal is owned by Douglas R. Lawrence, William R. Lawrence and Phyllis A. Lawrence. Filed Feb. 14.

■ Spring Valley, MN (BPH890213MA)—Radio Ingstad Minnesota Inc. seeks 104.3 mhz; 1.4 kw; 144 m. Address: P.O. Box 907, Valley City, ND 58072. Principal is owned by Robert E. Ingstad and Jan Ingstad. Filed Feb. 13.

■ Wabasha, MN (BPH890209MD)—Radio Ingstad Minnesota Inc. seeks 102.5 mhz; .493 kw; 238 m. Address: P.O. Box 907, Valley City, ND 58072. Principal is owned by Robert E. Ingstad and Jan Ingstad. Filed Feb. 9.

■ Wabasha, MN (BPH890209ME)—Interstate Communications Inc. seeks 102.5 mhz; 1.94 kw; 125 m. Address: 165 Pembroke Ave., Wabasha, MN 55981. Principal is owned by Gary Stumpf, 80%, and John M. Meisch Jr., 20%. It has no other broadcast interests. Filed Feb. 9.

■ Campbell, MO (BPH890214MD)—Jack G. Hunt seeks 107.5 mhz; 3 kw; 100 m. Address: 204 Washington, Doniphan, MO, 63935. Hunt also owns KBMV-AM-FM Birch Tree, MO, and KDFN(AM)-KOE(AM) Doniphan, MO. Applicant's son, James Hunt, is permittee of KXOZ(FM) Mountain View, MO. Filed Feb. 14.

■ Ellington, MO (BPH890214MB)—Jack G. Hunt seeks 103.9 mhz; 3 kw; 100 m. Address: 204 Washington, Doniphan, MO, 63935. Hunt also owns KBMV-AM-FM Birch Tree, MO, and KDFN(AM)-KOE(AM) Doniphan, MO. Applicant's son, James Hunt, is permittee of KXOZ(FM) Mountain View, MO. Filed Feb. 14.

■ Poplar Bluff, MO (BPH890214MA)—James M. Hunt seeks 103.5 mhz; 50 kw; 150 m. Address: P.O. Box 341, Doniphan, MO, 63935. Hunt is permittee of KXOZ(FM) Mountain View, MO. Hunt also serves as general manager of Hunt Broadcasting Group, which consists of KBMV-AM-FM Birch Tree, MO, and KDFN(AM)-KOE(AM) Doniphan, MO. These stations are licensed to Jack G. Hunt, applicant's father. Filed Feb. 14.

■ Albuquerque, NM (BPCT890214KE)—Loretta Salazar seeks ch. 50; 1380 kw; 1293 m. Address: 7208 Gettysburg Dr., N.E., Albuquerque, NM, 87109. Principal has interest in Guadalupe Chili Pepper Company, licensee of KIDI(FM) Albuquerque, and Spanish TV 59, permittee of low power TV K59DB Albuquerque, NM. Filed Feb. 14.

■ Nacogdoches, TX (BPCT890209)—Radnor Broadcasting Co. Inc. seeks ch. 19; 229 kw v; 222 m. Address: Fidelity Court, #200, 259 Radnor-Chester Road, Radnor, PA 19087. Principal is headed by J.B. Doherty. Filed Feb. 9.

Actions

AM

■ Dayton, VA (BP880126AC)—Granted app. of Dayton Radio for 880 khz. Address: 5742 Rivermill Circle, Portsmouth, VA 23703. Principal is owned by Larry W. Cobb, who has no other broadcast interests. Filed Feb. 21.

FM's

■ Maumelle, AR (BPH871015MG)—Returned app. of LRW Inc. for 96.9 mhz; 0.816 kw H&V; 189 m. Address: One City Place, Maumelle, AR 72118. Principal is owned by Charles F. Price, Shirley H. Price, Jimmy L. Price and Charles C. Price. It has no other broadcast interests. Filed

Feb. 8.

■ Vero Beach, FL (BPED880107MC)—Granted app. of Central Educational Broadcasting Inc. for 91.9 mhz; 2 kw H&V; 93 m. Address: 6767 20th St., Vero Beach, FL 32961. Principal is owned by Larry Boan, Perry M. Pisani, Mary E. Davies and Danny Moore. It has no other broadcast interests. Filed Feb. 15.

■ Summerville, GA (BPED880212MG)—Returned app. of The Gospel Spotlight of North Georgia for 88.5 mhz; 62 kw H and 81 kw V; 4,800 m. Address: P.O. Box 406, Summerville, GA 30747. Principal is owned by Randy Thomas Smith. Filed Feb. 10.

■ Campton, NH (BPH860828MB)—Granted app. of White Mountain Radio for 105.7 mhz; 3 kw H&V; 328 m. Address: MT Country Realty Bldg., Rtes. 49 and 175, Campton, NH 03223. Principal is owned by Daphne Corcoran and Neal Cortell. Cortell is 25% stockholder of WGOT(TV) Merrimack, NH. Filed Feb. 16.

■ Las Cruces, NM (BPED880308ML)—Granted app. of Board of Regents New Mexico State University for 91.5 mhz; 1 KW (H&V); .59 m. Address: Box 32, Las Cruces, NM 88003. Principal is headed by Irma M. Glover, Mary B. Sanchez and Don Kidd. It has no other broadcast interests. Filed Feb. 13.

■ Santa Fe, NM (BPH8803100A)—Returned app. of Comun Inc. for 94.7 mhz; 100 kw (H&V); 395 m. Address: 1609 6th St. N.W., Albuquerque, NM 87102. Principal is owned by Vicente Silva, Maria de los Angeles, Loyola Guana and Maria Ester de Anda. Filed Feb. 16.

■ Santa Fe, NM (BPH880310MI)—Returned app. of Jemez Mountain Broadcasters for 94.7 mhz; 90 kw (H&V); 629 m. Address: 207 Montoya St., Santa Fe, NM 87501. Principally owned by Jeffrey Kline, who has no other broadcast interests. Filed Feb. 6.

■ Fair Bluff, NC (BPH880602NW)—Returned app. of Morgan, Davis, Meares & Bledsoe for 105.3 mhz; 3 kw H&V. Address: P.O. Box 774, Fair Bluff, NC 28439. Principal is owned by Bobby G. Morgan, Marion H. Davis, Carl Meares Jr., Virginia W. Bledsoe and Harold Bledsoe. Virginia W. Bledsoe and Harold Bledsoe are 60% and 40% voting stockholders, respectively, of Bledsoe Broadcasting Corp., licensee of WJHB(AM) Fairbluff, NC. Harold Bledsoe is 52% voting stockholder of Community Broadcasting Co., licensee of WSDC Hartsworks, SC. Filed Feb. 10.

■ Wadesboro, NC (BPH880505OT)—Granted app. of Red Penny Broadcasting for 93.5 mhz; 3 kw H&V; 100 m. Address: 208 S. Rutherford St., Wadesboro, NC 28170. Principal is owned by Ridsen A. Lyon and Justine H. Lambert. Lyon has interests in Richmond County Broadcasting Co., licensee of WKDX Hamlet, NC. Filed Feb. 13.

■ Commerce, OK (BPH880217NE)—Granted app. of Commerce Communications Inc. for 99.7 mhz; 3 kw H&V; 100 m. Address: 310 North Main St., Miami, OK 74354. Principal is owned by Helen L. Chambers, Randy L. Neal and David L. Olds. It has no other broadcast interests. Filed Feb. 14.

■ Greenwood, SC (BPH871106MA)—Granted app. of United Community Enterprises Inc. for 103.5 mhz; 3 kw H&V; 100 m. Address: 370 Burnett Rd., Greenwood, SC 29646. Principal is owned by Wallace A. Mullinax Sr. and Wallace A. Mullinax Jr. Applicant is licensee of WMTY(AM) Greenwood, SC. Filed Feb. 15.

■ Marion, SC (BPH880307MB)—Dismissed app. of Theodore J. Gray III for 100.5 mhz; 3 kw H&V; 100 m. Address: 606 Oakgrove, Graham, NC 27253. Principal has no other broadcast interests. Filed Feb. 17.

■ Marion, SC (BPH880307MC)—Dismissed app. of Marshall R. Magee for 100.5 mhz; 3 kw H&V; 100 m. Address: 3502 Spyglass Court, Augusta, GA, 30907. Principal has no other broadcast interests. Filed Feb. 17.

■ Lebanon, TN (BPH890112ME)—Returned app. of B&G Inc. for 98.9 mhz; 3.0 kw; 100 m. Address: 1457 W. Main Street, Lebanon, TN 37087. Principal is owned by Jalal Bachour, Bobby Lewis and Howard M. Gossler. It has no other broadcast interests. Filed Feb. 16.

■ Friona, TX (BPH880628MF)—Granted app. of Lois B. Crain for 95.1 mhz; 3 kw H&V; 87 m. Address: Rte. 5, Box 755-1, Byhalia, MS, 38611. Principal has 75% partnership interest in KDFI(AM) Ferris, TX. Filed Feb. 13.

■ Midland, TX (BPED880418MW)—Returned app. of Southwest Educational Media Foundation of Texas Inc. for 95.1 mhz; 3 kw H&V; 100 m. Address: 2100 Highway 360, #1204, Grand Prairie, TX 75050. Principal is owned by T. Kent Atkins, Mary H. Atkins and Charles Delap. It has no other broadcast interests. Filed Feb. 10.

■ Midland, TX (BPH880421MP)—Returned app. of Ruben Velasquez for 95.1 mhz; 3 kw H&V; 100 m. Address: N. Loop 338, Odessa, TX 79763. Principal has no other

broadcast interests. Filed Feb. 10.

■ Odessa, TX (BPH870415KP)—Granted app. of Mid-Cities Corp. for 96.1 mhz; 50 kw H&V; 150 m. Address: 4000 Rasco, Odessa, TX 79764. Principal is owned by Edward L. Ruskelley and Mary R. Roskelley, who have no other broadcast interests. Filed Feb. 13.

■ Victoria, TX (BPH880418MV)—Returned app. of Victoria Broadcasters Inc. for 92.3 mhz; 3 kw H&V; 100 m. Address: 2207 Wildwood Dr., Victoria, TX 77902. Principal is owned by M.N. Bostick, Robert C. Martin, Ray Deayer, Ellen Deayer, John Barr, James and Martha Phillips. The IJB Co., I.L. Sams & Sons Inc. Principals have interests in KBTX(TV) Bryan, KWTF-AM-FM-TV Waco, KNAL(AM) Victoria, all Texas; KLFY(TV) Lafayette, LA, and KXII(TV) Ardmore, OK. Filed Feb. 10.

■ Victoria, TX (BPH880421ME)—Returned app. of Multi-com Broadcasters Inc. for 92.3 mhz; 3 kw H&V; 100 m. Address: Box 5697, Bryan, TX 77805. Principal is owned by Carolyn G. Vance and William R. Vance Jr. It has no other broadcast interests. Filed Feb. 10.

■ Delta, UT (BPH871105MI)—Granted app. of TGWM Inc. for 95.7 mhz; 100 kw H&V; m. Address: 781 North Valley View Dr., #34, St. George, UT 84770. Principal is owned by Glen S. Gardner, Orval Wright, Rex L. Jackson and John L. Miles. It has no other broadcast interests. Filed Feb. 16.

Facilities Changes

Applications

AM's

■ Montecito, CA, KJCD 880 khz—Feb. 13—Application for Mod of CP (BP850701AW) to change TL to Gibraltar Rd., .93 mi NE of Santa Barbara, CA, and make changes in antenna system; 34 28 15N 119 40 33W.

■ Clewiston, FL, WAFB 590 khz—Feb. 14—Application for CP to change city of license to Cape Coral, FL; increase day and night power to 5 kw DA-1; TL: east side of Hwy 767, 5 km N of St. James City, FL; make changes in antenna system; 26 31 48N 82 05 00W.

■ Bath, ME, WJTO 730 khz—Feb. 10—Application for CP to increase day power to 10 kw and add night service with 500 w and make changes in antenna system.

■ Rockland, ME, WRKD 1450 khz—Feb. 14—Application for CP to change TL to Rockland, ME, and make changes in antenna system; 44 07 34N 69 08 19W.

■ Spring Arbor, MI, KTGG 1540 khz—Feb. 13—Application for CP to increase power to 490 w day/200 w (C11).

FM's

■ Glendale, AZ, KCWB 103.5 mhz—Feb. 1—Application for Mod of CP (BPI1820621AK) to change ERP: 46.2 kw H&V; HAAT: 740 m H&V; TL: 18.2 km, bearing 295 degrees from Luke Air Force Base, AZ.

■ Quincy, CA, KQNC 101.9 mhz—Feb. 1—Application for CP to change ERP: 18.5 kw H&V; HAAT: 645 m H&V; TL: 40 03 36 120 54 46.

■ Pueblo, CO, KATM-FM 100.7 mhz—Jan. 30—Application for Mod of CP (BPI1881109ID) to change ERP: 13 kw H&V; HAAT: 647 m H&V.

■ Port Charlotte, FL, WEEJ 100.1 mhz—Feb. 10—Application for CP to change ERP: 97.3 kw H&V; TL: Bloomington Dr., near Rotunda, FL; CLASS: C1 (per Docket 87-456).

■ Gainesville, FL, WYFB 90.5 mhz—Feb. 16—Application for Mod of CP (BPE1871105IF) to change ERP: 96.81 kw H&V; HAAT: 207 m H&V; supply measured antenna data for BPE1871105IF.

■ Savannah, GA, WYFS 89.5 mhz—Feb. 6—Application for CP to change ERP: 91.22 kw (V) only.

■ Statesboro, GA, WUUF 102.9 mhz—Jan. 27—Application for Mod of CP (BPH860707NA) to change ERP: 1.2 kw H&V; HAAT: 152 m H&V.

■ Hilo, HI, KIPA-FM 100.3 mhz—Feb. 13—Application for Mod of CP (BMPH880715ID) to change ERP: 74 kw H&V.

Actions

■ Fenwick Island, DE. Granted Key Broadcasting Corp.'s motion to dismiss its application for new FM station at Fenwick Island. (MM docket 87-236 by order [FCC 89R-5] adopted Feb. 14 by Review Board.)

■ Dubuque, IA. Affirmed decision by Mass Media Bureau granting application of Dubuque TV Limited Partnership to assign license of KDUB-TV Dubuque, ABC, ch. 40, to Sage Broadcasting Corp. of Dubuque over objections of Cedar Rapids Television Inc. (By MO&O [FCC 89-13] adopted Jan. 19 by commission.)

■ Lafayette, LA. Granted Oakdale Limited Partnership's request to dismiss its application for review in this proceeding concerning FM table of allotments at Lafayette, LA. (MM docket 87-196 by order [DA 89-202] adopted Feb. 8 by deputy chief. Policy and Rules Division, Mass Media Bureau.)

■ Bay Shore, NY. Affirmed Review Board decision dismissing application of Long Island Music Broadcasting Corp. for new FM station at Bay Shore. (MM docket 87-246 by MO&O [FCC 89-58] adopted Feb. 15 by commission.)

■ Wiggins, MS. Granted application of Community Broadcasting Co. Inc. for new FM station on channel 250A (97.9 mhz) at Wiggins and denied application of John F. White. (MM docket 87-580 by JD [FCC 89D-7] issued Feb. 10 by ALJ Chachkin.)

■ Conroe, TX. Dismissed applications of DLBS Inc. and Conroe Broadcasting Limited Partnership for new TV station at Conroe. (MM docket 85-331 by order [FCC 89R-6] adopted Feb. 14 by Review Board.)

■ Joint Board. Made recommendations on issues relating to jurisdictional allocation of Feature Group and Feature Group B traffic for separations and billing purposes. (CC docket 85-124 by Recommended Decision and order [FCC 88J-5] adopted Dec. 22 by Federal-State Joint Board.)

■ Security Alarm Devices. Denied National Academy of Science's Committee on Radio Frequencies and National Radio Astronomy Observatory reconsideration of action amending Part 15 of rules regarding control and security alarm devices. (Gen. docket 86-422 by MO&O [FCC 89-50] adopted Feb. 10 by commission.)

■ Cross-Interest Policy. Deleted cross-interest policy as it applies to consulting positions, time brokerage arrangements and advertising agencies; issued further notice addressing policy as it applies to joint ventures, key employees and nonattributable equity interests. Comments due April 21, replies May 8. (MM docket 88-344 by policy and statement [FCC 88-344]; MM docket 87-154 further NOINPRM [FCC 88-345] adopted Oct. 27 by commission.)

■ TV Technical Rules. Amended certain technical and operating requirements for TV stations. (MM docket 88-114 by R&O [FCC 89-43] adopted Feb. 7 by commission.)

■ Renewal of WBUZ(AM) Fredonia, NY. Denied on Character Grounds MM docket 85-92 (report DC-1363, action in docket case). Citing employment discrimination, misrepresentation and fraudulent contest operation, commission has denied application of Catocin Broadcasting Corp. of New York for renewal of its license for AM station WBUZ Fredonia, NY. Action by commission Feb. 22 by MO&O (FCC 89-74).

■ Commission Proposes New Rules and Procedures to Reduce Interference Between Broadcast Stations—MM docket 89-46. (Report DC-1361, action in docket case.) Proposed number of amendments to encourage AM licensees to institute changes to reduce interference. Action by commission Feb. 22 by NPRM (FCC 89-71).

■ FCC Clarifies Elimination of Carroll Doctrine and UHF Impact Policy—MM docket 87-68 (Report DC-1362, action in docket case.) Issued clarification of 1987 decision eliminating Carroll doctrine and UHF Impact Policy by reiterating that action taken in its report and order is limited to licensing and allotment proceedings. Action by commission Feb. 22 by MO&O (FCC 89-73).

■ Commission Affirms Program Exclusivity Rules and Modifies One-year Transition Period—gen. docket 87-24. (Report DC-1366, action in docket case.) Upheld and clarified May 1988 decision to reimpose syndicated exclusivity rules and to extend scope of network non duplication rules. It extended date for compliance with new exclusivity rules to midnight, Dec. 31, 1989. Action by commission Feb. 22 by MO&O (FCC 89-72).

■ FCC Declines to Adopt Trunking Compatibility Protocol Standards for Equipment Operating in 800 mhz Public Safety Bands—gen. docket 88-441 (Report DC-1364, action in docket case.) Decided not to adopt government-mandated trunking compatibility protocol standard for existing communications equipment operating in 800 mhz public safety bands. Action by commission Feb. 22 by MO&O (FCC 89-69).

■ Home Shopping Network Granted Waiver of Dual Network and Prime Time Access Rules (Report MM-382, Mass Media Action). Found that Home Shopping Network has met standards for obtaining waivers of dual network and prime time access rules by demonstrating that its opera-

tions are unique and distinguish it from type of organizations to which rules were intended to apply. Action by commission Feb. 14 by MO&O (FCC 89-56).

■ FCC Adds New Section to Rules Designating General Counsel and Its Office to Receive Petitions to Courts for Review of FCC Orders (Report GN-37, general action). Designated Office of General Counsel as office and General Counsel as officer, to receive copies of date-stamped, court-filed petitions for review. Action by commission Feb. 15 by R&O (FCC 89-57).

■ Multiple Ownership Rules. Relaxed prohibition against common ownership of radio and television stations in same television market. (MM docket 87-7, by Second R&O [FCC 88-407] adopted Dec. 12 by commission.)

■ Santa Barbara, CA. Remanded to Review Board for further consideration proceeding involving three competing applications for new TV station at Santa Barbara. (MM dockets 84-934-6, by MO&O [FCC 89-47] adopted Feb. 10 by commission.)

■ Raleigh, NC. Overturned Review Board decision granting application of Cotten Broadcasting Co. for new TV station on ch. 50 at Raleigh and denying competing application of L. Broadcasting Co. (MM docket 85-49, by MO&O [FCC 89-46] adopted Feb. 10 by commission.)

Allocations

■ Osecola, AK. Effective April 10, amended FM table by substituting channel 251C (98.1 mhz) for channel 251C2; modified license of KMPZ(FM) accordingly. (MM docket 88-146, by R&O [DA 89-154] adopted Feb. 3 by deputy chief. Policy and Rules Division, Mass Media Bureau.)

■ Pentwater, MI. Effective April 10, amended FM table to allot channel 231A (94.1 mhz); filing window April 11-May 11. (MM docket 88-155, by R&O [DA 89-157] adopted Jan. 31 by deputy chief. Policy and Rules Division.)

■ Pearl and Magee, MS. Effective April 10, amended FM table to allot channel 230A (93.9 mhz) to Magee; filing window April 11-May 11. (MM docket 88-312, by R&O [DA 89-155] adopted Feb. 3 by deputy chief. Policy and Rules Division.)

■ Savannah, MO. On request of Columbia FM Inc., proposed amending FM table by allotting channel 224C2 (92.7 mhz) to Savannah; comments April 17, replies May 2. (MM docket 89-36, by NPRM [DA 89-156] adopted Feb. 3 by deputy chief. Policy and Rules Division.)

■ Borger, TX. Effective April 10, modified FM table by substituting channel 282C1 (104.3 mhz) for channel 282C and modified license of KDXR(FM) accordingly. (MM docket 88-492, by R&O [DA 89-152] adopted Jan. 31 by deputy chief. Policy and Rules Division.)

■ Oskaloosa and Perry, IA. At request of Jomast Corp., proposed substituting channel 285C2 (104.9 mhz) for channel 285A at Oskaloosa and modifying license for KOSK(FM) to specify operation on higher powered channel; substituting channel 287A (105.3 mhz) for channel 285A at Perry, and modifying license for KDLS to specify new channel and ordered Perry Broadcasting Co. to show cause why its license for KDLS should not be modified. Comments due April 17, replies due May 2. (MM docket 89-41 by NPRM [DA 89-174] adopted Jan. 30 by deputy chief. Policy and Rules Division, Mass Media Bureau.)

■ Vinton, IA. At request of Harold A. Jahnke, proposed allotting channel 296A (107.1 mhz) to Vinton as its first local FM service. Comments due April 17, replies May 2. (MM docket 89-40 by NPRM [DA 89-173] adopted Jan. 30 by deputy chief. Policy and Rules Division.)

■ Flint, Harbor Beach and Sebawaing, MI. At request of Reams Broadcasting Inc., proposed amending FM table by substituting channel 288B1 (105.5 mhz) for channel 288A at Flint and modifying license of WWCK-FM to specify higher powered channel; substituting channel 279C2 (103.7 mhz) for channel 289C2 (105.7 mhz) at Harbor Beach, and substituting channel 267A (101.3 mhz) for channel 280A (103.9 mhz) at Sebawaing. Ordered DCS Radio, permittee of WFMH Harbor Beach, to show cause why its permit should not be modified to specify channel 279C2; and ordered Family Stations Inc., permittee WWMI, Sebawaing, should not be modified to specify channel 267A. Comments due April 17, replies May 2. (MM docket 89-38 by NPRM [DA 89-159] adopted Jan. 30 by deputy chief. Policy and Rules Division.)

■ Alexandria, MN. At request of Paradis Broadcasting of Alexandria Inc., proposed substituting channel 222C2 (93.2 mhz) for channel 224A (92.7 mhz) at Alexandria, and modifying license of KXRA-FM to specify higher powered channel. Comments due April 17, replies May 2.

(MM docket 89-39 by NPRM [DA 89-161] adopted Feb. 2 by deputy chief. Policy and Rules Division.)

■ **Two Harbors, MN.** At request of Twin Ports Broadcasting Inc., proposed substituting channel 282C2 (104.3 mhz) for 282A at Two Harbors, and modifying Twin Port's construction permit to specify channel 282C2. Comments due April 17, replies May 2. (MM docket 89-37 by NPRM [DA 89-158] adopted Feb. 2 by deputy chief. Policy and Rules Division.)

■ **Ackerman and Cleveland, MS.** Effective April 10,

amended FM table by substituting channel 300C (107.9 mhz) for 300C1 at Ackerman and modifying license of WFCA to specify higher class channel: substituted channel 295A (106.9 mhz) for 299A (107.7 mhz) at Cleveland. (MM docket 88-472 by R&O [DA 89-160] adopted Feb. 2 by deputy chief. Policy and Rules Division.)

■ **Lawton, OK.** Effective April 10, amended FM table by allotting channel 258C2 (99.5 mhz) at Lawton and modified license of KMGZ to specify operation on channel 258C2 in lieu of channel 237A (95.3 mhz). Filing window

opens April 11, closes May 11. (MM docket 88-188 by R&O [DA 89-175] adopted Jan. 30 by deputy chief. Policy and Rules Division.)

■ **Bolivar, TN.** At request of Opel J. Shaw, proposed allotting channel 234A (94.7 mhz) to Bolivar as its second local FM service. Comments due April 17, replies May 2. (MM docket 89-42 by NPRM [DA 89-177] adopted Jan. 30 by deputy chief. Policy and Rules Division.)

■ **Austin, Yoakum and Hallettsville, TX.** Effective April 10, amended FM table by allotting channel 260A (99.9 mhz) to Hallettsville; substituting channel 272C2 (102.3 mhz) for 272A at Austin and modifying license of WPEZ(FM) to specify channel 272C2; substituting channel 223A (92.5 mhz) for 272A at Yoakum. Filing window for channel 260A at Hallettsville opens April 11, closes May 11. (MM docket 88-33 by R&O [DA 89-176] adopted Jan. 30 by deputy chief. Policy and Rules Division.)

■ **Aberdeen, WA.** At request of Pioneer Broadcasting Co., Inc., proposed substituting channel 284C (104.7 mhz) for 284C2 at Aberdeen and modifying license of KDUK-FM accordingly. Comments due April 17, replies May 2. (MM docket 89-43 by NPRM [DA 89-178] adopted Jan. 30 by deputy chief. Policy and Rules Division.)

Services

FCC ON-LINE DATABASE
dataworld[®]
 Allocation Terrain Studies
 AM • FM • TV • LPTV • ITFS
 4827 Rugby Ave. Suite 200
 Bethesda MD 20814
 (301) 652-8822 1-800-368-5754

RAMTRONIX, INC.
 Connector Supplier
 to the Broadcast Industry
Kings/ITT Cannon
 67 Jetrbyn Blvd. E.
 Deer Park, N.Y. 11729
 (516) 242-4700

Stephen Raleigh
Broadcast Services
 Full Service Technical Consulting
 Specialists in Audio & RF Systems
 Facility Design & Installation
 P.O. Box 3403, Princeton, N.J. 08540
 (609) 799-4357

MAILING LABELS
AM, FM & TV
 CALL
dataworld[®]
 1-800-368-5754

PROFESSIONAL VIDEO SERVICES
 • Complete Video Tape Production
 • 40' x 40' Acoustic Studio-Light Grid
 • Satellite & Local Teleconferencing,
 Downtown Pt. to Pt. Transmission

 3030 Roosevelt Ave. • Indianapolis, IN 46218 • (317) 632-2288
 An American Television & Communications Corp. Company

Franklyn R. Beemish & Co.
 Engineering for Television & Radio
FACILITIES AND SYSTEMS DESIGN & IMPLEMENTATION
 ANALOG & DIGITAL VIDEO, AUDIO, HDTV
 ARCHITECTURAL ENGINEERING
 ELECTRICAL, HVAC, ACOUSTICAL
 574 Sunrise Highway, Baldwin, NY 11510 516-867-8510

Shoolbred Engineers, Inc.
 Structural Consultants
Towers and Antenna Structures
 Robert A. Shoolbred, P.E.

BROADCAST DATA SERVICES
 Computerized Broadcast Service
 Including
 Data Base Allocation Studies
 Terrain Profiles
A Div. of Muffet, Larson & Johnson, Inc.
 703 824-5666
 FAX: 703-824-5672

UNUSED
CALL LETTERS
 CALL
dataworld[®]
 1-800-368-5754

Telotech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
 • FCC Applications and Field Engineering
 • Frequency Searches and Coordination
 • Tower Erection and Maintenance
 • Facility Design and Construction
 Contact: **RENNEH W. HOEHN** 23400 Mich. Ave.
 (313) 562-6873 Dearborn, MI 48124

DSI
 COMMUNICATIONS SYSTEMS
 • Radio and Television System Design
 • Transmitter and Studio Installation
 • Microwave and Satellite
 Engineering and Installation
 627 Boulevard
 201-245-4833 Kenilworth, NJ 07033

FULL TIME
UPLINK SERVICES
\$9988/month
 from Dallas
 Call 1-800-328-2546

Stainless, inc.
 New Towers, Antenna Structures
 Engineering Studies, Modifications
 Inspections, Erection, Appraisals
 North Wales, PA 19454
 215 699-4871 FAX 699-9597

Blank space for service advertisement.

Call Letters

Applications

Call Sought by

AM's

- WNDC(AM) WTGE Church Point Ministries, Baton Rouge
 WKSD(AM) WERT Radio Inc., Van Wert, OH
 WEYZ(AM) WRIE Burbach Broadcasting Co., Erie, PA

FM's

- WSHQ(FM) WACS-FM Bruce M. Lyons, Cobleskill, NY
 WQKW(FM) WNYF-FM Sun Radio Broadcasting, Cortland, NY

Actions

New AM's

- WEDD(AM) Edmund Dinis, Fairhaven, MA
 WBTI(AM) Bell Broadcasting Co., Taylor, MI
 WLWZ(AM) Minority Christian Radio of Ohio, Athens, OH
 WMSP(AM) Minority Christian Radio of Charleston, Elk Hills, WV

New FM's

- KGVV(FM) Garry and Virginia Infante Brill, Templeton, CA
 WMCE(FM) Mercyhurst College, Erie, PA
 WPKZ(FM) Stonewall Broadcasting Co., Elkton, VA

Existing AM

- WLMX(AM) WGVT Chattanooga Radio Limited Partnership, Rossville, GA

Existing FM's

- WSOR(FM) WLSF Southwest Florida Educational Corp., Naples, FL
 WLMX-FM WLMX Chattanooga Radio Limited Partnership, Rossville, GA
 WTMX(FM) WCLR Bonneville Holding Co., Skokie, IL
 WBLK(FM) WBLK-FM Broadcasting Corp., Depew, NY
 WEZG(FM) WEZG-FM Lorenz Broadcasting Corp., North Syracuse, NY
 KOPB-FM KOAP-FM State of Oregon, Acting by and Through Oregon Commission on Public Broadcasting, Portland, OR
 WROV-FM WMVA-FM Lisa Broadcasting Inc., Martinsville, VA

Existing TV

- KOPB-TV KOAP-TV State of Oregon, Acting by and Through Oregon Commission on Public Broadcasting, Portland, OR

Professional Cards

du Treil Lundin, & Rackley, Inc.
A Subsidiary of A. D. Ring, P.C.
1019 19th Street, N.W.
Third Floor
Washington, D.C. 20036
Telephone: 202/223-6700
Facsimile: 202/466-2042
Member AFCE


SAIC Carl T. Jones
Corporation
A Subsidiary of Science Applications International Corporation
CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VA 22153
(703) 569-7704
MEMBER AFCE


LOHNES & CULVER
Consulting Radio-TV Engineers
1156 15th. St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
 Since 1944 Member AFCE

**COHEN, DIPPELL
and EVERIST, P.C.**
CONSULTING ENGINEERS
1015 15th. Street N.W., Suite 703
Washington, O.C. 20008
(202) 783-0111
Member AFCE

SILLIMAN AND SILLIMAN
8121 Georgia Ave #700
Silver Spring, MD 20910
ROBERT M SILLIMAN, P.E.
(301) 589-8288
THOMAS B SILLIMAN, P.E.
(812) 853-9754
Member AFCE

Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MD 20904
 301 384-5374
Member AFCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128
 (415) 342-5200
(202) 396-5200
Member AFCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114
Member AFCE

**JULES COHEN
& ASSOCIATES, P.C.**
Suite 400
1730 M St N.W.
Washington DC 20036
(202) 659-3707
Member AFCE

**CARL E. SMITH
CONSULTING ENGINEERS**
AM FM TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 50 Years"
Box 2727 Bath, Ohio 44210
(216) 659-4440

**VIR JAMES
CONSULTING ENGINEERS**
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave. - 80219
(303) 937-1900
DENVER, COLORADO
Member AFCE & NAB

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS
CONSULTING & ENGINEERING**
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCE

ENTERPRISE ENGINEERING P.C.
Consulting Engineers
FW HANNEL PE
PO Box 9001 Peoria, IL 61614
(309) 691-4155
Member AFCE

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC**
J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101 (703) 556-9765

C. P. CROSSNO & ASSOCIATES
Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCE

**JOHN F.X. BROWNE
& ASSOCIATES, P.C.**
525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCE

**D.C. WILLIAMS
& ASSOCIATES, INC.**
Consulting Engineers
AM-FM-TV-CATV
POST OFFICE BOX 1
FOLSOM, CALIFORNIA 95630
(916) 933-5000

CLARENCE M. BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC.
BROADCAST ENGINEERING CONSULTANTS
P.O. BOX 1130
MARLTON N.J. 08053
(609) 985-0077

 LAWRENCE L. MORTON
ASSOCIATES
21671 SUPERIOR LANE
LAKE FOREST, CA 92034
LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
(714) 859-6015
MEMBER AFCE

SELLMEYER ENGINEERING
Consulting Engineers
P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCE

PAUL DEAN FORD, P.E.
BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 351
WEST TERRE HAUTE, INDIANA 47885
812-535-3831
Member AFCE

EVANS ASSOCIATES
Consulting Communications Engineers
AM-FM-TV-CATV-ITFS-Satellite
Broadcast Engineering Software
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone (414) 242-6000
Member AFCE

RICHARD L. BIBY, P.E.
COMMUNICATIONS ENGINEERING
SERVICES, P.C.
CONSULTING ENGINEERS
1600 Wilson Blvd., Suite 1003
Arlington, Virginia 22209
(703) 522-5722
Member AFCE

**JOHN J. DAVIS
& ASSOCIATES**
CONSULTING ENGINEERS
P O BOX 128
SIERRA MADRE, CA 91024-0128
(818) 355-6909
Member AFCE

WILLOUGHBY & VOSS
BROADCAST TECHNICAL CONSULTANTS
SUITE 100-A
15102 JONES - MALTSBERGER
SAN ANTONIO, TEXAS 78232
(512) 525-1111 OR 490-2778
APPLICATIONS • FIELD SERVICES
Member NAB

 LUNAYACH COMMUNICATIONS CONSULTANTS, INC.
FM • TV • Cellular Applications,
System Design, Field Engineering
1835 K St., N.W. contact: S. Meeks
Suite 900, Penthouse D. Rose
Wash., D.C. 20006 (202) 828-5550

J. Boyd Ingram and Associates
Specialists in
FM Radio Applications
Best Service Best Prices
PO Box 73
Batesville, Mississippi 38606
601 563-4664

DON'T BE A STRANGER
To Broadcasting's 116,427 Readers
Display your Professional or Service Card
here. It will be seen by station and cable TV
system owners and decision makers
* 1986 Readership Survey showing 3.5
readers per copy

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

AFCE
Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036
(202) 659-3707

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

Corporate administrative director needed for one of America's leading quality Christian radio groups with 25 years of service. Currently in 5 major markets with immediate plans for significant expansion. Must be strong advance planner with reputation for follow-through. Must have established management and marketing background. Must be fast, smart and aggressive, highly motivated and proven leader with ability to create own income out of short-term and long-term growth of the company. Must have excellent character and broadcast references and must be interested in maintaining our record of integrity and quality in commercial Christian broadcasting. Are you this person? Send complete information to Rich Bott, Bott Broadcasting Company, 10841 E. 28th St., Independence, MO 64052. EOE.

Station manager: Growing group owner is actively seeking station manager with strong administrative and sales skills for Southwest market. Attractive compensation package includes base salary plus incentive plan. Excellent career potential for the right person who has had station or sales management experience. Know how to make your plan work. Send detailed resume, salary history to Box B-62. EOE.

General sales manager for group owned AM/FM market leading combo, in Mid-Atlantic top 50 market. Minimum of three years management success with achieving budget, inventory control and increasing rates. Lead, train and motivate 10 A.E. staff E.E.O. Send resume and sales philosophy to Box R-5

Local sales manager. Recruit, lead, direct, and train. Tremendous opportunity at Oklahoma City's leading full service A/C station. If you are a confident leader, trainer, and possess superior sales and organizational skills, we want to hear from you. Send resume and cover letter to Wayne Walker, KLTE, 9400 N. Broadway, #450, Oklahoma City, OK 73114. EOE. No calls please.

General manager needed for regional Adult Contemporary Class C FM station in the beautiful Southwest. Need someone with a strong sales background who is creative, aggressive and a motivator. EOE. Box R-34.

National program sales coordinator for an expanding six station group with inspirational formats. Successful sales background and working contacts with NRB members a must. The position also involves coordinating individual station sales strategies as well. This is an upper-management position working out of the corporate home office in Orange County California. Send resumes to, Mark McNeil, American Sunrise Communications, 16742 Gothard St., Suite 201 Huntington Beach, CA 92647. EOE.

GM wanted. Top 25 market. Northwest. Liberal incentive program for the right person. Based on performance. Must be sales driven with proven management skills, including good financial background. Send current letter, resume and five year salary history to Box R-14. EOE.

Sales manager for small combo market in central Texas. Must have radio sales experience. Performance is everything. Prefer someone from the Texas area. Call Paris 713-871-0995. EOE.

Wanted: Operations manager for Florida Keys radio station. Live - assist, with experience necessary. Salary plus benefits. Call today 305-852-9085 WFKZ, 93351 Overseas Highway, Tavernier, FL 33070. EOE.

Sales manager: AM FM combo in southwest Missouri. Successful sales management track record in small/medium market required. Send resume and salary requirements to G.M., KUZU/WMBH Radio, P.O. Box 1667, Joplin, MO 64801. 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. EOE.

Sales manager for Virginia FM. Desirable location; good facilities; open-end potential for sales growth excellent compensation. EOE. Resume. Box R-21.

General manager Need experienced broadcaster with strong sales background. Resume to Paul Bailon, KMCM/KMTA, Box 1426, Miles City, MT 59301. EOE.

HELP WANTED SALES

Radio sales and sales management positions available. Excellent potential. Positions in NH, VT, and Upstate NY. Terrific quality of life. Resume to Ray Garon, Box 1010, Newport, NH 03773. EOE.

Financially strong, fast growing radio group, seeking account executives—salary, commission, bonuses, plus benefits. Unlimited potential for the career oriented. High performance rewarded. Call Olga at 409-245-4642. EOE.

Top rated WHBC AM/FM needs continuity director. Copy writing or advertising experience required. Resume to Ray Hexamer, Box 9917, Canton, OH 44711. No phone calls. EOE.

KITS, San Francisco's LIVE 105, is looking for an account executive to make their mark in the Bay Area. We are currently staffing a new business and retail effort for our Modern Rock format. Are you that rare individual who looks under rocks for new retail business and is excited by challenge and success? You must be bright, energetic, creative, talented and most of all relentless. The rewards are infinite. Reply only if you have a minimum of one year radio sales experience and want a more challenging and lucrative position. EOE. Letter and resume to: Craig Sandler, LIVE 105/KITS-FM, 1355 Market St., Suite 152, San Francisco, CA 94103.

Top performers! Trumper Communication's newest acquisition in Minneapolis has excellent opportunities for persons with proven track records in radio sales. Send resume and salary history to: Shelly Maiecha, GSM, KQQL-FM, 501 West Travelers Trail, Burnsville, MN 55337. No calls. Equal opportunity employer.

Dominant southern California small market station seeks one experienced, creative, dynamic sales pro. Ready for rare growth opportunity. Send letter, resume, references and salary history: Altn: Joe Acker, KSES Radio, P.O. Box 1420, Yucca Valley, CA 92286. An EOE.

Account executive: One of the nation's leading Gospel stations has an immediate opening for sales professional experienced in Urban Contemporary, R & B or Gospel radio. Successful sales background a must. Send resume to WBGR, 334 N. Charles St., Baltimore, MD 21201. EOE.

Rapidly growing central Wisconsin radio station seeks experienced AE. We need a person who has a successful track record but is open to new ideas and approaches. Midwest applicants get special consideration. Contact Paul Nielsen or Andy Eichenwald at Magic 105 FM WMGU, 715-341-0500. EOE.

HELP WANTED ANNOUNCERS

Medium market NC FM has immediate opening for morning personality with production experience. Excellent facilities and working conditions. Send resume and aircheck to Richard Feindel, General Manager, WGJA Classic Hits FM 105.5, PO Drawer R, Sanford, NC 27330. EOE.

Announcer - salesperson: Southern Maryland Soft Contemporary FM. Some air shift work plus sales presentations. WMJS, Box 547, Prince Frederick, MD 20678. EOE.

Professional. For outstanding AM radio station. Will join a top staff with both AM and FM radio stations. Must have excellent track record. Excellent opportunity, income commensurate with experience. Send tape and resume to Box 292884, Kettering, OH 45429. EOE.

Producer/announcer: Public radio stations KUNI/KHKE-/KUNY need producer/announcer to host jazz and blues programs, produce live remote broadcasts and interviews, deliver newscasts, and relate effectively with community leaders, including leaders of a significant black community. Position requires solid knowledge of jazz and blues, background in broadcast production, interviewing and reporting, and ability to project a bright, informed image in ad-lib situations. B.A. in Broadcasting, Communications, or related fields, and minimum of 2-3 years professional experience as on-air producer/host required. Previous experience in public broadcasting desirable. Salary range: \$17,725 - \$20,304 plus fringe benefits. Send letter of application, recent announcing and news audition tape and resume to: Carl R. Jenkins, Program Director, KUNI/KHKE/KUNY, University of Northern Iowa, Cedar Falls, IA 50614-0359. Deadline: April 18, 1989. UNI is an equal opportunity educator and employer with a comprehensive plan for affirmative action. The University specifically invites and encourages applications from minorities and women.

Opening for full time AT and news director CHR KNIN-FM T&R: Bob Ray, KNIN, Wichita Falls, TX. P.O. Box 787, Wichita Falls, TX 76307. EOE.

Afternoon talk show host: Medium market Newstalk station in sunny South looking for witty, innovative opinionated, yet polite Talk show host. Experience is important. Great hours, great facility, great people! Send tape and resume ASAP to: Andy Thomas, WVOC, P.O. Box 21567, Columbia, S.C. 29221 or call at 803-772-5600. EOE.

If you are talented, unusual, creative, fun-loving and a little bit whacko...come to the Gulf Coast to work and play at a Hot Rock station on the rise to be #1 in the market. You get paid for having fun and putting on a great show! Send resume to Box R-16. EOE.

Top Notch operation looking for personality pro for Mid-days. Send tape and resume to Pat Wilson, WINA, P.O. Box 498, Charlottesville, VA 22902. EOE.

New station auditioning air talent. Positions all areas negotiable. Professionals please. Tapes only. No calls. We'll RSVP. Bigelow Consulting, Box 192, Charlottesville, VA 22902. EOE.

Top rated southern California A.C. station seeks experienced, creative, witty morning drive personality-P.D. Must have excellent background in production. Send air check, tape of production samples, letter, resume, references and salary history to: Joe Acker, KSES Radio, P.O. Box 1420, Yucca Valley, CA 92286. An EOE.

HELP WANTED TECHNICAL

Chief engineer: EZ Communications, Inc., a major radio station operator, has career opportunities for seasoned chief engineers. The successful candidate will have held the position of "chief" or as a major market assistant. Position demands a knowledge of high power AM FM transmitters, directional antennas, and the ability to work with state-of-the-art broadcast equipment. Familiarity with current FCC rules and regulations. Must have FCC General class license and SBE Certification. Send resume to Director of Engineering, P.O. Box 10103, Fairfax, VA 22030. No phone calls. EOE M/F.

Chief engineer for Boston market, WSSH AM and FM, Noble Broadcast Group. Five years experience in broadcast engineering. Send resume, letter and references to Mark Fruehauf, Eastern Region Technical Manager, Noble Broadcast Group, 500 West Cummings Park, Woburn, MA 01801. EOE.

Expanding radio group needs chief engineers and assistants. AM Directional and FM to turn around stations technically in medium markets. SBE certification is a plus. Send resume and salary requirements. EOE Box R-2.

Chief engineer for growing Midwest group owner. Oversee eight stations. Unique opportunity to grow. All stations with state of the art equipment and facilities. Send resume to Ken MacDonald Jr., Box 1776, Saginaw, MI 48605. EOE.

Chief engineer: Southern California FM public radio station looking for motivated chief engineer. Broadcast experience required. Applicant should be able to maintain and repair audio and RF broadcast systems. Application deadline, March 10. Send resume and request for application. CSULB Personnel Office, 1250 Bellflower Blvd., Long Beach, CA 90840. Job #636. EOE.

Nationwide Communications is seeking qualified CE for first class combo in Las Vegas. Experience in high power FM, directional AM, C-Quam, RPU, STL, studio maintenance, automation, IBM computers, and budgets necessary. Send resume to Box 14805, Las Vegas, NV 89114. EOE.

HELP WANTED NEWS

Reporter/anchor: Potential future opening for reporter anchor at All News/Talk radio station in the sunny South. Looking for self-starter with strong interviewing, writing skills, and conversational, lively delivery. Experience a must. Send tape and resume to: Maribeth Farnham, WVOC, 56 Radio Lane, Columbia, S.C. 29221. EOE.

Anchor/reporter with minimum 1 year experience for Midwest local news leader T&R, Curt Alexander, Box 699, Elkhart, IN 46515. EOE M/F.

Radio news director. Booming small market news leader seeks a take charge news director. Good field reporting and anchor skills a must! Excellent opportunity for the right person. T & R: Kevin Mason, Program Director, WBHP, Box 1230, Huntsville, AL 35801. EOE.

Radio anchor/reporter. Wanted. Aggressive, energetic news anchor/reporter. If you eat, sleep and drink news, we want you! T & R: Kevin Mason, Program Director, WBHP, Box 1230, Huntsville, AL 35801. EOE.

Morning Anchor: Immediate openings at AM-FM combo in resort area 100 mi from NY City. Writing skills a must. We have commitment to strong news operation. Equal opportunity employer. Resume to Eugene Blabey, GM, WVOX-AM-FM, PO Box 150, Liberty, NY 12754.

Anchor/Reporter for NJ A/F combo serious about news R/T/Salary to ND. Power 103/WNNJ, Box 40, Newton, NJ 07860. M/F. EOE.

North central Illinois established FM/AM has opening for news person. Join our staff of young professionals. Located 90 miles from Chicago. Good salary/benefits. Resumes and tapes to JMcCullough, WLPO/WAJK, Box 215, LaSalle, IL 61301. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

New Urban FM going on air this summer, looking for experienced P.D. with winning track record. All shifts available. Will consider A.M. duo. Women most definitely encouraged. Tapes and resumes to Allen County Broadcasting, 3815 South Calhoun St., Fort Wayne, IN 46807. Attn. Louie Dinwiddie. EOE.

If you are talented, creative, fun-loving, a self-starter and you're ready to take on the rewarding challenges of a management position, come to the Gulf Coast's hottest new station. We're determined and destined to be number one in the market! Send resume and references to Box R-17. EOE.

Top rated southern California A.C. station seeks experienced, creative, witty morning drive personality-P.D. Must have excellent background in production. Send air check, tape of production samples, letter, resume, references and salary history to: Joe Acker, KSES Radio, P.O. Box 1420, Yucca Valley, CA 92286. An EOE.

SITUATIONS WANTED MANAGEMENT

18 year professional broadcaster, Management, sales and programming. Prefer Rocky Mtn area. Let's talk! Box B-53.

GM available now for right situation. Hard working, sales oriented, bottom-line results. Former owner. All markets considered. David Weinfeld, 210 Setucket Rd., Yarmouthport, MA 02675. 508-394-4041.

Tell me about your station, your market and I'll tell you about a GM who's street heavy, can lead, train and manage. Employed. Box R-6.

General manager radio/turnaround specialist! Middle, major market. Strong sales, research, organization, systems specialist. Young, talented, professional and polished. Can I turn your operations profitable? Box R-11.

Florida....Late 40's pro with extensive broadcast background as owner operator, manager and sales manager. I will run your station and/or sales department. My strength is sales. I am strong and tenacious. Compensation is not as important as an equity position to start with plus an opportunity to increase that equity based on performance and results. I will wind up paying for myself. Reply to Box R-18.

GM available now, 25 year management veteran, national and regional sales professional, coop expert, trainer, motivator, and strong leader. One goal, maximum profit, minimum expenses. Turnaround experience and top street salesperson. Box R-30.

SITUATIONS WANTED ANNOUNCERS

Paul Van Scott! I'm smart, creative, a C.S.B. graduate and ready to dedicate myself to radio. Need chance. 9207 Park Ave., Manassas, VA 22110. 703-361-4262.

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.

Sportscaster/show host: Nationally known sportscaster/analyst available for sports broadcast or talk show host position in major market. Served as columnist for nation's largest paper, national sportscaster for major network on 130 stations and analyst on cable TV network reaching 21 million. Heavily promoted book published by Bantam will be released 989. Handsome, charismatic, winning personality, appeals to young, urban, upscale audience 25 to 45. Call 212-996-5974. Will relocate.

Tools...talent...desire: Dynamic announcer/production animal. Experienced morning host & news man seeks Northeast gig with room at the top. Chris Dowd, 305-296-3574.

Professional attitude and sound, Experienced announcer available immediately. Midwest, South Anytime. Bill 308-534-1211.

Radio - T.V. announcer seeking to re-enter business after 2 year absence. Tape available. Ken Scott, 1413 169th St., Hammond, IN 46324.

Baseball 89: PBP announcer is ready to describe the action. Experienced. Contact Steve Rutherford, 612-938-9425.

Announcer-radio or TV, Pleasant voice, career minded and desire to work in NC or VA. 5 years of experience including news and sports. Broadcasting degree. Call Chris Davis 919-638-6359 or 919-726-5996.

Announcer-sales-general telephone 25 years sales experience in radio, direct, retail. Seeks stable station. Three hours announcing - rest sales. Older adult. Reply Box-holder, Box 67193, Rochester, N.Y. 14617.

Versatile announcer with 4 years experience in production and news. Broadcast graduate. Dave - 303-278-0106.

SITUATIONS WANTED TECHNICAL

Director of engineering for one of America's top rated best-sounding radio stations, is looking. Aggressive, former corporate D.E., hands on, construction, very strong audio, and R.F., and 50 kw D.A. 18 years exp. NARTE, SBE, and FCC. Box B-56.

Engineer with 20+ years experience all phases of radio. Excellent references. For more information and references call Cecii, 817-656-1318.

Christian radio engineer - 19 years solid experience in all aspects of radio engineering. Seeking long term opportunity in a good place to raise my family. Prefer small to medium market in the Midwest or Northwest. Box R-29.

SITUATIONS WANTED NEWS

Physician with broad science/health/environmental background, credible, persuasive, quick; strong written skills. Seek radio news/talk/open-phone position in New York Metro area. Contact Dr. Eric Berger, 170 West End Ave., Suite 2-P, New York, NY 10023 or 212-595-6617.

News director/anchor makes your news sound like a million - cost efficiently. RTNDA award-winning major market pro. Top 30 markets only. Box R-9.

More responsibility needed, Parttime top 50 market news anchor looking for the challenge of ND, education reporter, or talk show host. BA (Government, Business, Criminology; secondary teaching certificate). Quality of life and compensation important. Box R-31.

SITUATION WANTED PROGRAMING PRODUCTION & OTHERS

Young, employed and experienced Talk programmer seeks new challenges. Will give up major market position for first chance at on-air work. Box B-59.

PD: Album-oriented AC, Ten years experience. Made my station number one. Your's may be next. Box R-10.

MISCELLANEOUS

Radio announcers! Need extra cash? Three hours week = \$10,000 year! New part-time business opportunity. Legitimate. Free details. Communication Concepts, 3322 S. Campbell, Suite S-440, Springfield, MO 65807.

Buy-out production music direct from the producer. Wholesale rates. Success proven coast to coast. 414-248-3707.

Radio audience surveys for small & medium markets. Customized for your market. Full demographics & day-parts. A&A Research, 406-752-7857.

CONSULTANTS

The Station Trader Newsletter: Keep informed of radio/television station sales. Call now for free sample issue 1-800-MEDIA-90.

CHR/Urban pioneer will program your station, increasing ratings/developing marketing plan and sales. Bobby Mag-ic & Assoc. 148 Barbaree Way, Tiburon, CA 94920. 415-381-8753.

TELEVISION

HELP WANTED MANAGEMENT

Senior traffic manager: To direct all traffic operations for rapidly growing television broadcaster headquartered in southern California. Multiple station operation. Minimum of five years experience with IBM based automated system required. Must have excellent people skills and be able to demonstrate solid accomplishments as a manager and a trainer. Send resume in confidence, stating salary requirements, to Business Manager, P.O. Box 4279, Santa Barbara, CA 93140. EOE.

General manager: Must have hands-on experience in all areas of station management. sales experience a must. practical working knowledge and experience required in programming and buying. FCC matters, and administrative and accounting matters. Must be bottom line oriented. Southwest market. 100-125 EOE. M/F. Box B-68.

General manager - Successful Indy serving Peoria-Bloomington, Illinois. Seeks GM. Solid sales management background required. Call in confidence—Teresa Kohlstadt 513-351-9112. EOE.

Cable relations manager: Challenging newly created position at network affiliate television station in Charlotte North Carolina. Experience in cable television affiliate relations, promotion, marketing, or public relations is required. This exciting opportunity requires a versatile creative hands-on professional with strong communications skills. Interested candidates should send resumes to Box R-33. EOE.

Sales manager to join growing ABC affiliate in Midwest state capital experiencing dynamic growth. Send sales history, resume and cover letter to General Sales Manager KTKA-TV, Box 2229, Topeka, KS 66601. EOE.

General sales manager: Small Northeast affiliated station needs an aggressive manager with strong motivational skills, and a desire to grow with a growing company. TV experience preferred, but not essential. Good salary, fringe benefits, experience and salary requirements. Our employees are aware of this ad. We are an equal opportunity employer. Box B-60.

HELP WANTED SALES

Rapidly growing promotional agency needs energetic, organized accounts pro with strong creative selling and supervisory skills. Knowledge of co-op and vendor support a big plus. Submit qualifications and remuneration requirements in full confidence to Jim McTigue, Vice President Retail Media Services Inc. 7406 Chape Hill Rd. Suite H. Raleigh, NC 27607. EOE.

Local account executive: #1 ABC affiliate in eastern North Carolina seeks individual looking for an excellent opportunity, great company, and wonderful place to live! Must be goal oriented, accountable for performance and possess ability to develop new local direct business. Established account list provided. Send resume to William D. Webb, VP GM WCTI-TV, P.O. Box 2325, New Bern, NC 28561. EOE.

New business and product development team being assembled in major market. Sales marketing experience necessary. Write to Lovell Communications, 2021 Richard Jones Rd., Suite 310, Nashville, TN 37215. EOE.

HELP WANTED TECHNICAL

Assistant chief engineer, KYUK AM TV is looking for a motivated person with at least 3 years radio TV maintenance experience. This is a HANDS-ON position and applicant must have valid FCC license or SBE certification. Duties include servicing Ikegami, Sony cameras and Sony 3.4" & 1" machines. Position is an excellent opportunity for future advancement into management. Salary range \$27,950-\$32,000 plus excellent fringe benefits. Position open until filled. Send resume and cover letter to Brad Humelsine, Pouch 468, Bethel, AK 99559. Bethel Broadcasting Inc. is an AA/EOE.

Electronic technician: Cable satellite broadcaster seeks experienced individual to repair and maintain all aspects of a state-of-the-art broadcast center including video, audio and RF equipment. Good start salary, excellent benefits. Send resume to Viacom Networks, 35 Adams Ave., Hauppauge, NY 11788. EOE.

Mtce, engr.: Need engr to maintain 300 Kscope Digital F X200 141 Post Prod., Harris 9100 AM FM TV remote control, ACR's VPR-2's, 3's, 80's, FM 2 SCA's, AM stereo 5 ENG remote sites, transmitter sites. Not an entry level position. Experience in all areas desirable. CMML Lic. or SBE Certificate. Contact John Weigand, KFMB AM/FM/TV, P.O. Box 85888, San Diego, CA 92138. EOE.

Studio/transmitter maintenance engineer: Knowledge of Sony Betacart + 1" VTR's, Ampex ADO + Grass Valley switchers. Send resume to Dick Quinto, CE, Combined Broadcasting, 420 N. 20th St., Philadelphia, PA 19130. EOE. M/F.

Director of engineering for public television and radio stations in the Southeast. Demonstrated experience required in UHF transmitter, equipment maintenance, plant layout, planning and management. EOE. Send resume and salary requirements to Box R-8.

Video maintenance technician: Manufacturer of automated broadcast video cart systems has immediate openings. Strong VTR background required. Experience with Betacam SP & MII formats preferred. 2 years hands-on experience. We offer plenty of room to grow, excellent benefits and an unbeatable location. Send resume to Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802. EOE.

Maintenance engineer: Must have experience in repairs of tape and master control equipment. KOAA-TV, NBC affiliate, Colorado Springs, Pueblo market. Resume to Ken Renfrow, P.O. Box 195, Pueblo, CO 81002. EOE.

TV maintenance engineer: South Texas network affiliate. Strong RF and transmitter experience with ability to help maintain studio equipment. Harris BT-35L transmitter, state-of-the-art studio facility. Send resume to Box R-23. EOE.

Radio television engineering technologist I: Assist chief engineer in maintaining electronic equipment in University's Instructional Media Center. Exp in commercial/educational television systems preferred. TV & VCR exp req'd. Minimum qualifications: A Bachelor's degree with a major in electrical, electronics or communications engineering or electronics engineering technology or a high school diploma or its equivalent. 4 years experience in the maintenance design operation or construction of technical broadcasting equipment. Vocational/Technical training in communications engineering broadcast station engineering or electronics can substitute at the rate of 720 classroom hours per year for up to 2 years of the required exp. College education can substitute at the rate of 30 semester or 45 quarter hours per year for up to 2 years of the required experience provided such education includes 4 courses in mathematics electronics or engineering. Deadline 32389 Beginning salary \$17,667.01 Send resume & UWF application to Dept. of Personnel, UWF, 11000 University Pkwy Pensacola FL 32514 UWF is a EOE AA M F V H Institution

RF engineer - MSU is seeking an experienced RF engineer to support the University's state-of-the-art Television Center. The Center has a new KU band SNG truck to support its full production facility which has ADO Chyron Sony cameras, Grass Valley switchers and VTR's. Excellent retirement and benefits package with educational fringes and opportunities to grow. Minimum of five years experience in television RF engineering required. Applicants must be at least 25 years of age with a good driving record. Uplink experience a plus. Deadline - March 27 or until position is filled. Send resume, and three letters of reference to David Hutto Director, University Television Center, P.O. Box 6101 Mississippi State, MS 39762. MSU is an AA EOE.

Chief engineer - Needed for top flight television center - Ampex ADO Grass Valley switchers, Chyron and Sony equipment - new KU SNG truck. A minimum of seven years experience in television engineering is needed - I've must have been in maintenance RF transmission and remote productions. Applicants should have leadership ability and a good work record dealing with people. Position is responsible for supervision of engineering staff, training and troubleshooting facility and field equipment. The position offers excellent fringe benefits and retirement system and additional educational benefits. Deadline March 27 or until the position is filled. Send resume and three letters of reference to David Hutto Director, University Television Center, P.O. Box 6101 Mississippi State, MS 39762. MSU is an AA EOE.

HELP WANTED NEWS

Graduate assistant in broadcast journalism. Experienced broadcast journalist to earn a Masters degree while producing morning television newscasts on WOI-TV (ABC affiliate for central Iowa). Graduate assistant will earn partial tuition remission of out-of-state fees and stipend of approximately \$800 a month. Department of Journalism is accredited program with 80 graduate students and 680 undergraduates. Commercial station WOI-TV is licensed to the University to serve the Des Moines market (66 ADI). Send application letter and employment record to Stephen Coon, Department of Journalism and Mass Communication, Iowa State University, Ames IA 50011. Deadline in March 15. EEO AAE.

News photographers - #1 NBC Sunbelt station looking for talented shooters who love news. SNG truck. Computerized newsroom. Transitioning from 3 1/2" to 1 1/2" tape. Good benefits. Minorities encouraged to apply. Non-returnable tape and resume to Bob Poack, Chief Photographer, WIS-TV, P.O. Box 367 Columbia, SC 29202. EOE.

South Florida affiliate needs creative news photographer/editor. 2 years experience minimum. Top-notch operation with visual emphasis. Send tape and resume to Keith Smith, 3719 Central Ave., Fort Myers, FL 33901. EOE.

Weekend anchor/reporter: General assignment reporting. Must be a strong writer/editor with great live skills. Minimum two years experience. Send resume to Ken Koebel, News Director, WZZM-TV, P.O. Box 2, Grand Rapids, MI 49501. Salary - open. EOE.

Looking for creative reporter with great writing skills to work with best photos in the business. Send tape and resume to Jim Holtzman, 7677 Engineer Rd., San Diego, CA 92111. EOE.

Play-by-play sportscaster. Major position for big-league professional! Rush non-returnable VHS audiotape samples. P.O. Box 22607, Tampa, FL 33622-2607. EOE.

Looking for an assignment editor who's always a jump ahead of the competition. If you're good at generating stories and at finding an angle that gives your station the edge, we'd like to talk to you. You'll have all the necessary tools to work with including SNG remote bureaus, live helicopter live vans, plus a staff of savvy reporters and photographers. No ambulance chasers. USA Today clippers or beginners and please don't call us. Just send your resume to Bob Jordan, News Director, KCRA-TV, 3 Television C., Sacramento, CA 95814-0794. EOE. M.F.

Medical reporter: Must be experienced, top-notch communicator. Women and minorities encouraged to apply. Send tapes immediately to Bill Foy, ND, WBTV, One Julian Price Pl., Charlotte, NC 28208. No phone calls, please. EOE.

Relief reporter: Experienced, creative reporter-ability to write and deliver interesting stories a must. Weekend position with potential to grow. Send resumes and tapes to: Bob Feldman, News Director, WTNH-TV, 8 Elm St., New Haven, CT 06510. EOE. No calls, please.

Meteorologist needed for network affiliate in Southwest! Must have strong communication skills, plus an ability to forecast rapidly changing weather! Applicants must have at least one year of forecasting experience and be willing to commit for a minimum of two years. Strong salary for right applicant! EOE. Box R-28.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Ideal job: Dynamite NBC affiliate, top twenty market looking for producer for nightly segment on "Top of the Mind" topics. Creativity, great writing, interviewing skills, superb production sense essential. Rush resume. EOE. Box B-63.

Can you solve the world's problems? Dominant NBC station, top 20 market, starting troubleshooting unit. Need aggressive, organized, producer with great writing, production skills, patience, common sense. Rush resume. EOE. Box B-64.

Producer/director with "razzle dazzle" creativity! News commercial production, special projects. Send non-returnable VHS demo. P.O. Box 22607, Tampa, FL 33622-2607. EOE.

Publicist. Publicist needed for Arkansas Educational Television Network to write press releases, advertising copy for print and copy for viewer guide, coordinate press events and outreach activities. Degree in English or Communications with experience in advertising journalism and in-house promotion of corporate public relations preferred. Send letter of application, resume and three references to AETN Personnel, P.O. Box 1250, Conway, AR 72032. Application deadline-March 15. AETN is an AA EOE employer, women and minorities are encouraged to apply.

Well equipped TV station in Sunbelt needs broadcast designer with solid print and Paintbox experience. Local station and broadcast group projects. Resume and salary requirements to Box R-13. EOE.

Aloha! Hawaii is looking for an extraordinary editor/audio person for our number one rated magazine show. Shooting experience a plus and passport a must. Call Randy Brandt, Hawaiian Moving Company, KGMB-TV, Honolulu, HI 96814. 808-944-5200. An equal opportunity employer. M.F.

Opening for creative services person in Midwest television. We write, produce and shoot commercials. Must be able to follow through from concept to finished product. Some experience required. EOE. Box R-26.

Production manager for Midwest VHF network affiliate. Must have 5 years hands-on experience in producing and directing news programs, commercial production and special programs. Need a strong people manager with excellent leadership qualities. Knowledge of multi-level switcher, digital effects and graphics necessary. Send resume to Box R-32. EOE.

#1 rated TV station in warm, sunny, beautiful Corpus Christi by the Bay has immediate need for technical director to direct news casts. Must have at least two years experience in directing TV news casts. Must be creative and have experience in all facets of TV production. Salary open. Send resume and tape to Pat Hales, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78466-6669 or phone 512-854-4733. EOE.

SITUATIONS WANTED MANAGEMENT

General sales manager: Professional, innovative, aggressive, goal-oriented. Motivated self-starter, extensive experience with group-owned stations in local sales, sales management and on-job experience with national at both rep station level. Knowledgeable with all areas of station operations. Currently employed-but unchallenged. Write Box B-19.

Profits down or buried in red? Broadcasting today demands efficient, innovative, and integrated operations. Staffed with highly trained and motivated personnel. I'm your man. 26 year old phases proven pro wants another group or station OM challenge. Multiple degrees, former educator, general permit, excellent references. Box R-1.

General manager-plus during past 23 years! Outstanding record! Produces spectacular sales, profits, prestige, market values! Recruits/trains superior achievers! Expertise: management, sales, programming, news, promotion! Also available as outside board-director! Box R-27.

SITUATIONS WANTED TECHNICAL

Engineering director with group and major market engineering management experience-transmitter and studio construction specialist, seeks similar position with group or major market facility. Box R-15.

SITUATIONS WANTED NEWS

Sportscaster/show host: Nationally known sportscaster/analyst available for sportscaster anchor position in major market (full or part-time). Served as national sportscaster for NBC Radio on 130 stations and cable TV network reaching 21 million. 300 articles and talk show appearances on career. Heavily promoted book published by Bantam to be released 9/89. Handsome, charismatic, knowledgeable, winning personality. Also ideal to host sports wrap-up, talk or lifestyles show. Cal 212-996-5974. Will relocate.

Jack of all trades! Four years experience with AFRTS working on both sides of the camera. Good writing skills, creative flair and eager to work at stations in upstate New York. Available in August. Contact Tim at 207-999-2170.

Ignore this...unless you're looking for someone who's bright, creative, hard working, and has a great sense of humor. Attractive, energetic international radio broadcaster in Washington seeks new TV challenge. McNeil Lehrer and prev. TV exp. Excellent reporting writing & on-air skills. News, sports, etc. Go anywhere, do anything! 703-425-1145.

Physician with broad science health environment background, credible, attractive on-camera, strong written skills. Seek TV news commentary investigative position in New York Metro area. Contact Dr. Eric Berger, 170 West End Ave., Suite 2-P, New York, NY 10023 or 212-595-6617.

Top ten investigative reporter/producer looking to get off the high wire. Looking for a beat or special projects position at station committed to solid journalism. Prefer warm coastal city. Major awards, no lawsuits. Seasoned in medical, consumer, bureau, political and live reporting. Some management experience. Reply Box R-4.

Meteorologist with AMS seal, Master's from Penn State and 5 years in a top-40 market. Liveline and WSI experience and weather feature reporting. Call Mike at 803-268-5164.

Experienced sportscaster, ten years. Polished, smooth, knowledgeable, professional, good looking. Will consider management or work any market. 216-929-0131. Or Box R-19.

Network researcher, highly experienced, just retired, seeks research and reporting assignments in public affairs, medicine or science. Am. New York-based but will travel. Call 212-928-5027.

Radio - T.V. announcer. Tape available. Ken Scott, 1413 169th St., Hammond, IN 46324.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Associate producer/production assistant: Worked at #1 station in Boston in documentary and drama department. Worked on magazine format program. Some film experience. Hold Bachelor's degree. Willing to relocate. Write Box R-12.

MISCELLANEOUS

Primo People seeking newscast producers, executive producers and news directors, all market sizes. Send tape and resume to Steve Porcicelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653. EOE.

Free demo tape evaluation! Available with designated subscriptions to The Hot Sheet---our popular job-listings journal. Published twice weekly. Money back guarantee. Plus unique bonus plan for earning unlimited complimentary issues! Media Marketing, P.O. Box 1476, PD Palm Harbor, FL 34682-1476. 813-786-3603.

Bill Slatter and Associates offers talent coaching for the individual anchor and reporter. Also help with audition tape. Affordable cost. 312-328-3660.

Broadcast talent: Entertainment law firm seeking established on-air TV radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistants' positions available September 1989. Each position requires 20 hours per week. Work will be in radio, TV and news labs. Assistant will require \$500 per month plus a partial-to-full tuition waiver. Inquire with Chair, Communication Division, Pepperdine University, Malibu, CA 90265 213-456-4211. Application deadline April 1. EOE.

Southwest State University, Marshall, Minnesota: POSITION VACANCY. Instructor/assistant professor of Speech Communication Radio and Television, full-time, probationary, tenure track position. Salary range \$19,432-\$35,164, rank and salary dependent on experience, degree and qualifications. Appointment date September 6, 1989. Application deadline: April 1, 1989. Teach courses in radio and television production, performance, broadcast journalism and public speaking. Energetic and creative individual to advise and supervise student curricular and extra curricular involvement in campus radio/television program productions. Qualifications: Master's degree in Speech Communication, Radio and Television or closely related field is required. College teaching and professional experience preferred. Letter of application, transcripts, resume, and names and addresses of three references should be sent to Director of Personnel Services, Southwest State University, Marshall, MN 56258. Southwest State University is an Equal Opportunity Educator and Employer.

Southwest State University, Marshall, Minnesota: ANTICIPATED SECOND POSITION. Instructor/assistant professor of Speech Communication. Full-time, probationary, tenure track position. Salary range \$19,432-\$35,164. Rank and salary dependent on experience, degree and qualifications. Appointment date, September 6, 1989. Application deadline April 1, 1989. Teach courses in public speaking with additional specialty in radio and television production, performance and broadcast journalism. Energetic and creative individual to help advise and supervise student curricular and extra curricular involvement in campus radio/television program productions. Qualifications: Master's degree in Speech Communication with radio and television specialty or closely related field is required. College teaching application, transcripts, resume and names and addresses of three references to Director of Personnel Services, Southwest State University, Marshall, MN 56258. Southwest State University is an Equal Opportunity Educator and Employer.

Angelo State University seeks an assistant or associate professor of broadcast journalism for the 1989-1990 academic year to teach a variety of broadcast courses and/or beginning courses in advertising, public relations, or photography. Ph.D. degree in Journalism with an emphasis in broadcast news and production required, professional and/or teaching experience preferred. \$30,050 to \$35,843 for nine months plus attractive University fringe benefits; rank and salary depend upon academic training and experience. San Angelo is located in the Texas Sun Belt. Application deadline April 1, 1989. Address inquires to Judith A. Norwood, Department of Journalism, Angelo State University, San Angelo, TX 76909. An affirmative action, equal opportunity employer.

Coordinator of Instructional TV: Position to oversee instructional production and facilities at University Television Services. Instructional programs to be delivered by satellite, tape and broadcast duties include: scheduling of facilities, training student production staff, planning scripts, producing and editing programming, assists in planning future ITV projects. Required B.A. in Communications or Education and two years experience in studio and field production, video-tape editing, and multi-camera directing. Prefer experience in producing ITV programs or modules at secondary or higher education level. Prefer some supervisory or facility management experience. Must have good organizational skills and the ability to manage resources well. Application deadline March 27, 1989. Salary \$21,036 - 31,554. Send resume and four professional references to Employment Office, Box 870364, University of Alabama, Tuscaloosa, AL 35487. The University of Alabama is an EOE/AA employer.

Telecommunication Industries: Assistant professor (pending University approval) to teach undergrad and grad courses and develop research program in the broad area of the administration, business aspects and economics of information and telecommunication industries. A second emphasis in teaching social science research methods. Initial 4 year, tenure-track appointment begins Sept 1989. Ph.D. required in telecommunication(s), information science, communications or related area. Salary is competitive and depends upon qualifications and experience. Applicants should submit a letter detailing background and qualifications, a vita, a graduate transcript and the names of 3 references. Contact Dr. Barry Litman, Chair, TC Industries Search Committee (CAS-202E), Dept. of Telecommunication, Michigan State University, 409 CCAS, East Lansing, MI 48824-1212, (517) 353-6411. MSU is an equal opportunity, affirmative action employer.

The Department of Mass Communications at Southern Illinois University at Edwardsville is seeking an assistant professor to teach in the graduate and undergraduate programs. The graduate program is theory and problem centered, the undergraduate programs are in television/radio and print journalism. The successful candidate should have an interest in one or more of the following: communications theory, media law, ethics, research, management. Normal course load, three courses per quarter, with possibility of release time for research. Other normal academic duties as assigned. The 9 month contract is for a continuing position and will become effective September 18, 1989 with a salary range of \$2950 - \$3350 per month depending on qualifications. Ph.D. required. Quality professional experience with some teaching experiences desirable. Applicants should send letters of application, resumes, and three letters of reference no later than June 16, 1989, to Barbara C. Regnell, Chairman, Department of Mass Communications, Box 1775, Southern Illinois University at Edwardsville, Edwardsville, IL 62026-1775. An Affirmative Action employer. SIUE offers equal employment without regard to race, color, creed, religion, age, sex, national origin, or handicap.

Broadcast faculty positions (2). Tenure-track position begins 8/21/89. Ph.D. preferred, required for tenure. Professionally-oriented curriculum. Teach broadcast news writing, fundamentals of broadcast professional TV experience helpful. Appropriate research/creative activity and service required. Rank salary negotiable. Fixed-term lecturer position (1 yr.) to replace person on leave. Begins 8/21/89. Teach broadcast fundamentals, radio production, TV announcing, sales/management, business and professional speech. M.A. or higher degree required. Send resume, official transcripts and 3 recent letters of recommendation. Edgar R. Loessin, Chair, Theatre Arts Dept., East Carolina University, Greenville, NC 27858-4353, by 4/7/89. Proper documentation of identity and employability required upon employment. AA/EOE, encouraging applications from minority Americans and women.

Eastern New Mexico University's Communication Department seeks applications for two positions in mass communication. ASSISTANT PROFESSOR tenure track for person with doctorate. Duties: teach undergraduate and graduate courses in telecommunication writing, broadcast journalism, news editorial, video production and public relations. Advise; participate in scholarly activities; and develop courses in areas of expertise. Background in broadcasting/journalism essential; University teaching experience preferred.

INSTRUCTOR, (search extended) non-tenure track, convertible to tenure track for individual with terminal degree. Duties: teach undergraduate courses in: audio and video production, performance; advise; participate in scholarly activities; and develop courses in areas of expertise. Interest in corporate and home video preferred. Background in production essential, preferably with broadcast station or commercial production house. University teaching preferred. Facilities utilize state of art equipment with campus PBS and NPR stations. Closing date on both positions, April 3, 1989 or until filled. Starting date: August 22, 1989. Send letter of application, curriculum vitae, recent video and audio tape, writing examples, and addresses and telephone numbers of at least four references to: Dr. Ernest E. Phelps, Chair, Mass Communication Search Committee, #3, ENMU, Portales, NM 88130. ENMU hires only U.S. citizens and aliens lawfully authorized to work in the U.S. and is an AA/EOE.

Mass Communications: One-year replacement appointment for instructor or assistant professor in television area of an aggressive and growing Mass Communications Program. M.A. required with college teaching experience. Knowledge of 3/4 U/Matic, video-TV production, writing, advising, ability to teach other courses in the department. New, fully-equipped Sony TV studios and fulltime FM radio station, KMSC. Opportunity for outside talent work at three local TV stations and seven radio outlets. Morningside College is a liberal arts college with 1200 students in Sioux City, Iowa. Send letter of application, vita, transcripts and three letters of recommendation to R. Franklin Terry, Vice President for Academic Affairs, 1501 Morning-side Ave., Sioux City IA 51106. By April 1, 1989. For further information contact Dave Diamond, Chairman, Communications Department 712-274-5299. An equal opportunity/affirmative action employer.

Professional position Media Specialist/Video: employment contingent on continued project funding. Agricultural Information, New Mexico State University. Qualifications: Broadcast related degree and video production or broadcast experience required, 5 years preferred. Extensive experience producing, directing, lighting, writing and editing video required. Must complete application packet from Peter Gonzales, Personnel Office, NMSU, Box 5273, Las Cruces, NM 88003. 505-646-2805. Packet deadline March 15, 1989, or until suitable candidate found. New Mexico Cooperative Extension Service is an equal opportunity/affirmative action employer and applications will be accepted without regard to race, color, religion, age, sex, handicap or national origin.

Northwestern University's Medill School of Journalism seeks a dean to begin the fall of 1989. Candidates should have outstanding scholarly and/or professional experience, demonstrable academic and/or industry leadership, and administrative skills. Send nominations as soon as possible, and applications by May 15, to Dean's Search Committee, Medill School of Journalism, Northwestern University, Evanston, IL 60208. An EEO/AA University.

HELP WANTED NEWS

Radio-TV coordinator/news writer. Writes news and feature material for print and electronic media, identifies and coordinates radio and TV production of news stories for K-State News Services. Required Bachelor's degree. Experience in news writing, familiarity with technical requirements of radio and television. Send resume and names of three references to Search Committee, News Services, 9 Anderson Hall, Kansas State University, Manhattan, KS 66506, by March 31, 1989. KSU is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

HELP WANTED MISCELLANEOUS

Creative person two-three years placement experience. Knowledgeable in alternative career strategies, hidden job markets, sensitive to needs of artistic media-oriented students. Bachelor's degree, Masters preferred, excellent communication presentation skills, knowledge of broadcasting markets. Cover letter and resume to Dr. Catherine Bigley McGovern, Columbia College of Chicago, 600 South Michigan Ave., Chicago, IL 60625. No calls. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000, Ext. TV-7833.

Attention - Hiring! Government jobs - your area \$17,840 - \$69,485. Call 1-602-838-8885, Ext. R-8435.

EDUCATIONAL SERVICES

On-camera performance training: Also instruction in shooting and editing field footage. A fast and thorough program. Employment assistance. The Media Training Center, 602-285-1143.

WANTED TO BUY EQUIPMENT

Wanted 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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.

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now 205-956-2227.

Wanted: Autogram IC-10, LC-10 or AC-8 stereo console w/clock/timer (preferred) 812-723-4484.

4" transmission line. 950' vertical needed, plus 50' horizontal. No 6" line please. Mounting hardware a plus. Aaron Ezekiel, 215-848-4501.

FM antenna(s) - will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518.

KYCA, Prescott, AZ, needs satellite receiver for Sat-Com 1R digital audio. Need down converter and audio shelves, to be used as back-up for our Scientific Atlanta 7300. Contact Al Hartzell, 602-445-1700.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888. Telex 910-240-3856.

FM Transmitter **CSI T-25-F(1985)** RCA BTF20E1 (1975, 1976, 1974) **Harris FM10H3 (1974), RCA BTF10D (1968), CCA 5000DS (1972) Gates FM-1G (1967) 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.

50KW AM **CCA-AM 50,000D (1976), excellent condition **Transcom Corp. 215-884-0888. Telex 910-240-3856.

1KW AM Transmitters **Collins 820D (1981) **CSI T1A (1981), Sparta SS1000 (1981) **Collins 20V3 (1967) **Bauer 707 **Gates BC-1T **Transcom Corp. 215-884-0888. Telex 910-240-3856.

Nauteil 1985, AMFET-5. 5KW AM transmitter like new condition. **Transcom Corp. 215-884-0888. TELEX 910-240-3856.

RCA UHF TV transmitters: 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 GE4TT6E24TF4A1 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.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$4.99. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video Inc., toll free, 800-238-4300.

Sony PAC-58 Editor package - 1 in stock with 5800, 5850, RM440, cables, B&W monitors. All for \$8,900.00. Like new system. Call Video Brokers, Inc. 407-851-4595.

1" VTR - In stock - Ampex VPR-80, VPR-5, VPR-20; Sony BVH-1100A, BVH-1000, BVH-2500 - All ready for immediate delivery with 100% Video Brokers Warranty. Call Video Brokers, Inc. 407-851-4595.

Sony VP-5000 and VP-7020 Playback 3/4" - Very low time. 50 units on hand at time of ad. Call Video Brokers, Inc. 407-851-4595.

Chyron RGU-2CG - single or dual channel - 2 in stock. Full set of font disks. 30 day warranty. Call Video Brokers, Inc. 407-851-4595.

9" dual monitors - Ikegami - New with rack mount - \$495.00 per pair. Call now and save. Call Video Brokers, Inc. 407-851-4595.

Portable Beta play/rec - Sony BVW-25 - Low hours and 30 day warranty. Several in stock. Call Video Brokers, Inc. 407-851-4595.

BVW-40 - Like nNew - Also BVW-10 & 15 in stock - Save on Beta. Call Video Brokers, Inc. 407-851-4595.

Grass 400 Routings Switcher 32X30 with 2 Ch. of audio - 30 control panels crated and ready to ship. Call Video Brokers, Inc. 407-851-4595.

Time code boards for Sony BVH-2000 - 1 set of these hard to find TCB's. Call Video Brokers, Inc. 407-851-4595.

Aurora 220 Graphics Station complete option. Special blow out pricing. Call Video Brokers, Inc. 407-851-4595.

Ampex VPR-2Bs, VPR-1Cs. Hitachi HR-230s, Sony BVU-800s. Complete JVC CR-850 AB roll edit system. Complete Sony 1100A/Paltex Vanguard edit suite, Sony BVU-110s, RCA TP-66s on special this month. Must sell. Call now to list your surplus equipment or for your used equipment needs. Media Concepts, 919-977-3600 or FAX 919-977-7298.

Tower, Stainless G-7 927 ft. Standing north Florida. includes 6" line. Buyer take down. Best offer. Maze Broadcast. 205-956-2227.

Sony BVU-800's. Reconditioned with 30 day warranty \$7995.00. In stock. Maze Broadcast. 205-956-2227

Acrodyn A-1401-U one kilowatt low power UHF transmitter. 4 yrs old. Excellent condition. Maze Broadcast. 205-956-2227.

Maze Broadcast will buy your old microwave system. Any brand in broadcast band. 205-96-2227.

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.

1KW LPTV transmitter, Aerodyne Tru/1 KAC. Less than 250 hrs. TT. Perfect condition! Available immediately! Ray LaRue. 813-685-2938.

TFT-851 stereo TV aural mod. monitor, never used! Perfect condition! Ray LaRue. 813-685-2938.

Routing switcher, 100 in. 96 out. GE TS301A recently retired from service. Good working order with all cables, manuals, racks. Best offer. Aaron Ezekiel. 215-848-4501.

Ampex Betacam demo equipment: Prices drastically reduced! Includes new equipment warranty. Contact your nearest Ampex representative for availability and delivery: California 415-367-2202, 818-365-8627, Georgia 404-491-7112, Illinois 312-593-6000, Maryland 301-530-8800, Massachusetts 617-932-6201, New Jersey 201-825-9600, Texas 214-960-1162.

Liquidation of all 3/4" 60 min. evaluated video cassettes--\$7.00. Call now while supplies last. All tapes guaranteed. I.V.C., 516-862-7156.

48 sections of 3-1/8" transmission line, 50 ohm w/hangers; (1) 12 bay RCA - FM antenna, 91.3; Call 904-223-0616.

Ikegami HL-79EALS. (2), with Canon 13x9, AC, Betadaptors, etc. Impeccably maintained by Kunio Fuse. \$19,995 each. ADC-79E auto set-up box, like new. \$2,000. Sony BVH-500A 1" package. \$4,500. Contact Matt. 215-665-3695.

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 April delivery. Kidd Communications 916-961-6411.

360 ft. Truscon guyed solid rod tower. 48 inch face, with lighting, insulators and 60 ft. pole. Call Bill Glasser, WHBC, Canton, OH 216-456-7166.

Paltex Tempo editor (3 VTR).....\$7950.00. Paltex Spirit editor (5 VTR).....\$15,000.00. Original owner. Perfect condition. 1-305-822-1048, days.

Complete operating edit suite for sale: ADO 2000 single channel w/perspective and digi-matte; Chyron 4200 dual channel w/motion, hard disk, MGM, Palette and Colorizer; Convergence 204 editor; Grass Valley 100 switcher; 3 BVU 800's w/new heads; EchoLab SE-3 switcher; Adda dual TBC w/digital effects; Shibasoku 14" reference monitor; Tektronics Waveform; Tektronics Vectorscope; Tektronics signal generator; assorted Panasonic B&W and color monitors; Panasonic copy stand system; Olari 8 track 1/2" audio recorder with timecode chase; Olari 4-track recorder; Ramsa 8-track audio board; Crown D-75 Amp; EV Sentry 100A Speakers; Ten-X routing switchers; all DA's; custom designed console rack system and full monitored directors gallery; accurate documentation and blueprints. All equipment in top operating condition. \$145,000.00 complete. No single item sales. 516-673-4400.

LPTV transmitter. TTC XL 1000 MU. 1 kilowatt, for UHF LPTV. Low hours, available immediately. Paul Bailion, 406-232-5626.

RADIO

Help Wanted Technical

RADIO

ASST CHIEF ENGINEER OPERATIONS COORD. WFUV FM Bronx, N.Y.

Position is located on the Fordham University campus and reports to the Chief Engineer. Responsibilities: supervises & trains student engineers in studio & broadcasting operations; maintenance & installation of equipment at Radio Station; handles remote broadcast.

Qualifications: HS diploma or equivalent, some college preferred. F.C.C. First Class radio license + at least 3 yrs exp in broadcast operations or engineering required.

Position is available immediately. Salary is commensurate w/exp. Send resume to:

**Ralph Jennings, General Mgr.
WFUV FM, Keating Hall
Room 303, Bronx, N.Y. 10458**

EOE

**WONDERFUL
LIVING
IN VERMONT!!!!
CHIEF ENGINEER WANTED.
CONTACT DICK VAUGHAN
WSYB + WRUT -
P.O. BOX 249
RUTLAND, VERMONT 05701.
PHONE 802-775-5597
EOE**

CHIEF ENGINEER

Top 25 market station located west of the Mississippi. Class C FM. Must have successful, extensive experience. Budgeting and facility evaluation a must. Repair to component level. Join our growing company. Send resume including salary history in confidence to Box R-25. EOE.

WNEW-FM New York City Seeks Chief Engineer

Major Market Experience Required

Forward Resumes
To:

**Douglas B. Howland
Director of Engineering
Legacy ● Metropolitan
6430 Sunset Boulevard,
Suite 700
Los Angeles,
California 90028**

Equal Opportunity Employer

Help Wanted Progaming
Production & Others

PROMOTION DIRECTOR JOIN THE BUZZARD TEAM!

The one and only **WMMS** is looking for a seasoned street fighter. Candidates must have solid radio experience in promotion & marketing with a track record that is second to none. Retail helpful. **This is a serious career opportunity.** Equal opportunity employer.

Attn: **CHUCK BORTNICK**
**WMMS, 1200 STATLER OFFICE TOWER
CLEVELAND, OHIO 44115**



AM61/WGIR is New Hampshire's Number One News/Talk/Sports Radio Station.

We're offering you the opportunity to join our excellent broadcast team. This position calls for hard-nosed news sense and good public relations technique. Your primary duty is to host a one hour news/political/public affairs style program, each weekday from 8-9am, during our award-winning 4-hour morning drive news block. As producer of this show, you'll be responsible for securing guests for in-studio and on-location broadcasts. Along with that, you'll double as assignment editor for the news department, and cover your share of stories with on-the-street regularity.

Good authoritative presence is a must, as well as the ability to handle pressure and decision-making when the going gets tough. An active promotion mind will help round out this multi-faceted job. The bottom line is we need someone aggressive and organized, with a good news voice who can pull it all together as a good news producer should. And you should have a minimum of 4 years radio news experience. Think you fill the bill? Send your resume to our General Manager Judy Glosky, WGIR, PO Box 610 in Manchester, New Hampshire 03105. Be ready to go, this job is immediate. EOE. A Knight Quality Radio Station.



NEWSCAST EXPANSION

Washington based news organization is seeking news professionals to produce daily newscasts. Candidates must have 3 years journalism experience, demonstrated writing ability, BA or equivalent, tape editing and radio news production experience, and ability to make editorial decisions. Positions open for news writer/editors and assistant producers, full-time Mon. - Fri. and parttime weekends. Application deadline April 15, 1989. Please send resumes to:

National Public Radio
Personnel Department
2025 M St., NW
Washington, DC 20036
EOE

NEWSCASTERS

Washington based news organization seeks newscasters; two for parttime weekends and one fulltime Mon.-Fri. Public radio broadcasting experience desirable. Must have BA or equivalent, demonstrated writing and tape editing ability, ability to make editorial decisions and 3 years journalism experience. Application deadline April 15, 1989. Send resume and salary requirements to:

National Public Radio
Personnel Department
2025 M St., NW
Washington, DC 20036
EOE

Situations Wanted Management

BOB BOLTON

SEEKING CHALLENGE IN MANAGEMENT AND/OR PROGRAMMING. ALL OFFERS CONSIDERED. I'M A 29-YEAR VET WITH VAST EXPERIENCE IN ALL ASPECTS OF BROADCASTING.

CALL ANYTIME: (205) 626-7875

There are 10,000 radio stations.

One must be looking for a man of integrity, initiative, hard work; a people person with valuable years of successful selling and managing local, regional, national radio. Proven track record. Will relocate. Sunbelt preferred. Resume upon request.

Jim McCaffrey
516-283-6059.
P.O. Box 228
Westhampton, NY 11977

Situations Wanted Programing Production & Others

IN SEARCH OF EXCELLENCE

Major Market Ops./PD/Mornings
Proven winner
with excellent references.

BRIAN CHASE (713) 783-9816

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

TELEVISION

Help Wanted Programing Production & Others

WRITER-PRODUCER (PROMOTION)

A competitive and innovative top 20 O & O seeks take-charge, conceptually creative, self-starter with proven ability to write and produce promotional spots. Emphasis on news promotion. Send resume and reel to:

Ellen S. Gorringer
Manager Employee Relations
WTVJ
316 N. Miami Avenue
Miami, Florida 33128
M/F/H/V

CO-HOST, CORRESPONDENTS AND PRODUCERS

National TV magazine program profiling people who are passionate about what they do is well into production on both coasts. We are adding part- and full-time features producers and correspondents and a co-host to our team. Minimum 3 years experience.

Send 3/4" cassette and resume to:

Box 14J
c/o Parc Coliseum
228 West 71st Street
New York, NY 10023
EOE

Director of Local Programingh

Top 5 market station has a department head level position available for the Director of Local Programming. The ideal candidate will have 3 or more years as a line producer or "EP" and have current experience in executing local sports, entertainment, news documentaries, and current affairs programming.

The winning candidate will need to demonstrate a strong, solid background in all areas of local production, including writing, producing, directing, editing, photography, and most importantly, original creative thinking. This is a hands-on job for a highly motivated and productive leader who can produce quality local programming for prime time without requiring exorbitant budgets or staffing.

This is a great job in one of the best cities and stations in the country. Top benefits and salary.

Equal opportunity employer. M/F
REPLY TO BOX R-20

California

Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

**We are looking
for a promotion genius.**

Our person will have excellent creative writing skills, great marketing sense and a flair for community involvement. He or she will be a highly motivate, take charge, self starter with a passion for news. If you are that person write to me.

**Don McGouirk
WMAZ-TV
P.O. Box 5008
Macon, GA 31213
E.O.E.**



MULTIMEDIA

One of the most progressive and fastest growing cable systems in the southeast is now accepting applications for 2 new positions:

NEWS ANCHOR/PRODUCER

Rare opportunity for an exceptional individual to take the initiative in producing and anchoring a daily newscast on the HEADLINE NEWS NETWORK. Must be able to personally execute all phases of news creation. 1-3 years of news gathering experience with emphasis on anchoring and producing. Excellent communications and people skills required.

PROMOTIONS COORDINATOR

Coordinates, designs and implements promotions for three Pay-Per-View networks via dedicated promotions channel, print media and local ad insertion on cable networks. Primary responsibility to create optimum awareness and purchase of PPV and subscription products. Some involvement with programming a stand alone PPV network.

Send resumes, salary history and demo reel in confidence to:

**Cox Cable Middle Georgia
Attn: Rachael Shock
252 Holt Ave.
Macon, Ga. 31204
EOE**



KCRA-TV/Sacramento

is seeking an experienced anchor to co-anchor its early morning and noon newscasts. If you're a skilled communicator and a good writer, send a non-returnable aircheck and resume to: **Bob Jordan, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. EOE M/F.**

Help Wanted Technical

**THE MOST EXCITING PLACE
TO WORK ON THE EAST COAST**

EDITEL, BOSTON is an award winning national post-production and design company. We are looking for serious and very experienced video maintenance professionals.

We offer a challenge, a change, and career advancement.

We also offer competitive salaries for the right people.

**SEND YOUR RESUME TO:
EDITEL,
BOSTON PERSONNEL DIRECTOR
651 BEACON STREET.
BOSTON, MASS. 02215-3278
EOE**

**PRODUCTION
MANAGER**

WTMJ-TV is seeking a Production Manager to oversee an excellent staff and state-of-the-art facilities. Will also be responsible for marketing our successful commercial production division, On-Line Video. Proven production, budgeting, marketing and management skills required as well as excellent written and verbal communication. Must have 3-5 years television production management experience. EOE / MF Send resumes only. No phone calls please.

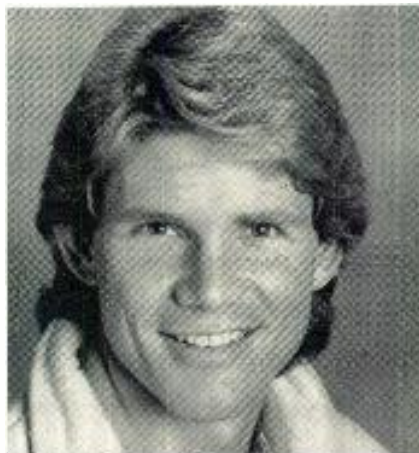
**Tom O. Mikkelsen
Director of Operations
WTMJ, Inc.
720 E. Capitol Drive
Milwaukee, WI 53212**



ON LINE
VIDEO

**WTMJ TV
Milwaukee's Number 1 TV Station**

Situations Wanted News



To whom it may concern:
I know C.J. Hunt to be a bright, articulate on-camera host. His all-American good looks are obvious, and his warmth and intelligence shine through in his performances. I would recommend you see C.J. for any news or magazine format opening you may have.
Sincerely,
Gary Socol

C.J. Hunt III • 213-462-6565

5746 Sunset Boulevard Los Angeles, CA 90028 462-7711



LOCAL SALES MANAGER

FOX TV, Los Angeles, is seeking a dynamic manager for our Local Sales department. If you have a track record as a strong motivator with a proven ability to develop agency/client relationships, we'd like to hear from you. Experience as a local and/or national sales manager preferred. 2-5 years local TV sales experience required. Familiarity with inventory management and pricing procedures helpful.

For immediate consideration, please call:

**KTTV, FOX 11
(213) 856-1681**



EOE

**ALLIED FIELDS
Help Wanted Sales**

**AGGRESSIVE SALES PERSON
CAN MAKE \$250-500K
JOIN THE NATION'S
FASTEST GROWING
MEDIA BROKER**

BROKERS WANTED

**N. CALIF. — N. WEST
TEXAS — MID WEST
WESTERN FARM STATES
NEW ENGLAND — N. EAST**



**the millar company u.s.a., inc.
1905 S. 25th St., Suite 102
Ft. Pierce, FL 34957
407-466-5086**

BROKER

with established
Washington D.C. office
seeks relationship with
outside dynamic organization.
BOX R—35

Situations Wanted Sales



**Lum and Abner
Are Back**

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

**PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884**

10,000 RADIO AND TV JOBS!

The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities. One week \$7.00 - SPECIAL SIX WEEKS \$15.95. SAVE \$20.00 MONEY BACK GUARANTEE. AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas, NV 89108

PLAY TO WIN!

In today's competitive broadcast game, there are advantages to securing representation. With Westwood that edge provides the assistance and meticulous selling of your talent to stations worldwide. If you're a live star, AIR TALENT, PROGRAMMER or GENERAL MANAGER call or write

WESTWOOD PERSONALITIES

6201 Sunset Blvd., #8, Hollywood, CA 90028
(818) 848-1209

NEED A JOB?

Get the first word on the best jobs with MediaLine. A daily phone call puts you in touch with the freshest job openings in television. For more information call:

800-237-8073
in CA: 408-296-7353



Business Opportunities

REGIONAL RADIO NETWORK & SYNDICATED RADIO PROGRAM AVAILABLE. Profitable. Cash flow of about \$100K yearly. Owner must sell due to health. \$550,000 cash. Qualified buyers only.

Ralph E. Moador
MEDIA BROKER
P.O. Box 36
Lexington, MO 64067
(816) 259-2544

INVESTORS!

EARN FIXED INCOME

Notes secured by Sunbelt stations
Reply in confidence to Box R-24

DETROIT'S MILLION DOLLAR RACE!

The Detroit Grand Prix Satellite Radio Network is Now Forming and Your Station Can be Part of It!

Three Days of Street Racing Action From the Motor Capital of the World!

INFORMATION:
WCXI-Grand Prix
2930 E. Jefferson
Detroit, MI 48207
313-878-9085

NEW GROUP TO PURCHASE AM - FM'S OR SINGLE FM'S

Distress stations also considered. All replies held in strictest confidence. Reply with full particulars to:

D. Bishop c/o Q.B. Communications
Suite 292, 243 Midtown Plaza
Rochester, N.Y. 14604

For Sale Stations

FCC PROBLEMS?

Contact

BROADCAST MEDIA LEGAL SERVICES

a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

1-800-433-2636

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHOICE



RENO • 702-789-2700 • SEATTLE • 206-643-2116

CALIFORNIA FM

\$1,250,000

NORTHWEST AM/FM

\$500,000

800-237-3777

Hogan - Feldmann, Inc
MEDIA BROKERS • CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 980-3201

PAUL E. REID COMPANY

BROKER-35 YRS. BDC. EXP.
FL. AM/FM. S. MKT.
TN. AM/FM. LG. MKT.
MS. AM/FM. RESORT AREA
GA. AM/FM. S. MKT.
S.C. AM/FM. S. W/UPGRADE
N.C. FM. COASTAL UPGRADE
KY. AM/FM. LG. MKT. 1-C
BUYING OR SELLING
PAUL E. REID
404-862-1214
P.O. Box 2669
LAGRANGE, GA 30240

ATTENTION

**FIRST TIME RADIO STATION OWNERS
10,000 Watt AM Kansas City**

Low Price - Terms Available
Well-equipped - State-of-the art
Must see - Inspection invited

Contact: Rich Bott, 10841 E. 28th St.
Independence, MO 64052 • 816-252-5050

**CALIFORNIA
CLASS C FM**

Quality coastal market with state university and diverse economic base.

State-of-the-art facility.

Dominant number one ratings.

Well positioned to realize instant cash flow.

Asking \$1,200,000 with attractive terms.

Contact Marvin Rosenberg
(303) 779-0880



Pat Thompson Co.



the
millar
company
usa
Serving the Nation

ARIZONA

SMALL MKT 5KW—
D/1KW—N
GOOD FREQUENCY \$775K
TOM KRON 602—285-1787

FLORIDA

SMALL MKT AM/FM
\$750K; \$200K DOWN
SMALL MKT AM
\$120K; \$30K DOWN
POSITIVE CASH FLOW
MEDIUM MKT AM
5KW—D \$550K; \$150K DOWN

HUDSON MILLAR
407—466-5086

NORTH CAROLINA

RALEIGH DAYTIME AM
\$300K; \$30K DOWN

KENTUCKY

LOUISVILLE FULLTIME AM
\$610K; \$150K DOWN

TENNESSEE

SMALL MKT COMBO
FM WHEN 6KW TO COVER
GROWTH MEDIUM MKT
\$850K; \$400K DOWN

ALABAMA

100KW CLASS C FM
DUNCAN'S HOT MKT
\$7.7 MILLION— TERMS

FULLTIME AM—
PROFITABLE
N. ALA QUAD CITY MSA
\$385K; \$100K DOWN

CLEAR CHANNEL AM
50KW-D; 500—N
MAJOR ALA CITY
\$300K; \$30K DOWN

CORPORATE OFFICE
RANDY MILLAR
205—734-4888

For Fast Action Use BROADCASTING'S Classified Advertising

- 100,000 watts covering western central Texas. \$1.2 million. Terms.
- Powerful fulltimer reaching Houston. 2X billing. \$950,000. Terms.
- Many AM/FMs & Class Cs nationwide.
- See you at NAB • by appointment only.



Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours

WASHINGTON STATE

Single market AM. Only Daily Medium.
100,000 Population. ABC affiliate. Growth
Market. 50 Miles From Seattle. \$295,000.

Box A-93

HUNTINGTON, WEST VIRGINIA

FM construction permit, puts city grade over Huntington plus Ashland, Kentucky. Excellent site for total coverage of 225,000 within 1 mv/m service contour. Valuable major market station.

(202) 785-2800
ask for Arthur

SALT LAKE CITY'S #9 FM

\$975,000 TERMS!

includes valuable real estate
and even a suburban AM

Write: **Felix Farnsworth**
Alicia Broadcasting
180 South 300 West,
Suite 200
Salt Lake City, Utah 84101

SMALL MARKET AM/FM

in high growth area of Southern Arizona.
Excellent owner-operator situation with cash flow
Asking \$300,000; Owner motivated to sell.

Contact Terrill Fischer
Norman Fischer & Assoc.
1209 Parkway, Austin, TX 78703
(512) 476-9457

IMMEDIATE BUYERS FOR LPTV CONSTRUCTION PERMITS TOP 100 MARKETS

Call Bill Kitchen at Television Technology Corp. (303) 665-8000 or write for full details to:

Bill Kitchen
Television Technology Corp.
P.O. Box 1385
Broomfield, CO 80020

FLORIDA

CLASS C FM, WITH AM

FM opportunity in growing Coastal market
with regional signal.

Added economic stability with
two military installations,
college and exciting major
resort community

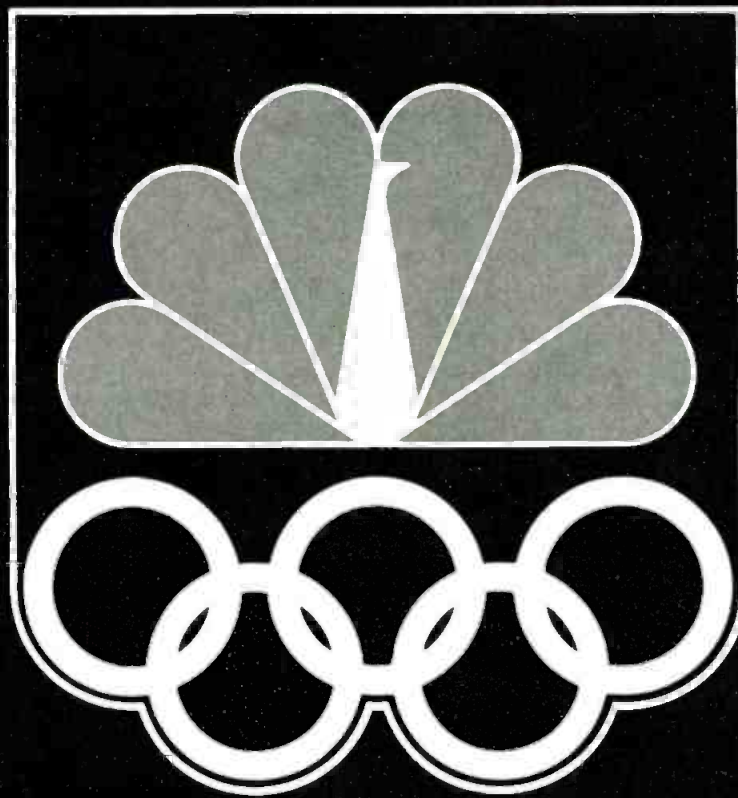
Excellent equipment. Real estate included.
Priced to sell at \$2,900,000

Contact Marvin Rosenberg
(303) 779-0880



Pat Thompson Co.

SURPLUS EQUIPMENT FOR SALE



**PURCHASED FOR OLYMPICS
AVAILABLE FOR IMMEDIATE DELIVERY**

VIDEO

DVEs, Small Production Switchers, Monitors, etc.

AUDIO

Audio Consoles, Stereo Equipment, Recorders, Mics, etc.

RF

Microwave, 2-way Radios, Wireless Mics, etc.

TEST

WF Monitors, Scopes, Audio & Video Monitoring, etc.

TERMINAL

Frame Syncs, DAs, Clocks, etc.

For information contact
National Broadcasting Company
30 Rockefeller Plaza
New York, NY 10112

Surplus Olympic Sales
Tel: (212) 664-2313
Fax: (212) 664-7510

**LPTV Construction Permit
For Sale
Channel 25
1000 watts UHF
Miles City, Montana
Paul Baillon 406—232-5626**

**FOR SALE
LONGTIME ESTABLISHED
PROFITABLE, FULLTIME 1KW STATION
1340 KH IN SOUTHWEST
OWNER WISHES TO RETIRE.
GREAT YEAR ROUND CLIMATE
REPLY TO BOX B-61**

**Jim Gammon has reformed
Gammon & Ninowski
Media Investments
Effective immediately
the firm will do business as
GAMMON MEDIA BROKERS
In Washington, D.C.
(202—862-2020).**

**AM ATLANTA F/T \$395,000
AM FL.COASTAL 10KW \$500,000
FM VIRG.IS. 50KW \$1,300,000
FM FL.COASTAL \$2,200,000
HADDEN & ASSOC. 407—365-7832**

**CASH FLOW FINANCING
We purchase Accounts Receivable
National and Local
Western stations only
MFR FINANCIAL (714) 544-7131**

**WANT TO RETIRE?
Want to buy for CASH Sm.
Single MK (Approx 10K) AM &
FM in upper Mid West.
Box R-3.**

**Denver - 1390 AM
5000 watts -24 Hrs.
Presently Business Radio Network
\$500,000 - Possible Terms
Brokers Welcome
Contact Donald J. Huttner, Owner
303—388-9223**

RADIO STATIONS
1) **FM 3000 Watt Class A**
Central Wisconsin \$400,000 CASH
2) **AM 5000 Watt. Within 1 1/2 Hr**
from Mpls. MN. \$420,000 CASH
3) **FM 3000 Watt Class A, Approx 1 Hr**
from Mpls. MN. \$390,000 CASH
4) **AM 1000 Watt, regional city within**
2 Hours from Mpls., MN \$450,000
Possible Terms with \$125,000 Down
**Nick Strandberg/P. Neuville,
CALHOUN COMPANIES, 612—831-3300**

COLORADO REGIONAL CLASS A
With Upgrade Ability
Potential Untouched
\$450,000
Substantial Cash Down
Qualified Principals Only
BOX R-22

**FOR SALE
CLASS C FM**
Motivated seller. in the Dakotas. cash flow positive.
includes real estate. \$1.8 million. terms.
**Contact Ed Brukbeck
Thoben-Van Huss and Associates, Inc.
(317) 636-1016**

**CLASS C-FM
North Dakota
Building/Tower/Land
Excellent Facilities
\$300,000/Terms Possible
Contact Box R-7**

**FOR SALE
MID OHIO VALLEY
RADIO STATION**
AM-FM combo. \$2.2 million. terms.
Excellent facilities.
**Contact Bill Rice,
Thoben-Van Huss and Associates, Inc.
(317) 636-1016.**

**ALBUQUERQUE, N.M.
FULLTIME ON 1050 AM**

Good signal, nice equipment. Includes
10 acres of valuable tower real estate.
City Grade coverage of over 450,000
people! Terms available for qualified
buyer. Come to the sunny Southwest!

Call Don, 505—255-2431

**FOR SALE
BISMARCK N.D. FM CP
FULL CLASS C
Call Tom Love
(409) 634-5596**

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Appointments at Capitol Satellite and Communication Systems, division of Capitol Broadcasting Co., Raleigh, N.C.: **Irene Joiner**, satellite operations coordinator, named satellite operations manager; **Bob Grubar**, satellite operations manager, named satellite projects manager.

Dorothy Gill Raymond, general counsel and secretary, WestMarc Communications Inc., Denver, named VP.

Drew R. Sheckler, corporate fund marketing manager, Jones Intercable and parent company, Jones Spacelink Ltd., Englewood, Colo., named general manager. Jones's cable television system, Alexandria, Va.



Apel



Whitaker

Harry M. Apel, VP and general manager, WTVT(TV) Tampa, announced his retirement, effective at end of year; **C. David Whitaker**, president and general manager, WJW-TV Cleveland, will succeed Apel as general manager in April. **Virgil Dominic**, director of news, WJW-TV, will succeed Whitaker. WTVT(TV) is owned by WTVT Holdings Inc., and WJW-TV is owned by Gillett Communications of Ohio Inc. **George Gillett**, chairman of Gillett Holdings Inc., co-owns WTVT(TV).

Rick David Jordan, director of engineering, WDSI-TV Chattanooga, named operations manager.

David Sagnitto, operations manager, WAFF(TV) Huntsville, Ala., joins WSAV-TV Savannah, Ga., as operations manager.

Jim Briggs, production manager, WKRN-TV Nashville, joins WBTW(TV) Florence, S.C., as operations manager.



Zimmerman

Rod Zimmerman, general sales manager, WBBM(AM) Chicago, joins WWJ(AM)-WJ09(FM) Detroit as VP and general manager; **Joe Archer**, general manager, named station manager.

Brad Murray, general sales manager, WHDH(AM)-WBOS(FM) Boston, joins

WBMD(AM)-WQSR(FM) Baltimore as VP and general manager.

Tom Holt, operations manager, WFEA(AM)-WZID(FM) Manchester, N.H., joins RadioActive Group, Lebanon, N.H., as operations manager. RadioActive Group owns three FM stations.

Rick Joppie, general sales manager, KISS(FM) San Antonio, Tex., named VP and general manager.

Mike Scott, program director, KEYI-FM Austin, Tex., named VP and general manager.

Sam J. Barbaro, VP and station manager, WKEL-FM-TV West Palm Beach, Fla., named president.

Marketing

Freeman Gosden Jr., corporate director, Foote Cone & Belding, Chicago, named chairman, direct marketing worldwide.

Appointments at BBDO, New York: **Jean Manuel Guyader**, executive VP and creative director, Saatchi & Saatchi DFS Compton, New York, named creative director; **Kelly Clemenger**, media planner, named media planning supervisor; **Kirsten Salminen** and **Michael Shusman**, assistant buyers, named network buyers; **Wendy Scott-Williams**, technical services librarian, named technical services manager.

Gregg DiPaolo, regional marketing manager, division III, Warner Cable Communications Inc., Wakefield, Mass., named marketing

manager, Warner's Hampton, Va., system.

Paul Laverty, director, financial planning, MTV Networks, New York, named VP, sales planning.

Frank Higney, manager, Broadcast Investment Analysts Inc., Washington-based financial management consulting firm, named VP, valuations.

Bill Doty, owner, Geary Street Productions, Los Angeles, joins International Broadcast Systems there as VP, advertising and promotion.

Appointments at Katz Communications Inc., New York: **Caron Nussbaum**, sales assistant, named research analyst, Katz Independent Research; **Roy Anderson**, product demonstrator, Donnelly Marketing, Stamford, Conn., named research analyst, Katz Continental Research; **Torrey Wofford**, sales assistant, Katz Continental Television's East sales team, named research analyst, Katz Continental Research.

Michael Green, program and production manager, NYT Cable Television, Cherry Hill, N.J., joins Mega Advertising Inc., Chantilly, Va., as operations manager.

Kevin Hanley and **Jacqueline Sandherr**, account executives, National Cable Advertising, New York, named group managers.

Ellen Moran, VP, Bozell, Jacobs Kenyon & Eckhardt, advertising agency, Omaha, adds duties of creative director.



McGrady



Smith

ABC News update. ABC news has named Phillis McGrady as executive producer of the new, yet-to-be-named prime time news program scheduled to start in August (see "Top of the Week," Feb. 6). Previously McGrady had been executive producer of Barbara Walters's specials and, from 1984 through 1986, had been executive producer of *Good Morning America*.

The news division also named Dorrance Smith executive in charge of long-form programming. Smith, who previously was executive producer of weekend news programming, will continue as executive producer of *This Week with David Brinkley*, which he has done since 1981. Smith replaces Av Westin, who is currently in the process of producing several specials for ABC. Westin is still negotiating any future responsibilities at the network, following the expiration of his contract at the end of this month.

Bill Richards, program director, KKBO-FM Houston, joins Coleman Research, marketing and programming consulting firm, Raleigh, N.C., as VP.

Appointments at WSTM-TV Syracuse, New York: **Russ Hamilton**, general sales manager, KTTC(TV) Rochester, Minn., named general sales manager; **Dave Luka**, account executive, WGRZ-TV Buffalo, named local sales manager.

Helen Barry, national sales manager, KDBC-TV El Paso, Tex., joins KCIK(TV) there as regional/Western sales manager.

Patrick Joyce, local sales manager, WBBM(AM) Chicago, named general sales manager.

Mort Roberts, account executive, WAQY (FM)-WIXY(AM) Springfield, Mass., named local sales manager, WIXY.

Programing



DiMassa

E.V. DiMassa Jr., producer, Orion Television, Los Angeles, joins King World there as VP, programing and development.

Maryann Pasante, director of international sales, Latin America, Turner Program Services, Atlanta, named VP, international sales, Latin America.

Appointments at Paramount Pictures Corp., Hollywood: **Greg Gelfan**, VP, business affairs, named senior VP, business affairs; **Richard Fowkes**, senior VP, named senior VP, business affairs and acquisitions.

John Elia, director of distribution and finance, Buena Vista International Television, Los Angeles, named VP, distribution and finance.

Lin Oliver, senior VP, program development, MCA TV Enterprises, Universal City, Calif., named independent producer.

David Hoffman, producer, NBC Olympics department, New York, joins SportsChannel America, Woodbury, N.Y. as producer, remote events.

Gary Jones, director of sales, Republic Pic-

tures Home Video, Los Angeles, named VP, sales, Republic Pictures Home Video.

Amy Javors, manager, marketing development, Nickelodeon/Nick at Nite, New York, named director, marketing development.

Margaret DePriest, head writer, NBC's *Another World*, joins ABC as head writer, *All My Children*.

Judy Rothman, freelance writer, joins DIC Enterprises Inc., Burbank, Calif., as story editor for *Maxie's World*, animated first-run syndicated strip.

Tom Feuer, associate producer, NBC Sports, New York, joins ESPN, Bristol, Conn., as assignment editor; **Elaine Lorenz**, regional secretary, named marketing coordinator, affiliate marketing, Denver.

Appointments at Movietime, Hollywood: **Rick Portin**, director, production, named VP, production; **Andrew Epstein**, manager, programing development, named director, programing planning and development.

Elisabeth Robinson, director, East Coast development, Sundance Productions, New York, joins Lee Rich Productions there as VP, creative affairs.

Jerry Chiappetta, founder, Chiappetta Productions Inc., West Bloomfield, Mich., joins Times Mirror Magazines Inc., New York, as producer, *Outdoor Life* television series. Chiappetta will remain in West Bloomfield.

Susan T. Scott, account executive, Turner Broadcasting System Inc., joins Comcast Cable Communications Inc., Bala Cynwyd, Pa., as programing manager.

Angela F. Pumo, VP and New York sales manager, Turner Entertainment, New York, joins Independent Television Network Inc. there as senior VP and director of sales.

Dominick Spinosa, director of payroll, MGM/UA Communications, Los Angeles, joins Walt Disney Pictures and Television there as director of disbursements.

Appointments at WWOR(TV) Secaucus, N.J.: **Farrell Meisel**, director of programing, named VP, programing; **Bob Woodruff**, executive producer, named VP, program development and executive producer.

J.R. Nelson, production director, WHTZ(FM) Newark, N.J., joins KDWB-AM-FM Minneapolis as corporate creative services director and production director.

Peter King, production manager, WHEN(AM)-

WRHP(FM) Syracuse, N.Y., named program director.

News and Public Affairs

Tom Dolan, assistant news director, WLS-TV Chicago, named news director.

Tom Petner, news director, WWOR(TV) Secaucus, N.J., named VP, news.



Petner



Harriott

Jim Harriott, anchor, daily international newscast, Voice of America, Washington, joins WJLA-TV there as co-anchor.

Harry Smith, anchor, *CBS This Morning*, New York, joins *CBS Newsnotes* commentary team on CBS Radio Network.

Appointments at News 12 Long Island, Woodbury, N.Y.: **Don Crawford**, part-time general assignment reporter, named full-time general reporter; **Lori Risdal**, WHO-TV Des Moines, Iowa, named graphics director; **Stephen Murello**, cameraman, named editor; **Michele Gormley**, recent graduate, Syracuse University, named production assistant.

Giselle Fernandez, weekend anchor and reporter, WBBM-TV Chicago, joins WCIX(TV) Miami as co-anchor.

Joe Duncanson, reporter, WFTV(TV) Orlando, Fla., joins KCRA-TV Sacramento, Calif., as general news reporter; **Harry Martin**, entertainment reporter, retires; **Bette Vasquez**, meteorologist, named entertainment reporter; **Rick Griffin**, chief meteorologist, WDIV(TV) Detroit, named meteorologist.

Tonia Cooke, anchor, KXAN-TV Austin, Tex., will resign in May 1989 to move to Japan.

Appointments at WSAV-TV Savannah, Ga.: **Sam Hall**, noon anchor and reporter, named 6 and 1 p.m. co-anchor; **Harry Bowman**, assignment editor, WCTI(TV) Greenville, N.C., named assignment editor; **Jim Noble**, news and sports photographer, named 6 and 11 p.m. sports anchor.

Joan Carlson, general assignment reporter, KCRG-TV Cedar Rapids, Iowa, joins KTKA-TV Topeka, Kan., as weekend anchor.

Marguerite Jordan-Blair, reporter, anchor and producer, WMTW-TV Portland, Me., named full-time consumer reporter.

Angela M. Miles, weekend co-anchor and general assignment reporter, WILX(TV) Lansing, Mich., joins WWMT(TV) Grand Rapids, Mich., as co-anchor.

Don Shane, sports anchor, WBZ-TV Boston, joins WXYZ-TV as 5 and 11 p.m. sports anchor.

Sheila L. Jack, news and public affairs producer, WUSA-TV Washington, joins noncom-

NBC makes moves in research, affiliate relations. NBC last week named a new vice president, research, appointing Robert Niles, who previously was vice president, marketing. Niles will report to NBC Television Network President Pier Mapes (research had previously reported to Ray Timothy, executive vice president). The research section responsible for TV stations, headed by Vice President Kathryn Lenard, will now report instead to the president of the owned stations division, Al Jerome.

Niles said that he expected research would become more active in helping sales and marketing: "Whereas in the past we relied just on Nielsen numbers, the advertisers are wondering if there are other ways of measuring the effectiveness of television."

Two marketing executives who previously reported to Niles, Alan Cohen, vice president, network TV marketing, and Ron Kos, vice president, client marketing, will now report directly to Bob Blackmore, executive vice president, TV network.

Other changes announced by Mapes affected affiliate relations, where a consolidated reporting structure has replaced the department's prior division into East Coast and West Coast operations. Bill Fouch, who had been responsible for West Coast operations, was named vice president, affiliate marketing, while John Damiano, who was in charge of East Coast operations, was named vice president, affiliate relations operations. Both will continue to report directly to Mapes.

mercial WMHT(TV) Schenectady, N.Y., as reporter. *Inside Albany*.

Richard Manieri, writer, WTXF-TV Philadelphia, named weekend weather anchor, 10 p.m. news.

George Boosey, political correspondent, Minnesota Public Radio, St. Paul, named director of news; **Alan Searle**, morning news announcer and program director, noncommercial KSJN(AM) Minneapolis, named network manager, news and information.

Mike Nelson, weathercaster, KMOV(TV) St. Louis, joins KSHE(FM) there in same capacity.

Technology

Rick Miner, manager, continuity and broadcast operations, and executive producer, New York Mets Baseball, WWOR(TV) Secaucus, N.J., named VP, production and engineering.

Arthur Franz, Northeast regional manager, Cubicom, 3-D presentation graphics company, Natick, Mass., joins Microtime, manufacturer of TV broadcast equipment, Bloomfield, Conn., as direct sales manager.

Appointments at NaCom, Columbus, Ohio-based telecommunications contractor: **Bob Gemigani**, product marketing and district manager, Cooper Industries, automotive products manufacturer, named VP, marketing and development; **Mike Ferguson**, central regional manager, NaCom, Chicago, named director of field operations, Installation division, Columbus.

Miles Thomas, audio control center technician, IDB Communications Group, supplier of audio, video and data/voice satellite transmission services, Los Angeles, named audio control manager.

Appointments at ESPN, Bristol, Conn.: **Kraig Bailey**, studio technician II, named studio technician III; **John Gluszak**, videotape librarian, named studio technician I.

James R. Anhalt, chief engineer, KFSSM-TV Fort Smith, Ark., joins WREG-TV Memphis as director of engineering.

Arthur J. Williams, assistant chief engineer, WBAY-TV Green Bay, Wis., named chief engineer.

Greg Schrader, programmer and analyst, United Video, Tulsa, Okla., named manager, computer programming.

James Radmann, account representative, Roscor Corp., video system design and sales company, Milwaukee, joins Greater Milwaukee Interconnect, cable television advertising firm there, as chief engineer.

Promotion and PR

Laura Daggett, viewer response coordinator, ESPN, Bristol, Conn., named listing publicist.

Steve Grieder, associate producer, Nickelodeon/Nick at Nite, New York, named producer, on-air promotion.

Jeanne G. Hamrick, broadcast promotion co-

ordinator, BizNet, Washington, joins Home Team Sports there as public relations manager.

Shelly Sairela, comptroller, The Lippin Group, international entertainment and corporate public relations company, Los Angeles, named VP, finance.

KC Bauman, traffic coordinator, Tribune Entertainment Co., Chicago, named manager, creative services.



Hubble

Peggy Hubble, executive director, Independent Feature Project, organization supporting independent filmmakers, New York, joins NBC, New York, as director, news information, NBC media relations.

Rich Zahradnik, manager, public relations, Turner Broadcasting System Inc., New York, named director, public relations; **Betty Cohen**, director, creative services, Turner Network System, Atlanta, named VP and creative director.

Charlotte Klein, senior VP, and **Betty Travis**, account supervisor, resign from Porter/Novelli, New York, to open Charlotte Klein and Associates, public relations consulting firm there.

Trisha Cardoso, public relations assistant and coordinator, Showtime Networks Inc., Los Angeles, joins MahoneyWasserman &

Associates, Beverly Hills, as account executive.

Appointments at New Jersey Network, Trenton: **Ida Petkus**, manager, advertising, named senior manager of advertising; **Beth O'Connell**, staff writer, named manager of publications and editor of monthly NJN Guide.

R. Daniel Hernandez, project planner, Chicago Federation of San Diego, joins KGT(TV) there as community affairs director.

Lori Wucherer, director of programming and promotion, WVT(TV) Milwaukee, joins WCGV-TV there as promotion director.

Nancy Pushee, media relations manager, WXYZ-TV Detroit, joins WKBD(TV) there as public relations coordinator.

Cathy Gugerty, promotion manager, WMC-TV Memphis, joins WTNH-TV New Haven, Conn., as director, creative services.

Kevin Cole, production manager, WDSI-TV Chattanooga, Tenn., named creative services director.

Jerry Franklin, promotions manager, Connecticut Public Television, Hartford, named acting public relations manager; **Mary G. Cochrane**, public relations assistant, named promotions manager.

Allied Fields

David Siddall, senior attorney, policy and rules division, Mass Media Bureau, Federal

Broadcasting

The News Magazine of the Fifth Estate

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

Please send ... (Check appropriate box)

Broadcasting Magazine

3 years \$190 2 years \$135 1 year \$70 6 mos. \$35
(International subscribers add \$20 per year) (6 mos term must be prepaid)

Broadcasting Cable Yearbook '89

The complete guide to radio, television, cable and satellite facts and figures—\$115 (if payment with order \$100). **Billable orders** for the Yearbook must be accompanied by company purchase order. Please give street address for UPS delivery.

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

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No

For renewal or address change
place most recent label here

Winner and still champion. ABC News won three out of the four television news awards in the fifth annual "Best in the Business" awards presented by the *Washington Journalism Review*. This is the second year in a row that ABC has won a majority of the TV awards. Peter Jennings, anchor and senior editor, *World News Tonight*, was voted "Best Network TV Anchor" for the second year in a row. Sam Donaldson, for the fifth straight year, was voted "Best Network TV Correspondent," and *This Week with David Brinkley* won "Best National TV News Interview/Discussion Program." *This Week with David Brinkley* had won previously for "Best Weekend Talk Show." Donaldson and ABC's George Will join Brinkley on the show every Sunday. The *MacNeil/Lehrer NewsHour* beat ABC's *Nightline* by 13 percentage points to win "Best National TV News Program" award. The awards were presented February 23 in Washington. Winners were chosen by 800 readers who responded to ballots in the magazine's October issue.



Sam Donaldson accepts best correspondent award. In background is Bill Monroe, WJR editor.

Communications Commission, Washington, named acting assistant chief, law, Mass Media Bureau. Siddall replaces Renee Licht, who was named acting deputy general counsel ("Fates and Fortunes," Feb. 27).

Bruce G. Pottash, attorney, Viacom Enterprises. Entertainment Group, New York, named director, business affairs.

Leslie H. Read, director, affiliate special projects, Home Box Office Inc., New York, named to board of directors, National Cable Television Center and Museum, Pennsylvania State University.

Fredric J. Willms, VP, finance, and chief financial officer and member, Capitol-EMI Music board of directors, New York, joins Broadcast Music Inc. there as VP, finance and chief financial officer.

Barry J. O'Donnell, director, public relations, Turner Broadcasting Systems Inc., New York, named director of operations and special projects for Goodwill Games.

William G. Jacobi, senior VP, planning and acquisitions, Dun & Bradstreet Corp., New York, joins Nielsen Media Research there as executive VP.

Maurice Levy, chairman and CEO, Publicis Conseil, European communications network, Paris, named to Foote Cone & Belding board of directors.

Eva N. Kasten, senior staff executive, American Association of Advertising Agencies Inc., Washington, named VP, acting director.

Sandor E. Samuels, senior VP and assistant general counsel, First Interstate Bancorp, Los Angeles, joins Fox Inc. there as senior VP and general counsel.

Shelley Lewis, senior producer, NBC News, New York, joins National Academy of Television Arts and Sciences there as director,

news and documentary awards.

Franklin Fried, president, Franklin Fried Associates, San Diego-based entertainment and creative development company, named to board of directors, IDB Communications Group Inc., Los Angeles.

Harry C. Gilbert, writer and producer, KGO-TV San Francisco, joins law firm of Capps, Stables, Ward, Hastings & Dodson, Walnut Creek, Calif., as associate attorney.

Jon Teschner, manager, Broadcast Sales, Crawford Post Production, Atlanta, named VP, Broadcast Designers' Association, San Francisco.

Deaths

Joe Silver, 66, actor, died Feb. 27 at St. Luke's Hospital in Manhattan after suffering heart attack. Silver also had cancer. Silver appeared on stage, screen and television and also did voice-overs for advertisements. His TV credits include *The Red Buttons Show: Ad Libbers*, improvisation series: *The Fifty-Fourth Street Revue*, musical and comedy show: situation comedy, *Fay*, and children's show, *Mr. I Magination*. Silver is survived by his wife, Chevi, one son, one daughter, and three grandchildren.

Joseph Roizen, 65, founding partner, Telegen, Palo Alto, California-based hi-tech television consulting firm, died of heart attack Mar. 1 in Paris. Roizen was attending conference in Paris. Roizen began his career with Paramount Television in early 1950's. In 1957 he joined Ampex Corp., TV equipment manufacturers, Redwood City, Calif., and remained there until 1968. During that time he was instrumental in development of color videotape recorders. In 1957 Roizen conceived and developed first videotape edit-

ing system using electronic "edit pulses" recorded on edge of tape. In 1959, Roizen went to Soviet Union with Ampex's new color videotape recorder. While there he recorded the famous "kitchen debate" between Soviet Party Chairman Khrushchev and U.S. VP Richard Nixon. Recording was flown back to United States and shown on all three networks. Tape received Emmy for best news scoop of 1959 and for playing to largest single audience to date in television history. In 1970 he formed Telegen with his wife, Donna Foster-Roizen. Roizen acquired over 20 U.S. and foreign patents in color television and magnetic recordings. He had served on SMPTE board and various SMPTE committees. In 1984 Roizen received International Tape Association/Time Magazine Man-of-the-Year Award. Survivors include his wife, two sons and one daughter.



Sellers in 1954

Edward L. Sellers, 74, former Southern sales manager and advertising director, BROADCASTING magazine, died Feb. 20 at Potomac Hospital, Woodbridge, Va., following stroke. Sellers was with BROADCASTING from 1954 to 1969. He later was sales director of Television Digest Inc. (now Warren Publishing). Survivors include his wife, Barbara.

William W. Eitel, 81, co-founder, Eitel-McCullough Inc., San Bruno, Calif.-based radio tube manufacturer, died Feb. 26 of cancer at John F. Kennedy Hospital in Indio, Calif. Company built vacuum tubes for commercial and military transmitters. In 1965 Eitel-McCullough Inc. merged with electron tube manufacturer Varian Associates Inc. He served on Varian's board of directors from 1965 to 1974, when he retired. He remained director emeritus of company. Eitel is survived by his wife, LaNeil, one daughter, two sons and two stepsons.

Carl Shirley, 64, chief engineer, noncommercial WDCN(TV) Nashville, died of cancer Feb. 23 at his home in Nashville. Shirley had been with station since 1966. Previously he was with WSUN-TV St. Petersburg, Fla., from 1950 to 1966, his last title there being chief engineer. Survivors include his wife, Marilyn, his mother, three children and four grandchildren.

Frank Bloebaum, 54, singer, writer and arranger of jingles for radio stations, died Feb. 20 of heart failure while visiting friends in St. Louis. Bloebaum started singing for PAMS Productions in 1963. Stations that aired Bloebaum's jingles include WABC(AM) New York and KFWB(AM) Los Angeles, as well as BBC Radio One, London, and AFVN, Saigon, Vietnam. Bloebaum is survived by one daughter and two sons.

Richard Bell, 55, advertising consultant, died Feb. 20 at his parents home in Phoenix. He had emphysema. Bell joined KNXT(TV) Los Angeles (now KCBS-TV) in 1962 as art director. He remained there until 1976 when he left to form his own design and advertising company. In 1984 Bell and Peter Jesness formed Bell & Jesness Inc., design and advertising company. Bell is survived by two sons and one daughter.

INDEX TO ADVERTISERS: Accuracy in Media 22 □ American Radio Networks 56 □ Associated Press Broadcast Services Second Cover/3 □ Blackburn & Co., Inc. 60 □ Bright Star Communications, Ltd. 47 □ Broadcast Investment Analysts, Inc. 62 □ Buena Vista Television 12-13 □ Business Radio Network 5 □ Chapman Financial Services 66 □ Classified Ads 73-82 □ Delta Electronics 51 □ Gammon Media Brokers, Inc. 65 □ GE 23 □ Home Shopping Network 35 □ Hughes Television Network 45 □ ITC Domestic Television 15, 17 □ Jefferson Pilot Communications Cover 4 □ H. B. La Rue 63 □ R. A. Marshall & Co. 64 □ Media Venture Partners 59 □ MIP TV 53 □ MTM Television Distribution Group 20-21 □ National Assn. of Broadcasters 26 □ NewsAge 16 □ Pacific Recorders & Engineering Corp. 19 □ Pan American Satellite 9 □ Professional Cards 71 □ Cecil L. Richards, Inc. 61 □ Services Directory 70 □ Shearson Lehman Hutton Cover 3 □ TWA Cargo 25 □ Warner Bros. Domestic Television Distribution Front Cover, 6-7, 11

Larry Irving: Markey's man for all media

It was the waning days of the 98th Congress and the Cable Communications Policy Act of 1984 was under siege. Its chances for survival were slim to none—a conservative group of senators led by Orrin Hatch (R-Utah) had targeted the measure because of its equal employment opportunity standards. Then in strode Texas Democrat Mickey Leland, author of the House-passed EEO language, who struck a compromise with the senators preserving the essential elements of an affirmative action plan for the cable industry but eliminating the requirement to hire certain percentages of women and minorities—thus keeping the initiative alive.

At Leland's side during those touch-and-go negotiations with the Senate was Clarence (Larry) Irving Jr. It was Irving, then Leland's legislative director and counsel, who played a pivotal role in drafting the initial EEO section of the bill and who worked tirelessly to gain industry backing of the EEO provision.

Today House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) relies on Irving's expertise as a formidable mediator in handling the subcommittee's mass media business. As senior counsel to the subcommittee, Irving is a key player in the formulation of any communications policy that emerges under Markey's chairmanship.

Irving joined the subcommittee in 1987 shortly after Markey succeeded Tim Wirth (D-Colo.), now in the U.S. Senate. The lawmaker describes his aide's grasp of the issues and his political acumen as "superior." Says Markey: "I was looking for people who were not only individually talented but capable of working as a team." Irving, he says, "was an ideal selection."

And Irving's sense of fair play earns him high marks from industry observers. He "bent over backwards" to "give us a fair shake," says the Association of Independent Television Stations' Jim Hedlund, who worked with Irving on children's television legislation last year. And he wins praise from industry representatives for being accessible and conscientious.

But there are those who see Irving in a less flattering light. His aggressive manner and outspokenness in dealing with the FCC has made him a sometimes unpopular figure there. But, as most Capitol Hill veterans attest, staff members are "not going to be universally loved."

Moreover, the FCC's marketplace-oriented approach to policy is frequently in sharp contrast with Markey's views and it is up to Irving to convey his boss's concerns to the commission. If Irving is a "little bit of a lightning rod," says Turner Broadcasting's Bert Carp, it is because "it serves the



CLARENCE (LARRY) IRVING JR.—Senior Counsel, House Telecommunications Subcommittee; b. July 7, 1955, Brooklyn, N.Y.; BA, political science, Northwestern University, Evanston, Ill., 1976; JD, Stanford University, Stanford, Calif., 1979; attorney, Hogan & Hartson, Washington, 1979-83; legislative director and counsel to Representative Mickey Leland (D-Tex.), 1983-87; present position since 1987; m. Leslie Wiley, Nov. 7, 1987.

interests of his principals."

But Irving bristles at the thought that the world may perceive him as a "bomb thrower." "If someone thinks I am tough or aggressive or abrasive, it is not because I want to be viewed that way. I prefer to be liked by everybody, but I also have a job and I try to do my job," says Irving.

"Larry is a dynamic person who makes things happen, and people who make things happen occasionally ruffle some feathers," says Larry Sidman, staff director and chief counsel to the subcommittee.

Described as a "man of elegant taste" who likes fine wine and is a sharp dresser, Irving says he has come a long way from his boyhood days in Queens, N.Y. He attributes much of his success today to his mother and family, who encouraged him to test the limits of his abilities.

"In my family...we were going to do better than our parents. They did well but they wanted their kids to do better than they did and there was a sense that education was the way to do that." He also credits Leland and Markey, whom he calls his mentors, for widening his horizons.

Growing up during the politically turbulent 1960's, Irving saw the law as the "root to political power." He envisioned himself as a civil rights attorney or thought about pursuing a career in criminal law, but during his undergraduate studies at Northwestern University in Chicago he toyed with the idea of becoming a broadcast journalist. A "media junkie" who earned money as a disk jockey at parties, Irving gave it some serious thought, but by his junior year he had set his sights back on law school.

Irving attended Stanford law school (he was elected senior class president) and spent one summer clerking at Kirkland & Ellis's Chicago office and another summer with the Wall Street firm of Breed, Abbott & Morgan. But as graduation approached in 1979, he began eyeing a move to Washington and, as it turned out, to Hogan & Hartson, which had a strong pro bono department, something Irving felt was an essential ingredient for his legal career. He spent four years with the firm, devoting some time to communications issues.

But Irving grew restless and, as coincidence would have it, Leland was looking for someone with a broad legal background and a familiarity with communications issues. Irving joined Leland's staff in 1983 just as the congressman was taking a seat on the Telecommunications Subcommittee.

Those were exciting if not tumultuous times. Pushing Leland's EEO agenda with the broadcast and cable industries often propelled him into the limelight. He was frequently at loggerheads with broadcasters who refused to accept any EEO language in the broadcast deregulation legislation Congress was then considering.

His history on the Hill, he says, has been a growth process. Working on the Cable Act, says Irving, was particularly instructive. "I learned a lot. It was the first time I was out on the firing line on an issue." In hindsight, he became too personally involved in the issue, he says. "That is the difference between 27 and 34. Now I am better able to step back and represent my clients' views without becoming emotionally involved." He nevertheless admits that when it comes to policy affecting minorities and women it is hard not to get emotionally involved.

Down the road, Irving expects the 101st Congress to start laying the groundwork for a broad inquiry into "what is a good and sound regulatory structure for the next 20 or 30 years." Markey, he says, will be asking communications interests to work with Congress in developing such a scheme. "There should be a way for all of the players to benefit," says Irving, and that is what Ed Markey wants to figure out. Such an endeavor will be like a "big mystery," he says. And as a self-described "mystery novel nut," Irving wants to be there "at the climax of the story." □

Four radio towers in Santa Maria, Calif., were toppled last Wednesday night (March 1) in sabotage spree that began that morning. Around 1 a.m. Wednesday, someone forced open main breaker boxes at towers for **KSMA(AM)** and **KSNI-FM**, located 10 miles apart, and flipped switches throwing both stations off air. Transmission lines for stations, both owned by Bayliss Broadcasting, were restored within hour. During storm Wednesday night, guy wires supporting 100-foot FM tower were cut, causing it to fall. Soon after, 254-foot tower for AM station was felled. Also on Wednesday night, primary, 175-foot tower for **KUHL(AM)**, owned by Great Electric Communications, was toppled, along with 398-foot antenna used in nighttime array by separately owned **KGDP(AM)**. KUHL station manager Nick Rice said perpetrator of, and motivation for vandalism was "mystery." Jeff Harris, operations manager for KSMA-KSNI, said stations had received "no threats, letters, calls." Names of former employes have been submitted to FBI, which is investigating incidents, Harris said. KSMA, oldies station, was knocked off air. KSNI, known as SunnyCountry 104, was expected to be back at full power by Saturday. Christian broadcaster KGDP was operating at reduced night-time power and 5000 w news-talk KUHL was operating last Thursday at 1,600 w.

Battle between Madison Square Garden and cable operators heated up last week with MSG releasing Nielsen survey it said showed 65% of area residents were sports fans and interested in seeing Yankees. MSG has been negotiating with cable operators for carriage of Yankees, but add-on cost of games has deadlocked talks. MSG wants to remain on basic, while operators prefer to make it add-on to basic or pay channel. Additionally, cable operators point out that subscribers will see 75 Yankee games on WPIX(TV); Manhattan Cable has suggested WPIX carry all games. MSG released survey to rebut claims by some area cable operators that only 15% of subscribers are Yankee fans. Nielsen conducted interviews in December. Carriage costs have been at heart of dispute between MSG and Cablevision Systems.

Stock of Multimedia Inc. continued to rise last week in what has been down market for most group owner issues. Last Friday updated 13-d filing with SEC by Sandler Capital Management said holdings of New York-based money manager/broker in Multimedia had increased from 9.7% to 10.7%. By afternoon stock was trading at 89¼, up from 85 on Monday, and at year's high on heavier than usual volume for week. Barry Kaplan of Goldman Sachs & Co. said direction of Multimedia stock was natural outcome of heavily leveraged company producing positive results. Kaplan said that stock's underlying value could increase by roughly \$20 per year, and noted that in 1990 company has promised it would "reassess" its strategy, leading possibly to another recapitalization or leveraged buyout.

Knight-Ridder signed definitive agreement last week selling WTVU(TV) Oklahoma City to Palmer Communications for price estimated at \$50 million. Company was said to be still negotiating sale of stations in Albany, N.Y., and Flint, Mich.

News Corp. is considering forming separate company to acquire and develop media and communications businesses, according to announcement last Thursday (March 2). News Corp. CEO Rupert Murdoch said that News Corp. would own at least 20% of new company. Under proposed plan, News Corp. would transfer its book publishing businesses to new company, with proceeds from transfer used to pay down News Corp.'s debt. Company made \$3 billion purchase last year of Triangle Publications, publishers of *TV Guide*.

Cannon Group has ended talks on purchasing De Laurentiis Entertainment Group, it was announced last Wednesday (March 1). Cannon had been in negotiations for past five months with management of DEG, which is operating under Chapter 11 bankruptcy protection. Cannon CEO Giancarlo Parretti is also majority shareholder of Pathe Entertainment, which in February

agreed to purchase New World Entertainment ("In Brief," Feb. 27).

FCC Chairman Dennis Patrick testified before House Telecommunications Subcommittee and Senate Communications Subcommittee on FCC's proposal to substitute caps on prices for rate-of-return regulation of AT&T and some local telephone services. Patrick took some hits, most notably from Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), but, by week's end, he and proposals were intact. At March 16 open meeting, Patrick expects to proceed with plan to adopt price caps for AT&T, but postpone adopting cap for local companies until agency has received another round of comments. At Senate hearing, Hollings attacked proposals, saying they would cause degradation of service provided by telephone companies. At impromptu press conference outside hearing room, Hollings said there was nothing Patrick could do to make proposal acceptable to him and, in response to question, said Patrick has done nothing to change Hollings's earlier opinion that FCC chairman was "incompetent." However, Hollings stopped short of saying he would try to head off March 16 votes through either legislation or political pressure on commissioners.

CBS-owned KNX-FM Los Angeles changed its call letters to KODJ(FM) and switched to an oldies format last Thursday (March 2). Station joins four other CBS FM's broadcasting oldies.

Sterling Communications Corp. last week retained Gary Stevens & Co. to sell four stations: WSSL-AM-FM Greenville-Spartanburg, S.C., and WJDX(AM)-WMSI(FM) Jackson, Miss. Stevens said he expects "in excess of \$24 million" for group, principally owned by Prudential Venture Capital.

D.L. Taffner has cleared half-hour game show strip *Talkabout* on seven Fox Broadcasting O&O's for fall 1989. Stations are WNYW-TV New York, KTTV-TV Los Angeles, WFLD-TV Chicago, WEXT-TV Boston, KDAF-TV Dallas, WTTG-TV Washington and KRIV-TV Houston. *Talkabout*, produced by Comedia Productions and distributed by D.L. Taffner Entertainment Ltd., is scheduled for national start in September.

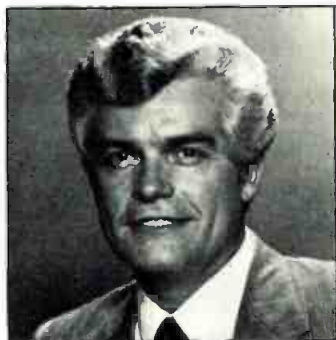
Tattingers will return to NBC prime time lineup "sometime in April," said Bruce Paltrow, executive producer, and will be re-titled *Formerly Tattingers*. Four new half-hour episodes of one-hour show that NBC pulled from schedule will not have studio audience and will be shot on film rather than tape. In addition, comedian Chris Elliott, from *Late Night With David Letterman*, has been signed as restaurant's maitre d'. Network has not announced time slot for show.

Showtime Networks Inc. and Viacom Enterprises last week entered into exclusive deal with Nelson Entertainment for 18 theatrical films to be produced or acquired by Nelson. Showtime and The Movie Channel will have exclusive pay television rights in U.S. and Canada, and Viacom will control North American broadcast television distribution rights.

Over 80 proposals for funding of either high-definition television video display or video processing research projects were received last week by Defense Advanced Research Projects Agency (DARPA). DARPA plans to grant \$30 million to companies developing HDTV technology, with about \$15 million going to companies developing high-resolution video screens and \$15 million to companies working on computer chips that will process video information. Defense officials were still sorting through proposals late last week and said that list of participating companies would not be announced until middle of this week. One company, Zenith Electronics, released some details of its proposals for both display and processing projects. It asked for \$10 million to supplement \$21.5-million project to develop its high-resolution "flat tension mask" screens in sizes ranging from 14 to 35 inches. It also announced that it will work

in partnership with AT&T Microelectronics to develop chips for TV set to receive its proposed Spectrum Compatible HDTV transmission system. It asked for \$13 million in DARPA funds to defray some of costs of \$24 million program. Other companies that indicated they would submit proposals soon after announcement of DARPA program include North American Philips, Massachusetts Institute of Technology and New York Institute of Technology.

Jerry Lyman, president of RKO General's radio division, will leave that post March 17 to become president-COO of Radio Ventures, new company he's starting in association with The Carlyle Group of merchant bankers and 1255 Equities, group of lawyers associated with Dow, Lohnes & Albertson law firm (Ralph Hardy Jr., B. Dwight Perry and Leonard Baxt). Group plans to acquire stations in markets 30-75, hopes to have first acquisition by fall. Lyman, former NAB radio board chairman, will relocate from New York to Washington, where for many years he headed WGMS-AM-FM.



LIN said that class action complaint was filed seeking to enjoin company from invoking stockholder rights plan. Board of group owner and cellular operator had amended plan in January reducing outside ownership trigger from 20% to 15% and eliminating an exception for all-cash, all-share tender offers. LIN's stock on Friday afternoon was trading at 90%, down slightly from week's beginning.

At urging of its affiliates, **Fox Broadcasting** has delayed premiere of new Friday late night program, **Revolution**. Instead, program, international co-venture mixing live and taped segments, will be tested on Fox O&O's before going on network. Thirteen-week test begins April 21.

CBS said last week two previously announced midseason comedies will premiere **March 20**. *Live-in*, from Columbia Pictures Television, will air at 8 p.m., and *Heartland*, from Witt-Thomas, will air at 8:30 p.m. Also premiering **March 20** is **MGM/UA's** new syndicated ***Straight to the Heart***, which has cleared 60% of country.

Peregrine Film Distribution, which recently filed for protection under Chapter 11, said it was renewing ***The Spectacular World of Guinness Records*** for third season in syndication. David Frost, recently departed anchor of *Inside Edition*, is host, and his company, David Paradine Television, has taken over financing of program.

Association of Maximum Service Telecasters urged **FCC** last week not to authorize proposed radio-operated stolen vehicle recovery system because of "significant threat of interference" with television stations operating on ch. 7. Lo-Jack system involves radio beacon that would allow authorities to track down stolen vehicles. "Lo-Jack is yet another proposed new service, heralded as desirable, which causes unacceptable interference to the public's television reception," said MST President Margita White.

NBC News was expected to name **Gerry Solomon** executive producer of *Sunday Today*, replacing Sid Feders, who in turn was expected to be named executive producer of the division's upcoming eight-part weekly summer prime time news series.

No replacement for Solomon, who is currently executive producer of *NBC News at Sunrise*, has been named.

William F. Turner, VP and assistant to president of KCAU-TV Sioux City, Iowa, former chairman of NAB television board and chairman of NAB's Television and Radio Political Action Committee, has been chosen as **1989 recipient of NAB's Grover C. Cobb Award** for broadcasters or public servants "who demonstrate unusual dedication to preserving our system of government and the institution of free broadcasting, and to improving the industry's relationship with the federal government."

Edward L. Taylor, chairman-CEO of Tempo Enterprises Inc., Tulsa, Okla., resigned to form Taylor Communications, venture capital firm. Tempo became wholly owned subsidiary of Telecommunications Inc. in December.

Sources confirmed last week that **Robert Pittman and MCA Inc. are dissolving 18-month-old partnership**. According to report in *Wall Street Journal*, Pittman is also close to agreement with Warner Communications. Partnership, Quantum Media Inc., produced two syndicated TV series, *The Morton Downey Jr. Show* and *Pictionary*. Bill Boggs, executive producer of *Downey*, said: "I don't have any information on the report, but we've got a hit show here and I don't expect that to change." According to article, MCA will continue to distribute both shows and Pittman will continue to have equity interest. Pittman, former CEO of MTV Networks, MCA and Warner have all refused comment. However, source close to Quantum said that nothing will be final for quite some time. "Things are very much in the formative stages," source said.

Representative Charles Schumer (D-N.Y.) is holding all-day hearing in New York on cable today (March 6), where he will release study on cable rate increases in state. Schumer also plans to reintroduce bill this week mandating cable systems inform FCC of rate increases. Witness list includes William Finneran, state cable commission; Mark Foster, Microband; Romy Tomlinson, NYNEX; Preston Padden, INTV; Norm Kellogg, Cablevision; Robert Gutkowski, MSG, and Lisa Hook, FCC.



Capital event. CBS-TV and AT&T played proud parents last week, showing off their collaboration on Day One, a dramatization of the people and events leading up to deployment of the first atomic bomb (the teleplay was broadcast last night [March 5] from 8 to 11 p.m. EST). A Washington reception and screening was held for a number of capital luminaries, including Senator Ted Kennedy (D-Mass.) and Representatives Bill Richardson (D-N.M.) and Ed Markey (D-Mass.). Pictured during the event (l to r): David W. Rintels, co-producer; Hume Cronyn, one of the featured players; Representative Ron Wyden (D-Ore.), son of Peter Wyden, who wrote the book on which the teleplay was based, and Pat Faulstick, CBS/Entertainment vice president for motion pictures for television and mini-series.

Editorials

Out front on renewal

There is reason for at least one cheer to be sent up by the nation's radio broadcasters: a radio-only license renewal bill has been put before the House of Representatives by Matthew J. Rinaldo, the ranking Republican (N.J.) on the House Telecommunications Subcommittee. Still another cheer may be warranted if his bill (H.R. 1136) survives without disabling amendments, and a third cheer if it becomes law.

At this moment all appears to be well. The Rinaldo approach would decree a so-called two-step renewal process, with licenses accorded renewal expectancy so long as they have broadcast "material responsive to issues of local concern," have not committed serious violations of the Communications Act or FCC regulations and have not engaged in a pattern of abuse of the act or regulations. Only if the FCC determines the incumbent licensee deficient in one or more of these respects will competing applicants be entertained.

Moreover, Rinaldo would ban payments from licensees to those who file competing applications, petitions to deny or informal complaints. Gone forever—for radio—would be the blackmail, the intimidation, the sham applications that have beset licensees for so many years.

It has taken a sea change in attitude—and timing—to achieve this radio-only initiative. Television, the more vulnerable medium, has always wanted radio at its side as it, too, fought for justice at the renewal bar. Radio, for its part, always felt it was held back in deregulatory matters by Washington's reluctance to let up on television. Happily for radio, renewal reform is now far lower on the TV agenda, and the National Association of Broadcasters, which is behind the Rinaldo bill, has been persuaded to let radio venture forth on its own.

All to the good. Radio has always been the trailblazer among the broadcast media. All in the Fifth Estate have reason to hope it stays ahead on this one.

Inch by inch

On Feb. 23, history was made and recorded when television cameras were allowed into federal court to cover oral arguments in two cases. The court was the U.S. Military Court of Appeals in Washington and the cameras were part of an experiment among various news organizations, including ABC, CBS, NBC, CNN and C-SPAN, which had earlier participated in a similar demonstration of cameras in the Supreme Court.

The military court is not bound by the archaic rules of the U.S. Judicial Council, rules that continue to bar cameras—a rather basic tool of television journalism—from federal courts. The experience of this court can serve as further precedent in the ongoing Fifth Estate fight to win access to all federal courts, to be added to the weight of evidence in the overwhelming majority of state courts that have allowed cameras.

It is time—long past time, in fact—for the judiciary to permit television to do its job without handicap. In the process it will be fulfilling the Sixth Amendment's guarantee of a public trial for a public flung far from Florida to Alaska and united by television as by perhaps nothing else.

The read and write stuff

We applaud Senator Howard Metzenbaum's interest in fighting illiteracy, expressed in a letter to the editor (BROADCASTING, Feb. 13) and earlier in comments to a National Association of

Broadcasters legislative forum. In those comments, he challenged broadcasters to go a step further than their current public service efforts and air programs that "will help teach illiterate adults to read."

We would respectfully submit to the senator that broadcasters' public service efforts already go that step further and that outreach is already central to current broadcaster campaigns. While too much could never be done to improve the literacy rate in this country, broadcasters should not be denied the credit they have already earned.

For example, Project Literacy U.S. (PLUS), a co-venture between commercial TV (ABC) and public (PBS), is in its fourth year. Begun in 1985 and intended to be an 18-month campaign, PLUS is now making plans for 1990. PLUS includes not only PSA's—on ABC, 12 to 14 a week in all dayparts at about a million dollars worth of time each week over three-plus years—but specials and documentaries—both commercial and noncommercial—news reports on *20/20*, *Good Morning, America* and *Nightline* and story lines in entertainment programming. The beauty of the partnership with PBS, as one PBS-affiliated PLUS coordinator pointed out, has been that they complement each other so well.

As the project was planned, commercial broadcasters, through the power of their reach and frequency, could heighten awareness of the problem, while public broadcasting could coordinate the outreach program at the local level. To that end, there are currently 383 PLUS task forces nationwide, working with local stations and the community to put the reading-impaired together with those who can help them learn to read. As one PLUS coordinator put it: "It is a wonderful partnership. ABC reaches the adult learner. We find the tutor." (In fact, the department of education conducted a survey that credited PLUS with increasing the number of tutors by 40% and the number of adult learners by 14%.)

More recently, PLUS announced the *Unsung Americans* campaign, extending their efforts to volunteerism in general and combining PSA's with a volunteer agency referral system using a database to connect callers with the proper local agencies. Working with broadcasters will be the American Red Cross, Big Brothers-Big Sisters of America, Boy and Girl Scouts of America, The Salvation Army and the YMCA.

The common denominators of these efforts are not simply airtime and money, but also cooperation, outreach, involvement and action. "[I]f broadcasters and legislators work together, adult illiteracy is a disgrace that we can overcome," Senator Metzenbaum said. Broadcasters are already working on the problem, but legislators are certainly welcome to join the fight.



Drawn for BROADCASTING by Jack Schmidt

"I know I told you to relax your delivery, but this is a bit much."

FOR SEVEN YEARS, WE'VE HELPED THIS BROADCAST CLIENT TURN UP THE VOLUME.

November 2, 1981

\$35,000,000

 **Infinity Broadcasting Corporation**

\$26,250,000 Senior Secured Notes due 1993
with
Warrants to Purchase Common Stock
and
\$8,750,000 Variable Rate
Senior Secured Notes due 1993

August 30, 1984

\$10,000,000

 **Infinity Broadcasting Corporation**

\$5,000,000 Rate Adjusting Senior Secured
Notes Series D. Due July 1, 1994
\$5,000,000 Senior Secured Notes
Series E. Due July 1, 1994

June 11, 1986

3,325,000 Shares

 **Infinity Broadcasting Corporation**

Class A Common Stock

Price \$12½ per Share

July 22, 1987

\$46,000,000

 **Infinity Broadcasting Corporation**

7¾% Convertible Subordinated Debentures
Due July 15, 2012
Convertible into Class A Common Stock
at \$28½ per Share

Price 100%

August 4, 1988

WCK Acquisition Corp.

a newly-formed corporation organized
by members of management

has merged with

 **Infinity Broadcasting Corporation**

August 11, 1988

\$185,000,000

 **Infinity Broadcasting Corporation**

Senior Subordinated Discount Debentures
Due 1999 with Warrants
to Purchase Common Stock

Since 1981, Infinity Broadcasting has become one of the largest owners and operators of radio stations in the country, expanding from three to 15 stations. Infinity operates stations in each of the nation's top 10 radio markets, and Shearson Lehman Hutton helped Infinity raise the financing to facilitate this growth.

Shearson Lehman Hutton is a leader in providing investment banking expertise to the Media and Communications industry. In 1988, we served as financial advisor for more Media and Communications transactions than any other firm.

The reasons are simple. No other

firm can match our expertise in the broadcasting, cable, cellular, publishing and entertainment industries.

We are always available to help our clients take full advantage of market conditions. Further-

more, our full-service investment banking capabilities, for transactions large and small, go beyond mergers and acquisitions and financing to include bridge loans and limited partnerships.

Find out how our Media and Communications industry specialists can help you be heard. Contact Fred Seegal at (212) 298-2385.

**SHEARSON
LEHMAN
HUTTON**

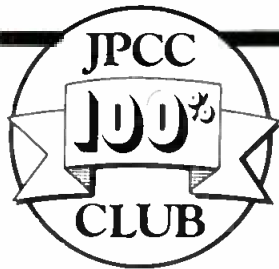
An American Express company



Jefferson Pilot Communications

1988 was a record-breaking year in sales for the Jefferson-Pilot Communications Company.

The company's success was due in large part to the performances of a number of outstanding individuals.



On January 28, 1989, JPCC inducted 32 members into the JPCC 100% Club. In a year of budget tightening and increased competition,

these men and women distinguished themselves by attaining 100% or more of their sales goals for 1988.

- | | |
|----------------------------|------------------------------|
| Tim Alwran | Bob Lewis |
| Leslie Barry | Bob Lueke |
| Connie Blackwood | George Manasco |
| Karla Burchett | Cathy McKee |
| Jim Butts | Cindi Marshall |
| Mike Dana | Bo Pittman |
| Dee Dee Dorroll | Grady C. Pridgen, Jr. |
| Bill Dutton | Barry Roach |
| Dorothy Fitzpatrick | Manny Rosales |
| Ron Gay | Terri Shea |
| Holly Holmes | Linda Scott |
| Melinda Holt | Ted Scott |
| Patty Hord | Kathi Tomsyck |
| Terry Janssen | Diane Tregurtha |
| Dave Kabakoff | Liza VanHorn |
| Denise Lamoreaux | Barbara Wilson |



In addition, a select group received the highest honor—the JPCC Sales Excellence Award—presented to individuals who reached beyond

expectations and set new standards for the year to come.

- | | |
|-------------------------|------------------------------|
| Leslie Barry | Bob Lewis |
| Connie Blackwood | Bob Lueke |
| Dee Dee Dorroll | Grady C. Pridgen, Jr. |
| Bill Dutton | Manny Rosales |
| Melinda Holt | Terri Shea |
| Dave Kabakoff | Linda Scott |

KSON-AM/FM San Diego	WLYF/WNWS Miami
KYGO-AM/FM Denver	WQXI-AM/FM Atlanta
WBCY-FM Charlotte	WWBT-TV Richmond
WBT-AM Charlotte	WBTW Charlotte
Jefferson-Pilot Data Services	Jefferson-Pilot Retail Services
Jefferson-Pilot Teleproductions	Jefferson-Pilot Sports Enterprises
Co-Opportunities	



JPCC applauds the success of this exemplary group of sales professionals.