

# Broadcasting Apr 3

## C-SPAN: Private industry committed to public service.

**I**N 1977, the House of Representatives voted to allow television coverage of its proceedings. Bob Rosencrans was then president of a large cable company known as UA-Columbia.

The son of Russian and Austrian immigrants, Bob grew up in New York during the New Deal and World War II. "We were a very idealistic family," he recalls.

The idea of creating a cable public affairs network to televise Congress was being widely discussed. While many saw value in the concept, Bob and his business associate, Ken Gunter, were ready to move ahead. Together they made the initial contribution to start C-SPAN. What better gift, they asked, could this growing private industry make to the American people than live gavel-to-gavel coverage of the United States Congress?

Bob Rosencrans' contribution proved to be only the first step as other cable industry leaders soon followed suit. The result was enough seed money to enable cable's public affairs channel to launch successfully, with Bob as its first chairman.

Thanks to Bob Rosencrans' continuing efforts, C-SPAN is a true cable cooperative, enthusiastically supported by another idealistic family - 40 of the industry's top companies.

**C-SPAN**  
*Tenth Anniversary*  
1979-1989

Bob Rosencrans  
President, Columbia International, Inc.



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ROOM 122  
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50th Year 1989

SPECIAL REPORT  
Hispanic Broadcasting  
C-SPAN turns 10

Running Entertainment Tonight  
in access isn't a new idea.



# But it's still a great one.



12/19

E.T.

9/15

A  
CURRENT  
AFFAIR

9/14

FAMILY  
FEUD

8/13

USA  
TODAY

8/12

INSIDE  
EDITION

7/12

WIN, LOSE  
OR DRAW

Already the biggest hit of the '89 season, 25 additional stations have upgraded Entertainment Tonight to access. And they've done so for one simple reason: Entertainment Tonight beats the competition! In the overnight markets where it ran in access, Entertainment Tonight beat both Family Feud and A Current Affair by an average of 33%... proving an idea doesn't have to be new to be great—as long as it works.



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**Cable inroads...**TIO's last Roper study of attitudes toward TV says viewers rank cable television higher than broadcast stations in terms of programming quality and variety, and broadcast services receive high marks for news coverage. **PAGE 27.**

**Moving into the mainstream...**BROADCASTING's special report on Hispanic broadcasting examines \$400 million-plus business in growing market served by stations, broadcast and cable networks, rep firms and advertising agencies. **PAGE 37.**

**Ten years and counting...**It's been 10 years since Cable-Satellite Public Affairs Network opened window on Washington. It has since made its name not only by



covering House and Senate, high-profile 15% of political iceberg, but by documenting other 85%, hearings and association meetings, press conferences and speeches, that are undeniable—and now accessible—currency of politics. **PAGE 62.**

**27/REVISING RENEWAL**  
FCC moves to curb "abuses" of its comparative renewal and petition to deny processes.

**32/DISTRESS TEST**  
U.S. Court of Appeals declares distress sale policy unconstitutional.

**34/EAST MEETS WEST**  
Eastman Radio wins representation of Westwood One's three owned-and-operated radio stations and Malrite Communications FM station.

**52/BARTER DEBATE**  
Panelists examine growth of barter syndication during Upfront '89 conference in New York.

**57/INDECENT EXPOSURE**  
FCC and 17 media and public interest groups take interest in dial-a-porn case, seen as preview of broadcast indecency decision.

**56/SONY'S SWITCHERS**  
Sony Broadcast Products Co. broadens its offerings to include production switchers.

**55/BEHIND THE LENS**  
Although manufacturers say there are few technological breakthroughs to report in cameras, their increasing applications for field and studio are expected to be evident at NAB convention.



Artist's rendition of A.F. Associates' RoboPed

**71/BUSH STYLE**  
President George Bush brings his own style to dealings with White House press.

**72/REPERCUSSIONS**  
As United States negotiates for frequency for TV Marti test,



Florida stations report that power increases of Cuban outlets on their frequencies are drowning them out, possibly in retaliation for Radio Marti. One affected: Adib Eden Jr.'s (above) WRFM(FM) Hialeah, Fla.

**73/AM STEREO**  
With patent infringement battles over AM stereo technology continuing, many stations are waiting before trying it. In meantime, those AM stations that have chosen to broadcast in stereo look for new ways to promote that fact.

**95/NEWSMAN FOR ALL SEASONS**  
Although NBC News President Michael Gartner has built his career on printed word, he says his approach to electronic media is still same.

**96/SNOW SUIT**  
Walt Disney Co. files suit against Academy of Motion Picture Arts & Sciences for what Disney considers unauthorized use of its Snow White character on Oscar show.

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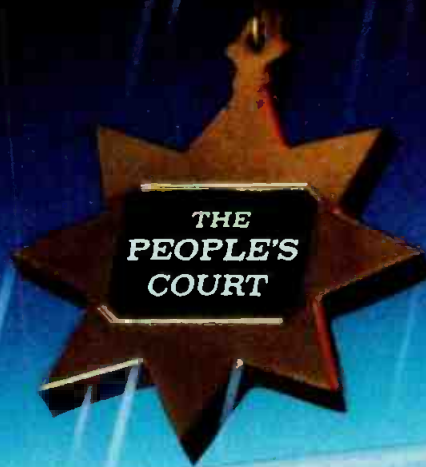
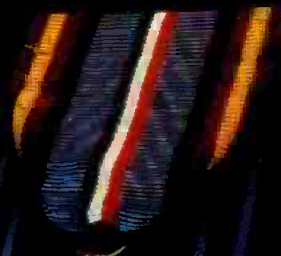
BECAUSE IT'S A WAR OUT THERE.



**LORIMAR**  
**AIR FORCE**



# THE MEDALS



# SILVER STARS

Their level of cinematic achievement upholds the highest traditions of the Lorimar Air Force.







## YOUR ALLIES ARE FLYING HIGHER THAN EVER.

The war rages on. More fiercely than ever. But rest assured that victory is at hand. For your allies—the Lorimar Air Force—are stronger than ever.

Those who stepped forward last year are taking their cities and holding them. They've taken off and are flying high. Looking forward eagerly to a second tour.

Our new arsenal of direct hits is even more varied and sophisticated. State-of-the-art weapons designed to capture and keep viewers. To win the home front convincingly.

Join the Lorimar Air Force. And soar with us.

### FAMILY MEDICAL CENTER

From the producers of "The People's Court" comes this compelling, reality-based medical drama. Available for stripping starting this fall.

### MAMA'S FAMILY

The #1 first-run comedy ace on the air. Now ready to fight every day. 110 half-hours available for stripping starting spring '89.





### **A NIGHTMARE ON ELM STREET** **FREDDY'S NIGHTMARES**

The show of your dreams is armed and ready for action. This wicked weapon is already a firm "GO" to take off in the fall.

### **IT'S A LIVING**

This proven first-run warrior is now available for stripping. 100 episodes from Witt/Thomas Productions ready to serve five days a week starting this spring.

### **FUN HOUSE**

An exciting live action game show that salutes the kiddie corps. It's fresh, fast-paced, funny, and a firm "GO" for the fall.

### **SHE'S THE SHERIFF**

Suzanne Somers stars in this year's #1 new half-hour recruit. Now ready to return to battle for another arresting season.

### **ALVIN AND THE CHIPMUNKS**

Alvin, Simon and Theodore march into syndication with 65 half-hours. Already cleared in over 85% of the country.

### **GUMBY**

Gumby and Pokey are stronger than ever in a mix of 32 original half-hours and 33 brand-new episodes for this fall.

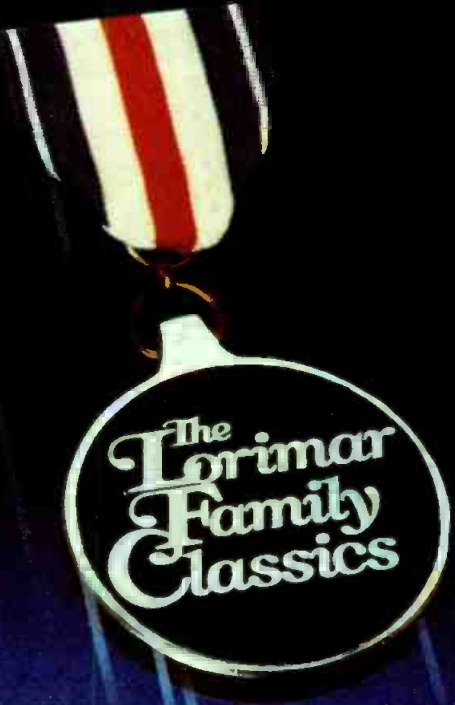
DECORATED VETERANS

Ratings war after ratings war, these combat-proven troopers have served with exceptional merit.





# OF HONOR



**COMMANDER-IN-CHIEF**

**DOMESTIC**

Dick Robertson

**WING COMMANDER**

Jim McGillen

**OFF-NETWORK**

**SQUADRON LEADER**

Tom Byrnes

**PILOTS**

Rob Barnett

Jeff Brooks

Bruce Genter

Mary Markarian

Vince Messina

Mark Robbins

Chris Smith

Mary Vohi

Ed Wasserman

Scott Weber

**PERENNIAL**

**SQUADRON LEADER**

Keith Samples

**PILOTS**

Jim Burke

Rod Cartier

Bill Hague

Steve Knowles

Casey Lanken

Damian Riordan

**FIRST-RUN**

**WING COMMANDER**

Scott Carlin

**PILOTS**

Jacqueline Hartley

Jeff Hufford

Jeannine Kadow

Mark O'Brien

Deborah Robin

Nicole Sabathie

Eric Strong

Andy Weir

Alicia Windroth

**MEDIA**

**WING COMMANDER**

Karl Kuechenmeister

**PILOTS**

Jim Engleman

Julie Kantrowitz

Leon Luxenburg

Marc Solomon

**CABLE**

**SQUADRON LEADER**

Dalton Danon

**PILOT**

Jeri Sacks

**COMMANDER-IN-CHIEF**

**INTERNATIONAL**

Michael Solomon

**PILOTS**

Stuart Graber

Michelle Kearney

Frances Reynolds

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ALL SEVEN FOX  
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**A SMASH HIT  
IN CANADA!  
ALREADY RENEWED  
FOR THE SECOND  
YEAR!**

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**SOMETHING FOR YOU TO TALK ABOUT!**

# Look what's up a

Live with Regis and Kathie Lee cont



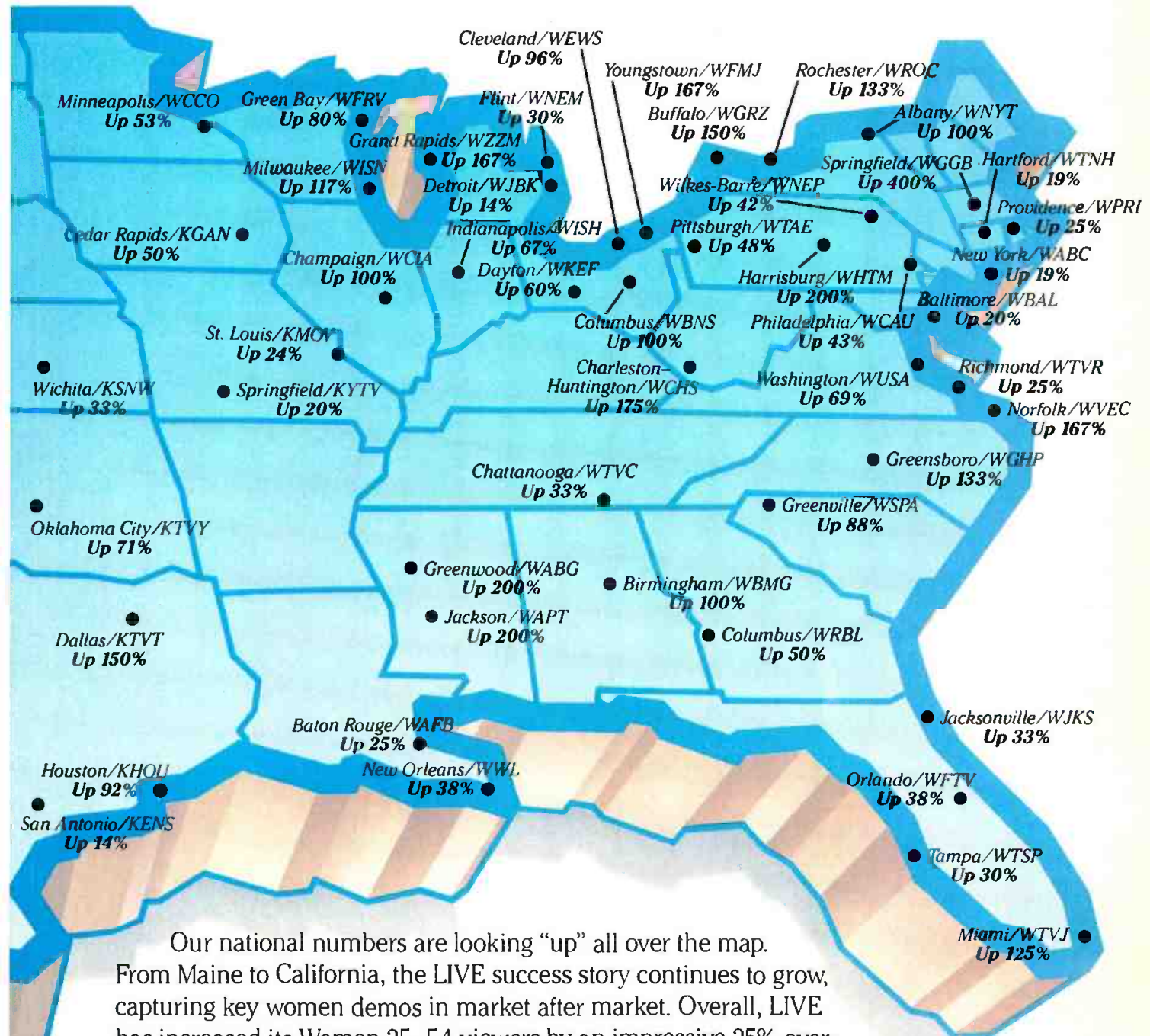
Advertiser Sales  
**CAMELOT**

Source: NSI/ARB, 2/89 vs 11/88, W25-54 deliveries in (000).



# cross the country!

inues its growth from coast to coast.



Our national numbers are looking "up" all over the map. From Maine to California, the LIVE success story continues to grow, capturing key women demos in market after market. Overall, LIVE has increased its Women 25-54 viewers by an impressive 25% over November '88. Stay with a proven winner. Renew now for a second lively season of upbeat, quality entertainment that never goes out of style.

This is just a partial listing of the outstanding growth LIVE WITH REGIS & KATHIE LEE recorded in February. Stay tuned for more great news about LIVE from around the nation.



This announcement appears as a matter of record only.

March 17, 1989

**\$95,000,000**

# **Westwood One Stations Group, Inc.**

a wholly-owned subsidiary of



**Westwood One, Inc.**

**\$65,000,000**

Revolving Credit Facility due 1997

**\$30,000,000**

Deferred Coupon Subordinated Debentures due 1999

The undersigned arranged this private placement.

**Salomon Brothers Inc**

**Hambrecht & Quist**  
Incorporated



## Two Gillett markets active

Gillett Broadcasting is once again in negotiations to sell WMAR-TV Baltimore and WJW-TV Cleveland. Current bidder is said to be former president of Cox Broadcasting, Bill Schwartz, who is backed by Saratoga Partners, venture capital fund affiliated with Dillon Read & Co. Sale of WMAR-TV, NBC affiliate, might cause at least one sleepless night to network since Schwartz was at helm when Cox dropped NBC affiliation of WSB-TV Atlanta in favor of ABC.

## Quello's clout

When history of must carry is written, FCC Commissioner James H. Quello may get credit for single-handedly turning telephone companies around on issue. Last January, after first voting to repeal statutory ban against telcos offering cable services, he said he would not affirm vote until given assurances that telcos would accept form of must carry to distribute broadcast signals for free. Now, representatives of United States Telephone Association and some individual companies have told Quello they would accept must carry as price for getting into cable.

Even if Quello signs off with must-carry provision, recommendation may not get out of FCC. FCC Chairman Dennis Patrick, chief proponent of recommendation, is philosophically opposed to must carry. He declines comment on issue.

## Radio's own

National Association of Broadcasters has not yet made announcement regarding replacement of outgoing radio vice president Dave Parnigoni (see "In Brief," page 96), but at least one name has been heard as probable candidate. Former Century Broadcasting executive Lynn Christian, who recently surfaced as finalist in search for new Radio Advertising Bureau president, is considered to be frontrunner in NAB search.

## Short and long of it

On FCC watch last week, there were two lists (short and long) and two timetables (also short and long). Short list included familiar names of Sherrie Marshall, partner in Wiley, Rein & Fielding, and Andrew C. Barrett, member of Illinois Commerce Commission. Marshall is also seen as possible candidate for chairman, although Alfred Sikes, head of NTIA, is known to be under consideration for that spot as well; present occupant, Dennis Patrick, is expected to leave later this year.

According to Marshall-Barrett scenario, White House could move as early as this week.

Then there is long list. Besides Marshall and Barrett, it includes most other usual suspects: Susan Wing of Hogan & Hartson; James Smith of Reed Smith Shaw & McClay; Ira Goldman, aide to Senator Pete Wilson (R-Calif.), and Bruce Goodman, former Mutual and Multicom executive who worked full time in Bush presidential campaign. Another name on list is Paul McCarthy, who runs broadcast-cable consulting business in Boston area and is politically well connected. He ran for Congress from Massachusetts' sixth district last fall, losing to incumbent Democrat Nick Mavroules, and has collected batch of endorsements for FCC spot. Source of that list says information from White House is that action should not be expected for another four weeks.

## Headliner

Jesse Jackson will speak at National Cable Television Association convention in Dallas in May. He'll address National Association of Minorities in Cable breakfast on Tuesday, May 23, second day of convention.

## Promising

King World executives were "very encouraged" by performance of *Off Shore TV*, off-beat late night show produced by Saban Productions and Mark and Brad Hudson, which had six-week test in January and February, and was first show tested by King World's R & D Network consortium of television stations. Show was tested on about dozen stations, placing first in Boston and Detroit, number two in Minneapolis and several other markets. Program was tested both as strip and weekly vehicle, performing much better as weekly. Next show to be tested on R & D Network will be half-hour talk strip, *From the Heart*, in June.

## NAB debut

SuperNTSC, enhanced-definition television transmission system developed by Faroudja Laboratories, Sunnyvale, Calif., will have first on-air demonstration during National Association of Broadcasters convention. Faroudja is co-sponsoring demonstration with Television Technology Corp. (TTC), Louisville, Colo., broadcast transmitter manufacturer. SuperNTSC exciter, designed to filter out NTSC color artifacts, will be mated with new TTC transmitter installed at KBLR-TV (ch. 39) Paradise, Nev. Receivers at Las Vegas Convention Center equipped with SuperNTSC decoders and line doublers

should display higher resolution, cleaner NTSC pictures. Demonstration will run concurrently with NAB convention, April 29-May 2.

After talking with company lawyers, TTC Executive VP Michael Lehrman said that prior FCC clearance will not be needed for Faroudja system transmissions "because the modification to the signal does not in any way degrade the performance of the transmitter. Anyone with a home receiver will see the same picture that they would otherwise see, except that it may be better," he said.

## Capitalizing on syndex

In attempt to take some of pain and expense out of implementing syndicated exclusivity rules for broadcasters and cable operators (and turn profit), San Francisco entrepreneur is creating go-between company to serve broadcasters and cable operators. Joe Camicia, former United Cable Television marketer and franchiser who is now cable relations director for noncommercial KQED-TV, has formed Syndex Services Inc. to gather television stations' schedules of syndex-protected programming on nationwide basis and provide cable systems with customized reports detailing what programming they have to delete or replace to comply with rules. SSI plans to charge stations and systems for service, but believes its fees will be far less than cost of do-it-yourself approach. SSI plans debut on May 1.

## Taking it abroad

Videofilm Producers International, Ltd., year-old television distribution and production company, has obtained worldwide television distribution rights (excluding U.S. and Canada) to *Michelob Presents Sunday Night*, late-night music show produced by Lorne Michaels' Broadway Video Entertainment. Title will be changed for international market to *Night Music*, and Videofilm will debut 23 one-hour episodes at MIP. Other new company acquisitions include Duke Ellington musical "Sophisticated Ladies" and Stephen Sondheim's "Follies in Concert."

## Eyes on 1992

NBC affiliates are making precautionary inquiries about local news window and breaks during network's 1992 Olympic coverage. At meeting between network and sports committee of affiliate board, decision was made to form joint Olympics committee that will discuss network plans and should have presentation ready for May affiliate meeting.

# Where Things Stand

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

## AM-FM Allocations

■ FCC during full meeting on Thursday (March 30) was to consider plan to allow some Class A FM stations in northeast U.S. to upgrade into new Class C3 with power up to 25 kw. Action on proposal to double power of all or most Class A's from 3 kw to 6 kw was postponed while commission studies issue further. FM broadcasters are 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.

FCC hopes to be able to adopt new rules to improve technical quality of AM radio signals before start of National Association of Broadcasters convention in late April. 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.

Commission also hopes to move on plan for implementing expanded AM band before NAB convention. 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.

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators.

## Cable Regulation

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

Also in Senate, Communications Subcommittee plans to convene hearings on concentration of ownership. Although hearings will not focus solely on cable, issue of vertical and horizontal integration in cable is expected to

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draw congressional attention.

National League of Cities is 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 in 1989 to strengthen their regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. However, league assigned action on cable legislation low priority when it met in Washington earlier this month.

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. And 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.

Hill action on revived version of legislation is anticipated during first 100 days of session. Hearings on new children's TV legislation, which were scheduled for March 23, have been postponed until after Easter recess.

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, allowing broadcasters voluntarily to agree on commercial limits.

## Comparative Licensing

■ FCC has revamped comparative renewal process in effort to discourage groups from using renewal process to "extort" money from broadcasters. FCC put cap on payments broadcasters may make to challengers in settlements of renewal proceedings.

In addition, agency required fuller ownership and financial disclosure information from competing applicants and clarified standards broadcasters must meet to win "renewal expectations."

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. If it adopts lottery it will be over objections of communications attorneys and key members of Congress.

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

What Congress will do is 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 that is virtually identical to Bryant's bill.



## Crossownership

**Telco-cable**—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programming should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

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

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

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

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

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

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

## Direct Broadcast Satellites

■ Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will

mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business system," including consumer equipment manufacturers, programmers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. C-band satellites, top cable operator Tele-Communications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

FCC staff says that, once its paired orbital assignment proposal is settled—not for "several months"—assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

## High-Definition TV

House Telecommunications Subcommittee members and government and industry witnesses at hearings held March 8-9 ques-

tioned State Department's support for 1,125/60 HDTV production system before CCIR. Following hearings, Subcommittee Chairman Ed Markey (D-Mass.) and John Dingell (D-Mich.), latter chairman of parent Energy and Commerce Committee, sent letter to State Department asking it to discontinue support for 1,125/60 while U.S. government's decision is reconsidered by Commerce Department.

Commerce's National Telecommunications and Information Administration recently received comments on inquiry into HDTV production systems. Opinion over whether U.S. government should continue to support establishment of 1,125/60 as world standard was split. Out of 37 filings, 13 supported, 17 opposed and seven did not give specific position on 1,125/60.

Commerce Secretary Robert Mosbacher told lawmakers at March 8 hearing he has made HDTV top priority and is anxious to work with Congress. He is expected to report back to subcommittee with recommendations on how U.S. can become serious player in anticipated HDTV marketplace. Two bills aimed at encouraging development and manufacturing of HDTV equipment are pending in House but no immediate action is expected.

Defense Department will provide up to \$30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution

## BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,948	268	5,216
Commercial FM	4,174	676	4,850
Educational FM	1,383	257	1,640
■ Total Radio	10,505	1,201	11,706
FM translators	1,689	392	2,081
Commercial VHF TV	545	24	569
Commercial UHF TV	517	229	746
Educational VHF TV	121	6	127
Educational UHF TV	217	28	245
■ Total TV	1,400	287	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,717	118	2,835
UHF translators	2,111	457	2,568

CABLE†	
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. ‡ Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link.



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screens for consumer and defense applications. DARPA received 82 proposals.

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

## Home Satellite

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

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure, but bill's author, Senator Al Gore (D-Tenn.), has vowed to revive measure in 101st Congress.

## 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 start 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.

## International

■ NBC plans to launch its new cable consumer and business news service, CNBC, in Europe, Japan and the Pacific following its April 17 domestic start date.

New European transfrontier broadcast law has been essentially completed, following Council of Europe's formal adoption of new

broadcasting convention and near agreement by European Commission on separate but similar plan. New regulations would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers. In apparent win for U.S. program exporters, only minimal quotas against non-European shows are proposed. Ads can fill up to 20% of any hour or 15% of daily schedule and limitations are placed on tobacco products, pharmaceuticals and alcohol.

Phone company US West has made joint bid for Hong Kong cable system franchise with potential for 1.5 million TV and telephone service customers. Several North American companies—Paramount, Viacom, AT&T and Rogers Cablevision of Canada—are also advising two of four bidding groups. Government decision is expected this summer.

Capital Cities/ABC, which already owns 25% through ESPN of London-based satellite sports service Screensport, has taken substantial minority share in Munich TV company Tele-Munchen, majority owner of German-satellite service Tele5.

Rupert Murdoch has launched Sky Television satellite service aimed at Britain's nascent direct-to-home dish viewership. Using 16-channel Luxembourg Astra satellite, three new channels—sports, news and movies—joined existing, but upgraded Sky Channel service, and will be followed later this year by pay Disney Channel and Sky Arts. MTV Europe is also on Astra.

Cable News Network became first non-Intelsat video service provider from U.S. to Latin America in December 1988 after deal with Pan American Satellite Corp. ESPN has also initiated Latin American service on PanAmSat.

Heavy and often negative response has greeted British Conservative government-proposed massive overhaul of UK broadcasting system, particularly from country's commercial TV sector. Proposed changes, to be debated in Parliament during 1989, include auctioning of regional commercial TV franchises, opening of new fifth terrestrial TV channel, relaxed takeover and ownership rules, separation of fourth channel from existing commercial structure and changes in BBC financing.

## Land Mobile

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

## Mergers and Acquisitions

■ Time Inc. and Warner Communications Inc. announced definitive agreement to merge, creating Time Warner Inc. New company

would have pro forma revenues of \$10 billion in 1989 if merger were completed, making it largest media and entertainment company in world. According to agreement announced March 4, Warner shareholders will exchange each share of Warner stock for .465 of one share of Time stock. Warner shareholders will end up holding majority of Time Warner. Two companies have agreed to exchange stock prior to closing, with Time exchanging 12.5% of its common stock outstanding for 12% of Warner's common stock outstanding. Both merger and preliminary exchange of stock are subject to Hart-Scott-Rodino waiting period. Merger will require shareholder approval of both companies, as well as approvals from FCC and municipal governments regarding change in ownership of companies' cable systems.

MSO's United Cable Television Corp. and United Artists Communications Inc., 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. Under that agreement, current United Artists stockholders would exchange each share for one share each of UAE class A and class B common stocks. 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 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 majority of newly formed UAE. Companies have filed revised proxy materials at SEC.

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

## 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 Congress, 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 lan-



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*—Dana Geiken, DMB & B*

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*—Merle Welch, Foote, Cone and Belding*

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*—Karl Hagnauer, KPLR*

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*—Robert Strutzel, WGN-TV*

The quality and reliability of the hardware and software is outstanding. It's error free in its operation, and the speed with which we receive commercial feeds saves us make-goods and lost time.

*—Jim Martin, WOAY-TV*

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guage 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.

## Network Rules

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. FCC rid its books of two-year limit on term of affiliation agreements between networks and stations at March 16 meeting. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

Proposal to eliminate network-cable cross-ownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for its preservation.

## Public Broadcasting

On March 21, CPB Chairman Ken Towery asked Congress to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector's authority to deem programming or other budget items

unnecessary. Board also adopted \$254,339,038 FY 1990 budget including \$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.

CPB asked Senate appropriations subcommittee March 17 to provide full \$265 million authorized for fiscal 1992, plus remainder of \$200 million authorized for replacement of satellite due to expire in 1991. House will hear CPB request April 18. Administration would cap CPB funding at 1991 figure of \$242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, \$56.8 million.

PBS board March 15 proposed FY 1990 budget, including \$700,000 increase in special program funding. With final vote set for April 12 annual public TV meeting in San Diego, \$26,228,658 proposal represents 6.09% increase over 1989. In January, NAPTS board recommended \$2.1 million FY 1990 budget.

New public TV National Program Funding Task Force options for restructuring include realigning funding mechanisms—including CPB National Program Fund—under one roof at PBS. CPB President Donald Ledwig said, however, that Corporation "is moving ahead with our independent study," results of which it must present to Congress by January 1990.

NPR board Feb. 7-8 set tentative \$20.3 million FY 1990 member dues level ceiling. Board also amended current budget for July start-up of expanded newscasts, ordered top-priority news programming improvement, and

requested that staff also seek program and service reductions elsewhere.

## Syndex

■ FCC put off effective date of its new syndex rules from Aug. 18, 1988, 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.

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; Texas Cable Television Association, United Cable Television and Century Communications have challenged rules in U.S. Court of Appeals. Turner Broadcasting System withdrew appeal. National Cable Television Association, which once vowed to appeal, is expected to vote not to at April 6 meeting.

## TV Marti

■ Backers of Radio Marti—which broadcasts news, information and entertainment to Cuba—are lobbying Congress to establish affiliated television service. Congress last year appropriated \$7.5 million in startup funds for proposed service, and two weeks ago House Foreign Affairs Committee adopted legislation authorizing \$16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project—and one is planned for later this year—has demonstrated its feasibility.

## Wireless Cable

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

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

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



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## This week

**April 2-5**—*Association of National Advertisers* business-to-business marketing conference. Billmore, Coral Gables, Fla.

**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 4**—PSA seminar, "Great Ideas, New Directions," co-sponsored by *S.I. Newhouse School of Public Communications at Syracuse University* and *Arbitron Ratings*. Madison hotel, Washington. Information: (212) 887-1337.

**April 5**—"Cable: Bringing More Baseball to Viewers," luncheon panel, during National Cable Month, focusing on new deals for baseball on television, sponsored by *National Academy of Cable Programming*. Fairmont hotel, Chicago. Information: Lisa Taylor, (202) 775-3611.

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

**April 5**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Robert Lipsyte, host, *The Eleventh Hour*, on WNET-TV New York. Copacabana, New York. Information: (212) 765-2450.

**April 5**—"Judicial Review of FCC Decisions," seminar sponsored by *Federal Communications*

*Bar Association*. Washington Marriott. Information: (202) 331-0606.

**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**—"Sports on Cable: A Whole New Ballgame," panel featuring Peter Barton, TCI; Ed Frazier, Prime Sports Network; John Mathwick, Jones Intercable; John Mohr, SportsChannel America, and Roger Werner, ESPN, sponsored by *Cable Television Administration and Marketing Society, Rocky Mountain chapter*. Scanticon conference center, Denver. Information: (303) 333-1215.

**April 6**—Matrix Awards luncheon of *New York Women in Communications*. Waldorf-Astoria, New York. Information: (212) 532-3669.

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

■ **April 6**—Seminar on mass media licensing and policy issues in 1989, featuring FCC Commissioner James Quello and FCC staff policy makers, sponsored by *University of Missouri, Kansas City, School of Law and Kansas City Bar Association and Blackwell, Sanders, Matheny, Weary & Lombardi*. Westin Crown Center, Kansas City, Mo. Information: Pete Belvin, (816) 274-6825.

**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 6-8**—*New Mexico Broadcasters Association* annual convention. Marriott hotel, Albuquerque, N.M.

**April 7-8**—*Broadcast Education Association* East Coast meeting. Baltimore. Information: Frank Holston, (301) 396-7980.

## Also in April

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

**April 9-11**—*Virginia Cable Television Association* 23rd annual convention. Wintergreen, Va. Information: (804) 780-1776.

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

**April 9-12**—*Cabletelevision Advertising Bureau* eighth annual conference. Theme: "Cable: Making Television Better Than Ever." Waldorf-Astoria, New York. Information: (212) 751-7770.

**April 10**—Presentation of Sports Emmy Awards, sponsored by *National Academy of Television Arts and Sciences* (to be telecast April 15). Sheraton Center, New York.

**April 10**—"Women, Men and Media," conference sponsored by *Gannett Foundation and University of Southern California*. National Press Club, Washington. Information: Mindi Keirman, (800)

## Major Meetings

**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 5**—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and *BROADCASTING* magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

**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. Cobo 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. Future convention: Sept.

16-18, 1990, Washington Convention Center, Washington.

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

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

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

**Oct. 5-8**—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: 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.

**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.

# The world accords


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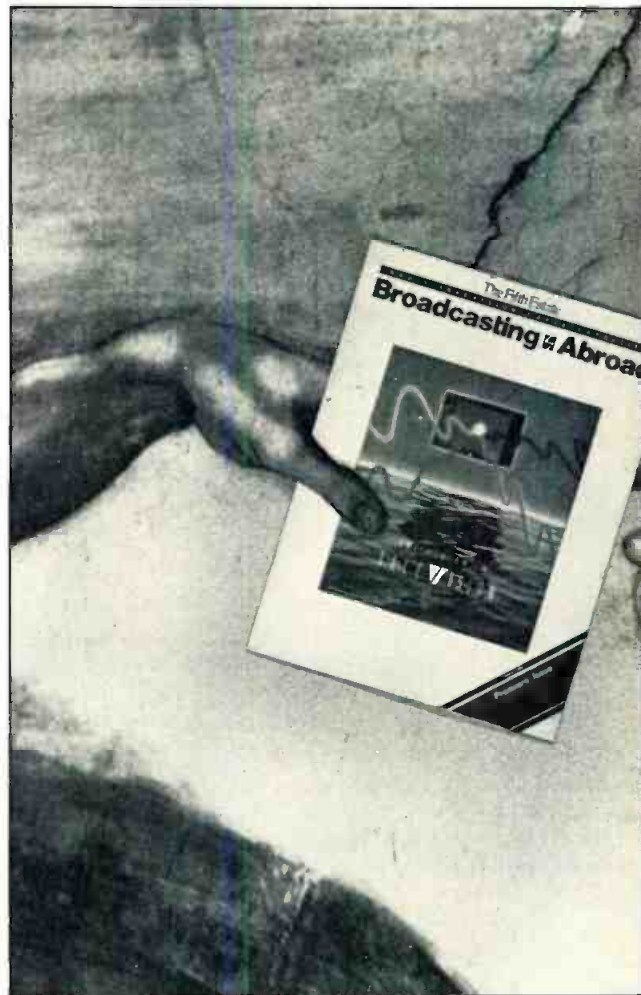
It is called *Broadcasting  Abroad*.

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Asia (Japan) (06) 925-4452

**April 10-12**—*Association of National Advertisers* media strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

■ **April 11**—"Minorities in the Media: No Shortcuts," seminar sponsored by *Center for Communication*. General Electric auditorium, New York. Information: (212) 836-3050.

**April 12**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Marc Lustgarten, president, CEO, Rainbow Program Enterprises. Copacabana, New York. Information: (212) 765-2450.

■ **April 12-13**—*Museum of Broadcasting* seminar, "Radio with Personality," featuring radio personalities John Gambling, Jim Lowe, Dave Herman, Joe O'Brien, Dick Purtan, Cleveland Wheeler, Alan Colmes, Mike Feder, Marty Glickman, Bill Randle and Alison Steele. Museum, New York. Information: (212) 888-7385.

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

**April 12-14**—*Indiana Broadcasters Association* spring conference. Carlton Lodge, Merrillville, Ind.

■ **April 13**—*Women in Cable, Chicago chapter*, meeting, "Workforce 2000." Holiday Inn O'Hare, Chicago. Information: Claire Wilkenson, (312) 530-4477.

**April 13-16**—"High Standards," *American Medical Association* health reporting conference. Sheraton Boston hotel, Boston. Information: (312) 645-5102.

**April 14**—"Public Policy to Improve Children's Television: What Other Countries Are Doing," colloquium co-sponsored by *Annenberg Washington Program* and *American Children's Television Festival*. Annenberg Program, Willard office building, Washington. Information: (202) 393-7100.

**April 14-15**—Reunion of former employees of WTBC and WUOA, from 1946 to 1984, in connection with *University of Alabama*. Information: Ed Mullins, (205) 348-5520.

**April 15**—12th annual Great Lakes Radio Conference. *Central Michigan University*, Mount Pleasant, Mich. Information: David Schock, (517) 774-7277.

**April 15**—KCSM-FM-TV San Mateo (San Francisco Bay area) "alumni reunion." Information: Nancy Eddy, (415) 883-0174 or P.O. Box 961, Novato, Calif. 94948.

**April 17-19**—*Association of National Advertisers* creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

**April 18**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Robert Wright, president-CEO, NBC. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

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

■ **April 19**—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Topic: "The 1990's: The Interactive Decade." Speakers: Phil Boyer, senior VP-international and program development, Capital Cities/ABC Video Enterprises; Norman Horowitz, president-CEO, MGM/JUA Telecommunications; Ronald A. Katz, president/CEO, FDR Interactive Technologies, and Lee Masters, executive VP-general manager, MTV; Music Television. Copacabana, New York. Information: (212) 765-2450.

**April 19-22**—Seventh annual National Hispanic Media Conference, hosted by *National Association of Hispanic Journalists, Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic Publications*. Convention Center, San Juan, Puerto Rico. Information: (202) 783-6228.

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

**April 20**—*International Radio and Television Society* newsmaker luncheon. Speakers: Geraldo Rivera and Sally Jessy Raphael, talk show hosts; Bud Carey, VP-general manager, WNBC-TV New York, and Marvin Kilman, media critic, *Newsday*. Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 20-21**—*National Association of Telecommunications and Advisors* regional telecommunications conference. Adam's Mark hotel, St. Louis.

**April 21**—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*. Chicago Hilton, Chicago. Information: Sarah Key, (213) 282-8801.

**April 21**—*National Academy of Television Arts and Sciences* presidents' programing conference. Weston hotel, Atlanta. Information: Trudy Wilson, (212) 586-8424.

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

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

**April 24**—"Cable: Remaking the Deal," luncheon panel on how cable is changing the flow of programing in Hollywood, sponsored by *National Academy of Cable Programing* during National Cable Month. Beverly Wilshire hotel, Los Angeles. Information: Lisa Taylor, (202) 775-3611.

**April 24**—Regional seminar, "Focus on Cable," sponsored by *NATPE Educational Foundation*, New Orleans Hilton, New Orleans. Information: Sarah Key, (213) 282-8801.

■ **April 26**—*Canadian Association of Broadcasters* forum, "Taking the Lead," "a far-ranging plan that sets the course for private broadcasting in the 1990's." King Edward hotel, Toronto. Information: (613) 233-4035.

**April 26**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Michael Gartner, president, NBC News. Copacabana, New York. Information: (212) 765-2450.

**April 27**—*National Radio Standards Committee* meeting. Room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

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

**April 28**—"Current Business Opportunities in HDTV," seminar sponsored jointly by law firm of *Davis, Graham & Stubbs* and *HDTV Newsletter*. Ramada, Las Vegas. Information: Renee Friedman, (303) 892-9400.

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

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

**April 29-May 3**—37th general assembly of World Federation of Advertisers, hosted by *Association of National Advertisers*. Washington. Information: (212) 697-5950 or (202) 659-3711.

**April 30**—*Digital audio interfacing committee* meeting. Meeting room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

## May

■ **May 1**—*Royal Television Society* annual meeting, hosted by Capital Cities/ABC, during National

# The Fifth Estate Broadcasting

incorporating

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ssociation of Broadcasters convention. Las Vegas. Information: (01) 387-1970.

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

**May 3**—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Chasen's, Los Angeles. Information: (213) 652-0222.

■ **May 3**—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Michael Laibson, executive producer, NBC-TV's *Another World*. Copacabana, New York. Information: (212) 765-2450.

**May 4-6**—*National Association of Telecommunications and Advisors* regional telecommunications conference. Red Lion Inn, Portland, Ore. Information: (202) 626-3160.

**May 7-10**—*Canadian Cable Television Association* 32nd annual convention and "Cablexpo." Theme: "Picture Tomorrow." Metro Toronto Convention Center, Toronto. Information: (613) 232-2631.

**May 7-10**—*Association of National Advertisers* advertising financial management conference. Innisbrook, Tampa, Fla. Information: (212) 697-5950.

**May 9**—*Action for Children's Television* Achievement in Children's Television awards. Bartos Theater, Massachusetts Institute of Technology Media Laboratory, Cambridge, Mass. Information: (617) 876-6620.

■ **May 10**—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Dick Kurlander, VP-director of programming, Petry Television, Copacabana, New York. Information: (212) 765-2450.

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

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

**May 14-16**—*National Federation of Community Broadcasters* annual conference. Berkeley conference center, Berkeley, Calif. Information: (202) 797-8911.

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

**May 16**—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon, honoring Larry King. Waldorf-Astoria, New York. Information: (212) 867-6650.

**May 17**—*New Jersey Broadcasters Association* annual engineering seminar. Woodlawn, Douglass College, New Brunswick, N.J. Information: (201) 247-3337.

**May 17**—*Academy of Television Arts and Sciences* forum luncheon. Keynote speaker: William Sessions, FBI director. Beverly Wilshire hotel, Los Angeles.

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

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

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

**May 21-24**—*National Cable Television Association*

annual convention. Dallas Convention Center, Dallas. Information: (202) 775-3629.

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

**May 22**—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

**May 22-24**—*Association of National Advertisers* creative advertising media strategy, promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

**May 23**—Presentation of Best on Long Island Awards for "outstanding marketing and advertising campaigns," sponsored by *Long Island Advertising Club*. John Cranford Adams Playhouse, Hofstra University, Hempstead, N.Y.

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

**May 24**—Entertainment and sports conference, sponsored by *Foundation for Accounting Education*. Grand Hyatt, New York. Information: (212) 973-8374.

■ **May 24**—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: David Poltrack, senior VP-research and planning, CBS Marketing Division, CBS/Broadcast Group, Copacabana, New York. Information: (212) 765-2450.

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

## June

**June 2-4**—*Chesapeake Associated Press Broadcasters' Association* annual convention. Dunes Manor Inn, Ocean City, Md. Information: (301) 539-3524.

**June 4-10**—Banff Television Festival, sponsored by governments of Canada and Alberta, Canadian TV stations, corporate sponsors and individual contributors. Banff, Alberta. Information: (403) 762-3060.

**June 5**—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and BROADCASTING magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

**June 8-10**—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Desmond Americana hotel, Albany, N.Y.

**June 8-11**—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

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



## Commercial time

EDITOR: In an article on FM reception in your Feb. 6 edition, you described WFMT(FM) Chicago as "noncommercial."

WFMT is a commercial classical music station. (It is owned by the not-for-profit Chicago Educational Television Association.)—*Ray Nordstrand, president and general manager, WFMT(FM) Chicago.*

## Tough questions

EDITOR: Regarding Reese Schonfeld's Jan. 23 "Monday Memo" about tabloid TV. The merits of trash TV have been debated

on both political and ethical grounds, but the political argument is ethically based, so each side is right to accuse the other of moral bias.

The political argument concerns broadcasters' First Amendment right to air what they want. Do the interests of the viewing public require program content regulation? Since 1934, communications law has said yes; since 1981 FCC regulators said no.

"The public interest" is predicated on a federal license according to law and on a free market according to regulation. Both propositions are predicated in turn on the supply of electromagnetic spectrum. The law says spectrum is scarce; the regulators

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say spectrum abounds thanks to new electronic media.

But what is the public interest? Without a definition, neither the effects of the federal license nor the free market can be determined, and the supply of spectrum is irrelevant. As the saying is, if you don't know where you're going, any road will take you there. This drops the argument to the plane of ethics

The trouble with ethics is that it is very difficult to define to everyone's satisfaction or legislate without tyrannical results. To the question, "What is trash?" the answer, "I can't define it, but I know it when I see it," is as good as any from a private citizen but potentially dangerous from a public servant. To the question, "What is the public interest?" the answer, "What the public wants," is irrefutable (if tautological).

Under FCC deregulation, broadcasters *ipso facto* enjoy virtually complete First Amendment protection. This makes them private citizens, not public servants, whose private interests sum with many others' to the public interest. What do broadcasters and by extension the rest of us want? Every age's answer reflects the balance of its people's selfish and altruistic goals. What's treasure to one age or person is trash to another. What Aristotle called an aristocrat both we and Diogenes would call a monster. If in the early Roman circus there was one atrocity, in the late there were a thousand. How many do we want? Of our individual answers we weave our society's moral fabric.—*Denman Maroney, managing director, corporate media, DMB&B, New York.*

## Thank you note

EDITOR: My thanks personally and on behalf of the Radio-Television News Directors Association for the ads BROADCASTING has run about the Minority Broadcast Career Training Program jointly sponsored by the RTNDA, the National Association of Broadcasters and the Broadcast Education Association. We hope this new program will have a real impact on a serious problem: the decline in the percentage of minorities in radio and television newsrooms. We have had expressions of interest from 90 stations and a like number of minority graduates, a response that pleases us greatly.—*Ernie Schultz, president, Radio-Television News Directors Association, Washington.*

## Priority

EDITOR: Regarding your story "NLC votes not to put priority on cable issues," (BROADCASTING, March 20), I believe there has been a misinterpretation of "priorities" with regard to relevance as opposed to urgency. The Statement of Priorities adopted by the National League of Cities board of directors at its March 11 meeting includes the following language: "Communications—We urge enactment of legislation to provide cities and towns with broad authority to regulate the cable industry to prevent monopolistic behavior."

At the time of the NLC meeting, the immediate issues of paramount interest to

the leaders and membership of the league were the 1990 federal budget, preparation of major new national housing legislation, developing a set of revenue options to fund new initiatives dealing with drugs, homelessness, education and child care, and the need to act on clean air legislation in the midst of looming federal sanctions. As NLC President Terry Goddard and Vice President Bob Bolen stated, these items were at the top of our agenda and would command most of our attention and available resources.

In my talks with your reporter, I noted that a great deal of work had gone into developing new cable policy in 1988, and the extensively revised policy would be the basis for our advocacy on cable legislation this year. I said that we have been involved in discussions with the congressional committees about our positions and concerns about cable legislation. When asked, I said I considered this to be a "proactive" rather than a "reactive" effort, and that NLC would again take on an active role when cable legislation began to move in Congress. Meanwhile, there are some very hot pots on the front burner, and that's where our attention is focused right now. *Randolph C. Arndt, director, media relations, National League of Cities, Washington.*

## History lesson

EDITOR: In your otherwise excellent report on John Malone's talk at the International Radio and Television Society's Newsmaker Luncheon, your phrase "the first time a cable executive has been a featured speaker at an IRTS luncheon" is misleading.

Since April 1984, cable executives who have appeared at IRTS Newsmakers, either solo or as panelists, include Tom Wheeler (then president of the National Cable Television Association), Jim Mooney, Ted Turner, Bob Alter, Bill Grimes (then head of ESPN), Kay Koplovitz, Bob Clasen, Terry Elkes (then President of Viacom), Mary Alice Williams, and Sumner Redstone. Prominent cable figures like Ralph Baruch, Frank Biondi, Michael Fuchs and others have also long been involved in IRTS faculty/industry seminars, minority career workshops, Q & A seminars, Under-30 meetings, and other such activities.

The IRTS is dedicated to serving all segments of electronic communications and considers cable vital to the mix.—*Steve Labunski, executive director, International Radio & Television Society, New York.*

## Record straightening

EDITOR: Your March 20 issue states that Congressman "Don Ritter responds angrily to those such as the Electronic Industries Association that argue against heavy government funding of HDTV research and development in an era of huge budget deficits." This is incorrect. First, Congressman Ritter has never responded angrily to us, and second, this mischaracterizes our position.

EIA is proud to say it worked with Congressman Ritter on his HDTV legislation and had special input on the part recommending additional funding for the FCC so

it can fully focus on HDTV standards. Both Congressman Ritter and EIA believe that a unique U.S. transmission standard should be set as soon as practicable so that the U.S. can be a world player in the HDTV marketplace. Further, we suspect Congressman Ritter would endorse most if not all of the myriad of policy recommendations contained in EIA's submission on competitiveness to the Markey subcommittee. Not only did EIA advocate increased science funding, the R&D tax credit and expanding anti-trust exemptions for competitors' joint efforts in research and development, and perhaps even co-production, it endorsed public-private consortia for certain basic electronic technologies.—*Peter F. McCloskey, president, Electronic Industries Association, Washington.*

*Editor's note. BROADCASTING was guilty of an oversimplification when it wrote that EIA opposes "heavy government funding of HDTV research and development." EIA's action memo does support all of the measures listed by Mr. McCloskey. It supports, however, only funding of HDTV research that would benefit other industries besides consumer electronics, and states that "to the extent that public funds are made available for the promotion of HDTV, they should be focused on generic technological problems." EIA officials have also publicly criticized the Defense Department's plan to spend \$30 million to fund private HDTV research. When contacted by BROADCASTING, Ritter confirmed that EIA aided greatly in the writing of his bill "on very short notice" and praised the "balanced long-term and short-term approach" to reviving U.S. electronics outlined in the EIA action memo.*

## Express lane

EDITOR: Now that BROADCASTING has an international edition (BROADCASTING ABROAD), some international experience, and comparison, may be of interest.

In 1987 I was asked to work with a pirate radio group—WKLK Cork County, Ireland. They wanted to become legal when the opportunity allowed. In 1988, the Irish parliament authorized private commercial broadcasting. I flew to Cork on Jan. 3, 1989, and on Jan. 20. My client filed for seven FM stations—four more than the government plan envisioned.

On Feb. 18, 1989, I received an urgent phone call to go to Cork for the hearing. I arrived on Feb. 21.

The hearing—30 minutes for our presentation, plus 20 minutes for questions, was held Feb. 22. There were seven applicants, and each had the same amount of time, starting on the previous day and running into the afternoon of the 22nd. Questioning was done by the IRTC, not competitors who, incidentally, were not present while other applicants were being questioned.

This morning, March 15th, I received a phone call from Dublin—my clients had won, and were awarded the seven FM licenses.

Elapsed time from filing to decision—three weeks.

Contrast this with our system: A two-year wait for a hearing, then maybe 12 months of maneuvering, and perhaps seven years of proposed decisions, appeals and perhaps an ultimate Supreme Court judgment. In Ireland, no attorneys were involved. *John H. Battison, consulting broadcast engineer, Loudonville, Ohio.*



A back announcing commentary by Jason Berman, president, Recording Industry Association of America, Washington

**T**he recording and broadcasting industries have been a team for more than six decades. Since the 1920's, radio broadcasts have been the catalyst whereby countless musicians and performing artists have made their mark on the culture of their time. I remember listening to the radio as a child and emulating my favorite singers; the resonant voice of the disk jockey would reach out to me and let me know which of my musical personas to adopt. And I always knew who was coming up or who had just been played. Unfortunately, today's listeners do not always have that advantage.

Song identification, or "back announcing," was once a regular practice among radio stations. In recent years, however, back announcing has taken a back seat to the long music sweep formats. This lack of song and artist identification does a great disservice to the entire music industry and, more importantly, to the listener, on whom we all depend for success.

At stations that still back announce, it usually occurs after a series of five or six songs. By that time, the new artist has been swept aside by the more familiar artists who were played in that music block. Songs by new artists as well as new songs by established artists make up the vast majority of programming on Top 40 stations. It follows then that the audience consistently tuning in to a Top 40 station does so because they *want* to hear what's new in pop music. It also follows that the listeners need to know who the new artists are if they are going to request the songs on the nightly request countdown shows. Indeed, recent market research shows this is the case.

Let's look for a moment at what listeners have said they want. Recently, the Recording Industry Association of America (RIAA) commissioned the Street Pulse Group to perform an independent telephone survey of listeners to radio stations that play music as part of their programming. A random telephone sample was used to generate these calls. Participants were limited to those between the ages of 12 and 49 who had listened to radio at least twice in the past week and had listened to a station that played music in the past week. Ninety-four percent of the respondents listened to radio at least half an hour per day, an average of six days per week. These are your listeners. The results are significant and overwhelmingly support the conclusion that your listeners want you to identify songs and artists when they are played.

Ninety percent of the total sample of listeners said that at least once in the month previous to the survey, they wanted to know the name of a song that the announcer failed to identify. Almost half of them had this happen to them very often or often. This occurred to listeners of CHR and AOR and cut across all age breakouts up to and



**“People tune in to radio stations for more than music. They also want to know who the artist is, the name of the song and other information on the performers.”**

including 44 years of age. Not surprisingly, the more often a person listened to radio, the more often this occurred.

Nearly 60% of CHR listeners would sacrifice long music sweeps for more song title and artist identification. They also want to hear today's new music. Seventy percent of all males between the ages of 12 and 34 would like to receive more information on new artists on the radio.

An analysis of the remaining data gathered in the survey strongly indicates that people who listen to radio want to know who it is they are hearing. What's more, many of them are willing to trade the practice of "less talk" for "more information."

Radio stations hold an incredible authority with their listeners. Clock radio alarms are tuned to stations that will be playing their favorite music or furnishing news, weather and traffic information as they get ready to start the day. That station was selected because it provides the kind of information the listener wants in the morning.

When selecting their favorite music station at the beach, in the car or at work, a particular radio station is chosen because it plays the kind of music the listener wants to hear. But the RIAA survey showed that people tune in to radio stations for *more* than just the sound of the music. They also

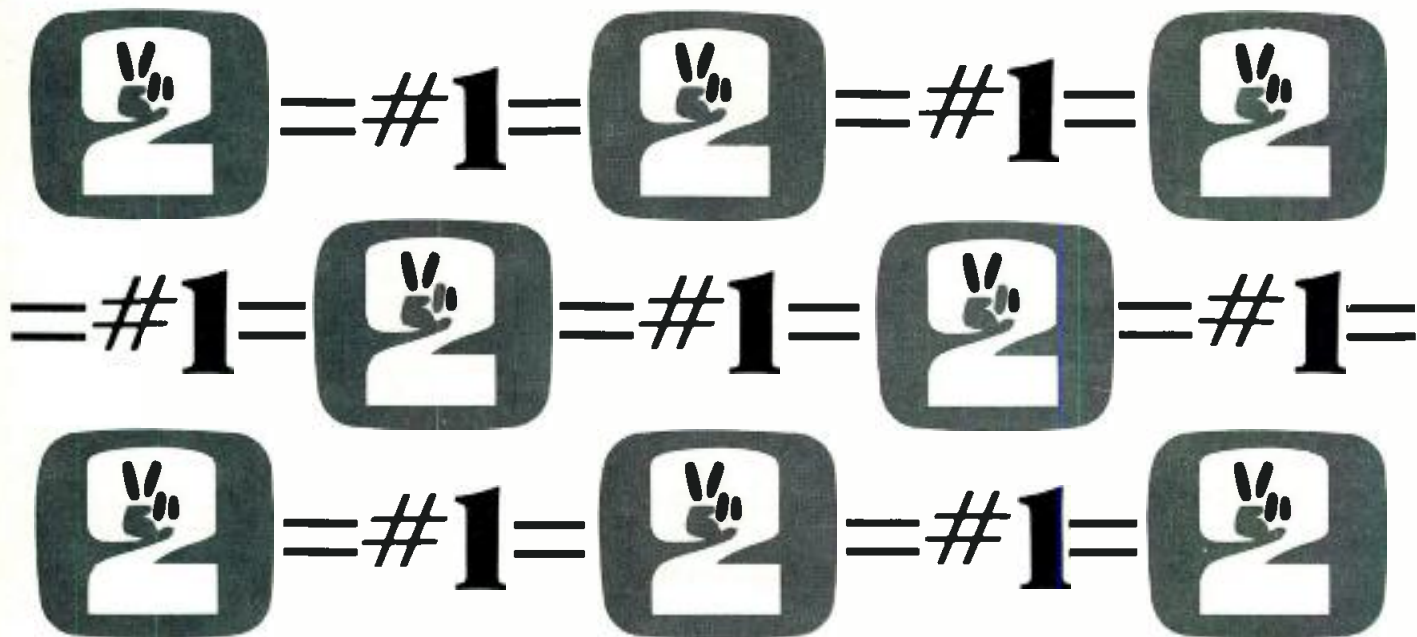
want to know who the artist is, the name of the song and other information about the performers. Ninety percent said that song identification was important to them. They want to be able to say to their friends, "Hey, I just heard this great new song by XXXX on the radio." Radio is largely responsible for setting the trends in American music. There should be a direct correlation between radio programming and the music industry, but I don't see it...or hear it. It is our intention to continue, in partnership with music retailers, to encourage your listeners to tell you they want you to say it when you play it. Our listeners enjoy being the first to tell others what we'll be hearing in the coming weeks and demand to be informed of what others are talking about, especially when it comes to music.

I am not advocating song and artist identification as comprehensive as the music video channels, although a large portion of respondents to the survey said they would like to see that happen. Music video song and artist identification methods fit the format of the medium. However, listeners are saying that basic information is necessary for them to make a connection between the song and the artist.

Collectively, radio stations spend millions of dollars every year in an attempt to make a personal connection between the listener and the disk jockeys, the advertisers and the station itself. When a station fails to identify the artists it plays, it fails to complete the process; it's like walking into a party and never being introduced to the other guests. It is an important connection to make. Making that connection takes a matter of seconds. The result of reinforcing that connection could be the difference between establishing a friendship with the listener and merely making an acquaintance.

It's easy to assume that all of your listeners can identify an artist by voice recognition or pick out the title of the song from the lyrics. But, according to the results of the Street Pulse Group survey, that is a bad assumption to make. The solution is simple and does not represent added costs or substantive changes in programming. Identifying the song and the artist has every advantage for you in retaining and expanding your audience.

Yes, the radio and recording industries are going through a period of expansive growth; so why make an issue of back announcing? The answer is simple. When you take for granted the education of the listener, you risk losing segments of your audience to stations that provide the information listeners are demanding. My contention is not that people will stop listening to radio because disk jockeys don't back announce. Rather, what I am saying is that those stations that identify the songs and the artists as part of their on-air programming will be closer to establishing and strengthening an important relationship with their listeners. ■



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# Broadcasting Apr 3

Vol 116 No 14

TOP OF THE WEEK

## Cable comes on strong in last TIO Roper poll

Americans rank cable TV higher than broadcast stations in terms of programing quality and variety, while broadcast networks and independents are considered better in terms of news coverage, according to a poll released last week by the Television Information Office. In addition, the poll indicated that a decreasing number of people feel that presidential campaign news coverage is fair to candidates, and that fewer people are relying on television as a sole news source.

The poll's release coincided with the shutdown of the TIO, a 30-year-old broadcast TV trade organization. The survey is the TIO's 16th biennial study of Americans' attitudes toward television. The polls have been conducted for the TIO by the Roper Organization.

Forty-seven percent of respondents to the latest poll said that cable TV had better entertainment programs than "regular TV" (defined in the poll as networks and independent stations). Twenty-six percent said that regular television had better entertainment programs, while 16% rated both media as equally good. By similar majorities, respondents associated cable television with a greater amount of educational, sports and cultural programing. By a greater margin, respondents also said cable TV programing had more sex, violence and profanity.

Forty-five percent of respondents said that regular TV had better national news coverage; 33% said cable TV's national news coverage was better. Seventy-two percent said that local news coverage was better on regular television.

Conducted in the week following last year's presidential elec-

tion, the poll found that 54% to 55% of the 2,000 respondents thought that television journalists had treated each candidate fairly. In comparison, 69% of the survey's respondents thought that the two major-party candidates had been treated fairly in 1980. Regarding 1988 coverage, 21% of the respondents said that George Bush had been favored in coverage, while 13% thought that TV journalists were unfair to him. Only 9% thought that Michael Dukakis had been favored, while 23% thought he was treated unfairly.

The TIO poll also indicated a shift over the past two years away from a reliance on television as a sole source of news. While 65% said that television was a primary news source—about the same response made in the TIO's 1986 poll—the percentage of respondents saying television was their only news source dropped from 50% to 44%. The number of people relying on both newspapers and television rose from 13% to 18%. The number of people who said that television was the most believable news medium dropped from 55% in 1986 to 49% in 1988. Meanwhile, the number of respondents who said newspapers were most believable increased from 21% to 26%.

The TIO was scheduled to shut down permanently last Friday (March 31). TIO Executive Director Lynne Grasz said that Roper would continue the biennial poll under the sponsorship of the National Association of Broadcasters, one of the TIO's past contributors. The TIO's reference library is moving to temporary housing in New York City, and will be moved into the Museum of Broadcasting when the museum's future home is completed.

## FCC revamps rules to stem abuse of process

### Commission limits settlement payments and requires more documentation; delays action on revamping comparative criteria

The FCC moved last week to curb what it views as "abuse" of the agency's comparative renewal and petition-to-deny processes by groups more interested in lining their pockets than in displacing unacceptable broadcasters.

In perhaps the first case of broadcast deregulation of the Reagan-Bush era, the FCC, in two separate but closely related actions, restricted the payments that broadcasters can make to settle comparative renewal and petition-to-deny proceedings, required that challengers for station licenses make more detailed financial and ownership disclosures in their applications and eliminated the presumption that successful challengers would be able to acquire the incumbent broadcasters' transmitter sites.

"In general terms, we have for far too long tolerated abuse of our processes that I think we've all known is going on or had gone on," said FCC Chairman Dennis Patrick just prior to the votes. He cited "sham applications that are filed only for the purpose of securing a settlement, not for the

purpose of securing a broadcast license and serving the public, and frivolous petitions to deny that are filed for the same bad-faith purpose."

FCC Commissioner James Quello lauded the actions as among the more "significant" during Patrick's tenure as chairman, ranking up there with repeal of the fairness doctrine in 1987, reimposition of syndicated exclusivity rules in 1988 and adoption of price caps on AT&T long-distance telephone services in 1989. The actions will "go a long way" toward eliminating abuse of the processes, while keeping them open for "legitimate public participation," he said.

What the FCC did not do was adopt new criteria for comparing incumbent broadcasters and competing applicants for station licenses. Instead, the FCC voted to launch a further notice of rulemaking—that is, to defer action for several months until it has received another round of comments.

The FCC offered no explanation for the failure to revamp its comparative criteria, but sources pointed to House Telecommunications Subcommittee member Al Swift (D-Wash.). Scott Cooper, an aide to Swift, acknowledged after the Thursday meeting that the congressman had ex-

pressed serious reservations with the comparative reform effort, feeling the FCC was overstepping its authority and intruding on the policymaking prerogatives of Congress. As far as Swift is concerned, he said, the FCC can move forward with the rulemaking. But, he warned, "there is a line and we hope they know where it is."

Cooper applauded the FCC "procedural" reforms aimed at stemming abuses. "We're all for that."

When a television station applies for renewal of its license, any group or individual can ask the FCC to deny the renewal application for failure to meet its public-interest obligations or can file a competing application in an effort to usurp the license.

In the latter case, the FCC holds a comparative renewal hearing to determine which applicant—the incumbent or the challenger—would best serve the public as licensee of the station. The incumbent is virtually assured renewal if it can demonstrate "meritorious" service to the public and win a so-called "renewal expectancy." The expectancy outweighs any comparative advantage the challenger may have as a result of the comparative criteria, which are aimed at fostering integration of ownership and management and diversification of me-

dia ownership.

Groups and individuals may also file petitions to deny when a broadcaster applies for approval of sale of a license. Such petitions, if vigorously prosecuted, can hold up grants for long periods of time.

The FCC banned all settlement payments in return for withdrawing competing applications prior to an initial decision in the comparative hearing by an administrative law judge and, after the decision, limited such payments to "legitimate and prudent expenses."

Likewise, it limited payments for withdrawals of petitions to deny expenses as part of settlements. The FCC also said it would scrutinize the settlements to ensure they are in the public interest. Those involving payments to petitioners for consulting or some other kind of service would be presumed not to be in the public interest. However, if the payments were made to third parties for services, there would be a presumption that the settlements were in the public interest.

The FCC revised its construction permit application (Form 301) to require more detailed financial, ownership and management-ownership "integration" information. In filling out the financial section, applicants will have to estimate the cost of building and operating the station and list their sources of funding. Today, applicants have only to check a box indicating that they are "financially qualified."

The FCC also eliminated the 10-year-old *Cameron* doctrine that allowed competing applicants to presume that they could acquire the incumbent's transmitter site, thereby avoiding having to complete the engineering portion of their applications or find a new transmitter site.

Although the FCC decided not to tackle the comparative hearing criteria this time around, it proposed at the meeting a new standard for winning a renewal expectancy. According to FCC attorney Marilyn Mohrman-Gillis, the FCC will presume that incumbents who submit issues program lists in compliance with current FCC rules have provided meritorious service and are thus entitled to a renewal expectancy. Competing applicants would be able to challenge the lists, she added.

The proposal is not the "perfect solution," he said. "The correct ultimate result is the print model for broadcasters whereby broadcasters...will not have their editorial judgment second-guessed in any way by the government. What we have today is short of that goal."

Mass Media Bureau Chief Lex Felker said the new Form 301 would go into effect in about 60 days, assuming no one challenges the action and the Office of Management and Budget signs off on it. The new policy governing payoffs in comparative hearings would apply to any case that has not yet gone to hearing or in which a settlement agreement had not yet been filed with the FCC, he said. The new petition-to-deny policy would not apply retroactively, he said.

FCC Commissioner Patricia Diaz Dennis favors curbing abuse and voted for the ac-

## FCC OK's up to 200 Class C3 FM's

The FCC last week created the opportunity for as many as 200 new FM stations across most of the country, authorizing a new medium-power class of stations.

The new stations would be restricted to Zone II, an area that includes most of the continental U.S., but excludes the Northeast, portions of the Midwest and southern California. The Class C3 stations, with up to 25 kw of power and antennas with up to 100 meters (above average terrain), could go into communities where more powerful Class C2 stations would cause interference and less powerful Class A stations would be "economically infeasible," according to the FCC.

The Class C3 stations will be able to serve areas with a radius of 24 miles. By contrast, the Class A facilities, with just 3 kw of power, serve areas with a radius of just 15 miles. The FCC is also giving existing Class A stations in Zone II the opportunity to upgrade to Class C3. Getting a jump on the anticipated request for upgrades, the FCC on its own motions proposed the upgrade of approximately 150 Class A stations that it identified as being able to make the move without causing any interference problems.

tions, but she complained at the meeting that the FCC may be going too far. She disagreed with the decision to ban all payments prior to the initial decision, saying it could create a "perverse incentive." The total ban, she said, provides little or no additional deterrence and will not significantly reduce the challenger's leverage. "Instead, this two-tier approach will discourage parties from reaching a voluntary, good faith agreement at an early stage," she said.

Dennis also objected to the presumption against petition-to-deny settlements involving payments to petitioners for services. "I would not presume at the outset that the agreement...is invalid," she said. "I would simply not have a presumption either way at the outset and approve those agreements that involve the performance of legitimate service at a reasonable rate."

Responding to Dennis's concern about the pre-decision ban on payments, Felker said it is intended to discourage the "quick buck artists who sort of descend and take the money and run." He said the "quick buck artists" include "consultants" who profit not only from the settlement, but also from preparing the applications and the ensuing litigation. He declined to identify the consultants.

Some of the FCC's actions were reregulatory. As part of its simplification of Form 301 in 1981, the FCC removed the requirement that applicants for new or existing stations (in renewal cases) document their financial qualifications and detail their ownership. Having been given the authority to do so by Congress, the FCC in 1981 also began allowing settlements with no limits on payments. Prior to the new policy, the settlements had been limited to expenses.

According to an FCC press release, allegations of abuse have been the subject of FCC investigations "for more than a decade." But at the post-meeting press briefing, Mass Media Bureau Chief Lex Felker could supply reporters with no concrete evidence of abuse. The FCC action was based on taking away "the means and incentive" for abuse, he said.

When pressed, FCC officials cited the case of RKO General's WOR-TV New York (now WWOR-TV Secaucus, N.J.). In the

case, RKO reportedly paid Mainstream Television Limited Partnership, a competing applicant, \$5.3 million in 1987 to withdraw its appeal of the FCC's grant of the sale of the station to MCA. The FCC had granted the sale at the same time it dismissed Mainstream's application. (Another limited partnership with the same general partner as Mainstream [and represented by the same law firm, Cohen & Berfield] filed last year a competing application against MCA for WWOR-TV.)

In an effort to give the FCC evidence it needed to act against abuse, the National Association of Broadcasters surveyed 3,700 stations. Of the 880 respondents, 86 said they were hit with petitions to deny or competing applications or threats of same. And in 47 cases, stations acknowledged that they "were approached for some type of payment or other compensation."

According to one informal FCC count, nine comparative renewal cases involving television stations and 32 involving radio stations are pending. Five of the television cases and 10 of the radio are in hearing. Felker said that settlements have been proposed in three of the radio cases.

NAB President Eddie Fritts praised the FCC's actions. The changes to Form 301 will "discourage frivolous applications and those filed for the sole purpose of seeking financial gain," he said. "We would have preferred a complete ban on payoffs involving petitions to deny and competing applications. However, it appears the FCC made a good faith effort to stem renewal abuses by limiting payoffs at renewal time."

It is now up to Congress, Fritts said. The NAB hopes Congress will ban "payoffs altogether and eliminate comparative renewals, which the FCC is not empowered to do."

Liebowitz & Spencer, a Miami-based communications law firm, started the process leading to the last week's action with a petition calling for elimination of payments and other steps in 1986. Matt Liebowitz, a partner in the firm who attended the meeting, said afterward that the "actions go a long way toward plugging the hole of abuse."

The public would have been better served, however, if payment had been com-



pletely eliminated, Liebowitz said. "Legitimate and prudent expenses can and have been quite significant," he said, noting that CBS paid \$187,000 last year to cover the expenses of a group that had challenged the network's WBBM-TV Chicago.

Michael Gardner, the attorney defending MCA's WWOR-TV against a comparative challenge, said as a result of the FCC actions the inducements to file applications to reap settlement payoffs "will be nearly eliminated." His only regret is that the new policy is not being applied retroactively and that his client will have to continue to slug it out. "We will be one of the last big abuse cases," he said.

The Form 301 reforms reflected recommendations made by the Federal Communications Bar Association. Vince Curtis, co-chairman of the committee that developed the recommendations, said the new applications will "discourage people who have not done their work and merely throw in their

applications."

Alan Campbell, another co-chairman of the committee, made much the same point. "You are going to have to be a serious applicant. In the past, you just checked the box and didn't worry too much about it."

Andy Schwartzman, of the Media Access Project, a public interest law firm that makes use of the petition-to-deny process to bring broadcasters in line with its vision of the public interest, said the FCC struck a "decent balance." "Sincere" groups should be able to recoup expenses and enter into agreements that serve the public interest, he said.

Some broadcasters have been agitating at the FCC for caps on petition-to-deny settlements as a way of undercutting the National Black Media Coalition. For years, the group has been filing petitions to deny or threatening to file them against broadcasters who fail to meet the FCC's standards for minority employment. The NBMC has of-

ten withdrawn its challenges after the broadcasters agreed to hire the NBMC to help them increase their minority rolls.

NBMC head Pluria Marshall called the FCC actions "more garbage." "What we do in talking to broadcasters about their responsibilities in finding minorities is legitimate and our efforts to assist them as consultant and make them pay for it is very legitimate."

Nonetheless, he said, the FCC's presumption against settlement involving service agreements with the petitioners would not adversely affect the NBMC's work. He said the NBMC's agreements with broadcasters do not have to be submitted to the FCC for review. "Maybe we will do it on a handshake."

If the FCC does disapprove an agreement, Marshall threatened to take the agency to court. "We whip the FCC's butt so regularly we feel very comfortable going in against them." □

## Syndex, telco issues face NCTA board

**Both matters have caused division in industry; indication is that syndex rules may not be appealed**

When the board of the National Cable Television Association convenes at Washington's Madison hotel this Thursday (April 6), it will take up two questions that have sharply divided the group: Should the NCTA oppose the seven Bell operating companies owning and operating cable systems outside their telephone service areas and should the NCTA appeal the FCC's new syndicated exclusivity rules that may force cable systems to delete or replace programs on superstations or other distant signals?

A survey of some of the companies represented on the board produced no consensus on either question, but it did indicate the board was leaning toward opposing the BOC's owning cable systems outside their service areas and toward not appealing the syndex rules.

The NCTA is almost one in its opposition to BOC's and other telephone companies being allowed to own cable systems in their telephone service areas, claiming the telcos would engage in cross-subsidization and provide unfair competition. It is dedicated to preserving the ban against such crossownership in the Cable Communications Policy Act of 1984.

The division in the NCTA ranks occurs when the question shifts to the BOC's owning systems outside their service areas. Most telcos are able to own outside their service areas, but the BOC's are prevented by terms of the Modified Final Judgment that created the BOC's in the breakup of AT&T in 1984.

Last year, the Pacific Telesis-United Artists bid for Rogers Cablesystems sparked debate over whether the NCTA board would oppose a waiver of the modified final judgment before Judge Harold Greene. The Pactel-UA effort failed, but another Pactel bid, this time in concert with Prime Cable for Group W's Chicago cable system, may mate-

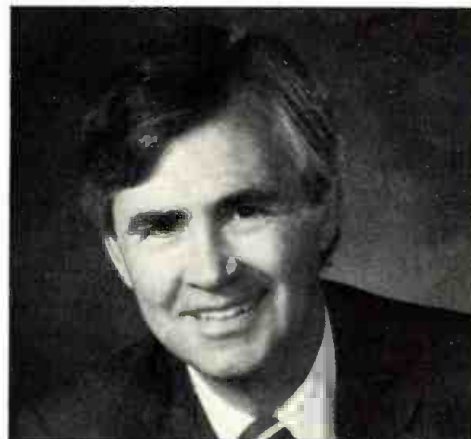
rialize and force the issue to a head.

Those favoring the BOC's outside entry argue that it would provide a way for "managed" entry into the business and would produce another group of buyers to buoy system prices. Tele-Communications Inc. President John Malone, before security analysts last week, restated that he had objection to outside entry.

Those who oppose the BOC's outside entry and who seemed last week to have the

upper hand in the debate argue that not opposing outside entry would undercut the NCTA's efforts in preventing inside entry. At the heart of the NCTA's effort is its argument that the large and powerful BOC's should not be allowed in the television business. The argument has started to take hold, but some believe it could be weakened if the industry takes a soft stand on outside entry.

Other arguments against outside entry in-



Key players (clockwise from top left): ATC Chairman Joe Collins, Continental Chairman Amos Hostetter, TCI's John Malone and NCTA President Jim Mooney

## Cable deals stop and go: Cooke calls halt, Centel names buyers

**Cooke's sale to InterMedia consortium hits snag; Centel completes its sale for \$1.4 billion**

clude the often-stated fear of cross-subsidy and new concerns about the activities of the United States Telephone Association. One cable source notes that USTA "trashes the cable industry" with surveys comparing cable and telephone service at the same time some of its members, such as Pactel and U.S. West, are trying to work with the cable industry. "Who are they [USTA] speaking for?" this source asked.

There is also concern that a waiver to a "friendly" telco would set a precedent for any subsequent waivers to be granted. What happens when the next waiver request is "to overbuild a cable operator?" asked Warner Cable President Jim Gray.

"There was, early on, some thought that entry outside the service area was not a major exposure," said Gray. "Generally, those people who were not concerned about it and saw some merit in having outside-the-service-area entry are rethinking that," said Gray, who is firmly against any telco entry. "We don't think the industry should be supporting or be simply silent about a waiver request in Judge Greene's court," said Gray.

In addition to Warner Cable, Comcast and Cox officials have taken a hard line on any telco entry, and American Television & Communications is leaning in that direction.

When the FCC first adopted its new syndicated exclusivity rules in 1988, the NCTA immediately announced that it would challenge the rules in court. But after the FCC finalized the rules, NCTA was no longer certain what it would do. Major players on the board, including TCI and Continental Cablevision, were having second thoughts about a court appeal.

Bob Thomson, vice president, government relations, TCI, said the cable operator is now principally concerned with developing procedures for complying with the rules in a way that will cause minimal disruption to system operations and subscribers. "We are not sure an appeal would contribute to that process," he said.

Robert Sachs, senior vice president, corporate and legal affairs, Continental, said Continental shares the concerns of other cable operators that the imposition of syndex will cause disruptions and a consumer backlash that will be felt principally by cable. But, he said, "we don't think it would be particularly productive to fight this in court."

Several reasons for the growing sentiment against appealing have emerged. First, NCTA is trying to maintain a positive relationship with the broadcasting industry, which strongly favors syndex. Second, appealing syndex would make it more difficult for the industry to argue for the exclusivity of cable programming in its battle with the home satellite industry. And third, syndex is already being appealed by a group headed by the law firm of Cole, Raywid & Braverman. The group includes the Texas Cable Television Association, Century Communications, United Cable Television and United Video. One operator said letting Cole, Raywid challenge the rules "is the easy way out." □

Jack Kent Cooke last week called a halt to the sale of his 700,000-subscriber cable systems, but a representative of the systems' buyers said he was confident that the sale would go through. And in a separate billion-dollar cable transaction last week, Centel Cable announced a complete list of buyers for the systems it put on the market last year.

Cooke signed a letter of intent in January to sell Cooke CableVision Inc. to a buyer consortium led by InterMedia Partners. Last Monday (March 27), however, Cooke said in a statement that Cooke CableVision had terminated negotiations to sell its cable systems to the consortium and would continue to own and operate its systems. InterMedia Partners managing general partner Leo Hindery said that a "substantive agreement" had been reached on all parts of the deal, but there remained "one or two issues that we're just looking at from different perspectives." He added: "We remain confident [that the deal] will come together." Hindery said on Wednesday that after the announcement, he had continued negotiations with Cooke, who could not be reached for comment. A definitive agree-



Cooke

ment for the sale of Cooke's cable assets had previously been expected by the end of March.

Cooke, called a "tough negotiator" by one observer, has previously changed course in the midst of a large transaction. In 1987 he backed out of a nearly consummated billion-dollar financing plan arranged by Shearson Lehman Brothers to go with an alternative proposal set up by Drexel Burnham Lambert.

Last Wednesday, Centel Cable said it had reached definitive agreements to sell its systems in southeast Florida to Adelphia Communications Corp. and its Kentucky systems to Simmons Communications. As

Centel announced definitive agreements to sell other parts of its system the week before, it had been speculated, but not officially confirmed, that Adelphia and Simmons were buyers (BROADCASTING, March 27).

It was believed that Simmons bought the 60,000-subscriber Kentucky systems for approximately \$115 million. Adelphia said it was paying \$309.6 million for a stock purchase of Centel's 125,000-subscriber southeast Florida properties and for a Centel Corp. non-compete agreement.

In looking at the Centel Cable sale, which is expected to bring aggregate gross proceeds of \$1.4 billion, both participants and observers noted the role played by operators whose current properties fit with the Centel properties. "Clearly Centel benefited from an unusually large number of aggressive, strategic buyers" whose systems had a geographic fit with Centel purchases, said Morgan Stanley Managing Director Steve Rattner. "In both Florida and Ohio there were a number of people who had good fits," he said. Morgan Stanley co-brokered the Centel sale with Daniels & Associates.

Adelphia, which agreed to purchase systems in Stuart and Palm Beach Gardens, both Florida, already operates a system serving about 50,000 subscribers in the southern part of the state. Warner Cable Communications, which bought systems serving 73,000 subscribers in Ohio, has more than 164,000 subscribers in its Cincinnati system. American Television & Communications already has systems in Florida, where it purchased subscribers, and Jones Intercable already operates in Chicago, where it purchased Centel systems.

Adelphia will bring in outside equity sources for the transaction and will finance it on a stand-alone basis, according to Tim Rigas, senior vice president. The new systems' operations will be integrated with those of the company's current Florida systems. In the past, Rigas said, the company has been able to raise cash flow margins of adjacent acquisitions from the low 40's to the low 50's rather quickly. However, he said, he did not think such dramatic gains would be the case with the Florida acquisition.

One of the Centel purchases in which it is harder to discern a geographic fit is the Simmons purchase. The Stamford, Conn.-based company will be financing and operating its Kentucky systems on a stand-alone basis, according to Bob Russman, senior vice president, marketing and sales. C-TEC Corp., which operates systems in New Jersey, New York and Pennsylvania, also made a geographic stretch in its purchase of Centel's Michigan systems.

Observers also noted the dominance of established operators as buyers. "At these high prices, you don't see very many financial buyers. It takes an operating company



## Malone speaks out on TBS-FNN, TCI earnings

**TCI chief cites concerns on financial part of deal, possible retaliation; company announces 1988 revenue hits \$2.2 billion**

Tele-Communications Inc. President John Malone, before New York securities analysts last week, became the first Turner Broadcasting System board member to speak publicly on the board's decision to table action on Turner's bid for FNN.

Malone said there were questions on both the "financial and investment considerations" of the deal and possible backlash from NBC, which could turn its Consumer News and Business Channel into a cheaper version of CNN in retaliation. (Turner and some operators in the industry already believe CNBC will quickly evolve into a general news service). Malone said there was "unanimity among the operators" to table the matter, but added Turner, himself, has the option to reopen the issue. In the *Atlanta Constitution*, Malone said: "We are not going to block the transaction if other board members want it. I'm not so sure it's such a bad deal that I'm going to kill it."

Malone indicated that because TCI has leased NBC a satellite slot for CNBC, he may abstain from voting on any future Turner-FNN proposals.

(The proposed deal would have involved Turner's purchase of Infotechnology's 45% portion of FNN plus additional stock to give it majority control for more than \$100 million. Last week, Infotech said that "all preliminary proposals considered or cur-

rently under consideration provide for an increase in Infotech's ownership of FNN." That seemed to indicate the proposed bid would have set up a separate entity, in which Infotech would have owned between 45% and 49%, while Turner owned the majority portion.)

There was also confirmation that the TBS board had given the go-ahead for Turner to explore launching a regional sports service in the Southeast. Several of the MSO's on the board, including TCI, American Television & Communications and Comcast, have significant cable operations in the Southeast. Turner owns the two major sports teams in the area, the Atlanta Braves and Hawks, and both appear on his WTBS(TV) Atlanta. A number of Hawks games are also distributed on a local TV station and through pay per view on Prime Cable. WTBS also carries NBA basketball and Southeastern Conference football, but not SEC basketball. It was unclear last week what programming would be placed on the new service, or to what extent, if any, existing sports on WTBS would be moved over.

Depending on how far Turner wanted to extend the regional sports network, the NBA's Charlotte Hornets, plus other major college basketball conferences through Kentucky, Tennessee and the Carolinas, could fall under a regional sports banner.

During the analysts meeting, TCI reported 1988 revenue of \$2.28 billion, up 33% from 1987. Operating income grew 37% from 1987 to \$490.5 million. The company said the increases resulted from internal

with significant leverage capacity to do these deals," Rattner said. The Centel sale is "a real indication of the health of the cable marketplace," said Shearson Lehman Hutton Managing Director Fred Seegal. "The market seems to go through cycles. One cycle was financial buyers," he said, which now appear to be replaced by operators.

Also noted by onlookers was the re-entrance of ATC and Warner. With the participation of those two companies in the Centel purchase, "you've got some of the larger MSO's characterized as not being aggressive stepping up to the plate," Seegal said. Calling the sale a "combination of geographic edge and the inclination to utilize it," cable broker Jim Boyle characterized ATC as "tired of coming in third place" with their bids. "That eventually got to them. They felt they should have been more competitive."

The Centel sale was fodder for discussion among cable industry participants last week. Speaking at a cable television acquisition seminar held by Paul Kagan Associates, ATC Senior Vice President David O'Hayre said he was surprised that the Centel purchasers did not include a lot of new buyers, but were "existing buyers and long-term players."

The dismantling of Centel Cable will probably not be an isolated occurrence, according to Robert Lewis, vice president of corporate development for Tele-Communications Inc. He said he conservatively estimated that within the next five years, 10 to 12 of the top 50 MSO's will be "in play." He also pointed to the Centel Cable sale as evidence that the rise of interest rates over the past year has put no damper on system prices.

As prices for systems rise, the pool of purchasers for cable systems comprises a "smaller and smaller group of extremely well-funded buyers," said Leonard Tow, president and chief executive officer of Century Communications Corp. Bank funding for new entrants in the cable business is drying up, Tow said, as banks look at purchases requiring high leverage and high prices. Houston Industries, which just closed its purchase of Rogers Communications' U.S. cable properties, was an exception, Tow said.

While Tow said he was not sure where cable prices would peak, he said that in the past two months he had been approached by two buyers who, because of floating interest rates and optimistic growth projections, were facing financial difficulties.

Alan Angelich, group vice president/finance of Jones Intercable, said that rather than looking at per-sub prices and cash-flow multiples of an acquisition, "we kind of like to look at an ultimate return.... We've ultimately got to believe we can do certain things to systems in a certain time horizon." Declining to talk specifically about the Centel purchase, Angelich said that in a "macro" view of Centel, he saw opportunities to increase cash flow two-and-a-half times over a six-year period, and to take penetration from 50% levels to the mid-60's. □

### Cuban connection

The center of gravity of the American press—broadcast and print—shifted this week from the U.S. to Havana. The four major networks were among the horde of media representatives in the Cuban capital—most of them bivouacked in the Libre Hotel—to cover the four-day visit of Soviet general secretary Mikhail Gorbachev. He arrived Sunday (April 2) and is scheduled to leave Wednesday for London. The trip makes up for the portion of Gorbachev's visit to the West in December that he canceled because of the earthquake in Soviet Armenia.

CNN, which dispatched a staff of 20 and its own transportable uplink for satellite transmissions to the Cuban capital, was to provide live coverage of the airport arrival of the Soviet leader and his wife and their motorcade into Havana. The network's national correspondent, Tom Mintier, Latin American bureau chief Lucia Newman and Moscow bureau chief Steve Hurst are in Havana filing reports for CNN news programs.

NBC News's Tom Brokaw also began his reporting from Havana on Sunday, and is doing pieces for *Nightly News* tonight (April 3) and tomorrow. He will anchor the program from Havana on Wednesday. NBC News correspondents Ed Rabel and Mike Boettcher are filing reports for the *Today* show.

CBS News's Dan Rather is in Havana, anchoring the *Evening News* and, along with Bernard Goldberg and Barry Petersen, filing reports. The network's *This Morning* is also originating in Havana, with the usual anchors, Kathleen Sullivan and Harry Smith.

And ABC's *World News Tonight* is making its presence felt in Havana, with Peter Jennings anchoring and reporting, along with John Quinones, from the network's Miami bureau, Richard Threlkeld, New York, and Jim Laurie, the Moscow bureau, who is following Gorbachev. ABC also is represented in Havana by Paula Zahn, who is anchoring *World News This Morning* and *Good Morning America* news pieces.

By Wednesday, the center of gravity of the American press shifts north again.

growth of cable subscribers and theater operations, as well as the effects of certain acquisitions: TCI acquired Heritage Communications in August 1987 and a majority interest of WestMarc Communications in May 1988. Cash flow margins for TCI's cable operations were 48% in 1988, the company said.

1988 earnings amounted to \$56 million, up from \$5.6 million in 1987. Last year's earnings per share were 31 cents. TCI said the earnings increase primarily resulted from increased gain on assets sales, net of increased interest expense and compensation relating to stock appreciation rights. The company said

it had pretax gains from assets sales of \$189 million in 1988. The Heritage acquisition and last November's purchase of a 42.5% interest in Storer Communications "has had and is expected to continue to have a negative impact on TCI's net earnings due to interest on indebtedness incurred to finance these transactions and the increase in depreciation and amortization resulting therefrom," according to TCI.

At the end of 1988, TCI had a consolidated debt of \$6.2 billion, and a debt-to-equity ratio of approximately five to one. Approximately 53% of the company's debt is fixed, 17% hedged, and 30% floating.

Speaking to investors at a company presentation in New York last Wednesday (March 29), Senior Vice President Donne Fisher said that if interest rates were to rise to 20%, the company would have a cash flow-to-debt payment ratio of 1.4-to-one.

The company said that its basic subscribers had internal growth of 4.7% for the year, and ended up with 6.16 million subs at the end of 1988 after acquisitions.

Wall Street reacted positively to the company's earnings results and its presentation. On Wednesday, the company's stock rose \$1.125, closing at \$28.75, on a volume of 1.3 million shares. □

## Distress sales unconstitutional, says court

### Decision by Appeals Court also throws into doubt other FCC policies aiding minorities, women

The U.S. Court of Appeals in Washington has struck down as unconstitutional the FCC's minority distress sale policy, one designed to promote minority ownership of broadcasting properties. And while the decision, in *Shurberg Broadcasting of Hartford Inc.*, was limited to the policy permitting licensees in danger of being denied renewal of their licenses to sell to minorities at distress prices—it was seen as casting doubt on the constitutionality of other commission policies aimed at helping minorities acquire broadcasting properties, particularly one involving tax certificates as they affect sales to minorities.

The case, which involves WHCT-TV Hartford, Conn., has a long and tortured history, and it produced three opinions—totaling 110 pages—from the three-member panel of the court. Judge Laurence H. Silberman and Senior Judge George H. MacKinnon concluded in separate opinions that the minority distress sale policy unconstitutionally deprives Alan Shurberg, a resident of Hartford, and his Shurberg Broadcasting Inc. of their Fifth Amendment right to equal protection because the program is not narrowly tailored to remedy past discrimination against minorities or to promote program diversity. "Specifically," the court said in a brief, unsigned opinion issued last Friday (March 31), along with the separate opinions, "the program unduly burdens Shurberg, an innocent nonminority, and is not reasonably related to the interests it seeks to vindicate."

Chief Judge Patricia Wald, in a dissenting opinion, relied largely on Congress's demonstration of interest in minority preferences. The commission last year abandoned a review of its minority and women's preferences policies it had undertaken—in response to a court order in another preference case—in response to an appropriation bill approved by Congress and signed into law by President Reagan. The majority's invalidation of the 10-year-old minority distress sale policy, Wald wrote, "impermissibly overturns a considered congressional judgment as to the appropriate means of assuring diversity of viewpoint over the national airwaves." The majority, she added,

"has too rigidly applied Supreme Court affirmative action guidelines designed for other types of programs, ignored firm precedents in this circuit and failed to credit the explicit intent of Congress."

Although the commission was, technically, the loser in the case, the decisions of the majority judges appeared to coincide with the views the commission has expressed in previous pleadings. Politically, however, given Congress's clear interest in advancing the cause of minorities interested in gaining entry to broadcasting ownership, the decision raises difficult problems for the agency. And Chairman Dennis Patrick issued a statement designed to reflect agency concerns while recognizing congressional interests: "Race alone should not control the licensing of broadcast stations. As a legal matter, use of race-based criteria by government is constitutionally suspect and, except where narrowly circumscribed, can deny others equal protection under the law. The court's opinion lends support to these positions.

"The commission remains committed to ensuring minority participation in the broadcasting industry. We continue to abhor discrimination and will actively pursue efforts to provide assistance to those seeking entry into broadcasting in a manner that protects the rights of all Americans."

Alan Shurberg felt no need for ambiguity. "I am ecstatic," he said. "I'm bouncing off the walls." He has been seeking to acquire WHCT-TV since 1983, when he filed an application mutually exclusive with the renewal application of the previous licensee of the ch. 18 facility, Faith Center. The commission rejected Shurberg's filing on the ground that Faith Center's renewal application had been designated for hearing. At that time, Faith Center was attempting to dispose of the station through a distress sale—the second it had attempted. That one, like the first, was not consummated. Finally, a third effort at a distress sale, to Astroline Communications Co., was approved and consummated in 1984. The basis for Astroline's participation in a distress sale was a Hispanic, Richard P. Ramirez, the general partner.

Silberman's opinion was stronger than MacKinnon's in declaring unconstitutional the policy that permits those whose licenses have been designated for hearing to sell to

minorities at no more than 75% of the station's market value. Silberman said that if Congress has the authority to authorize the redress of societal discrimination in broadcasting, the commission's implementing program must be "narrowly tailored to remedy past discrimination." But he said the commission rules fail that test. He said they do not require the preference accorded the minorities to be tied to the extent of the disadvantage suffered by the minority enterprise. Nor, he added, was the policy adopted after the commission considered "race-neutral measures" to disseminate information regarding station sales. And, Silberman said, the policy "imposes an unconstitutional burden on Shurberg because it deprives him of a unique opportunity to own a broadcasting station, solely because of his race." MacKinnon also held that the program was not "narrowly tailored." Indeed, he said it is "a completely untailored program."

Some commission lawyers saw the opinions as having a negative impact on the survivability of the commission's policies aimed at helping minorities and women gain access to broadcast ownership. The commission is defending the policy of preferring minorities in comparative hearings in a case now pending before the court. And commission general counsel Diane Killory noted that minority preference is only one of a number of criteria the commission considers in comparative proceedings. So it might be able to escape the fate the distress sale suffered last week. However, Killory and others noted that the policy granting a tax break to those selling stations to minorities, like the distress sale policy, provides a benefit automatically.

However, the distress sale case may not be over. Although a commission spokesman said the FCC was not likely to appeal the decision, the attorney for Astroline, an intervenor in the case, said his client probably would. "I anticipate an appeal" to the full appeals court, said Thomas A. Hart Jr.

In any event, Shurberg cannot be certain he will finally acquire a license for ch. 18 in Hartford, even if the appeals court decision stands. Commission lawyers note that the case has been remanded "for further proceedings not inconsistent with this opinion." And that could mean inviting new applicants to apply for the channel. □



# Downey to turn down the volume

**In letter to stations, host outlines changes he will make in wake of declining ratings and advertising criticism**

Imagine a kinder, gentler Morton Downey Jr. The talk show host, in a letter sent to his affiliates last week, said he would be less abusive to guests on the air, eliminating "excessively harsh language across the board," while still maintaining a confrontational program. Other changes are in store for the program as well, announced in the wake of February ratings that saw the show drop at least a full national rating point to average a 2 rating/8 share.

Shelly Schwab, president of MCA TV, the show's syndicator, said the changes come as the company's sales staff gears up for the show's third renewal cycle (September 1989-90), when the company wants to upgrade clearances to early fringe. At this point the show is cleared primarily in late night, where it faces stiff competition from new players such as *Arsenio Hall* and *Pat Sajak*.

The program has encountered some resistance from advertisers at both the national and local levels, but Schwab said last week the program is "very profitable" for MCA, Downey producer Quantum Media and MCA-owned WWOR-TV New York, where the show is based. "We wouldn't renew it otherwise," he said.

But a number of stations carrying the program cited concerns last week with the show, and said they were reevaluating their long-term plans for it.

One station that won't be carrying the show through the changes is KTSP-TV Phoenix, which decided not to renew its contract with MCA. "We allowed the contract to expire," said Ron Bergamo, vice president and general manager. Bergamo said his reasons were "part content and part economics. We originally had him [Downey] in the morning at 9 a.m. and felt that his style was not conducive to that time. We then moved the show to 12:30 a.m. after *Sajak*, but the numbers didn't justify the price we were paying for the show." In addition, Bergamo said the advertiser response to the show "was not good. We had some advertiser boycotts of the show, but we've also had some as well with *A Current Affair* and *Geraldo*. My sense is that those kinds of shows need to lighten up, and Morton leads the way."

In San Diego on KGTV-TV, *The Morton Downey Jr. Show* has shown considerable decline in ratings since the November book, and the station is evaluating whether to renew the show for a second year. According to Program Director Don Lundy, the show averaged a 26 share in Arbitron's November book. In February, the show dropped eight share points to an 18. "The show had a lot of interest and curiosity going for it in November," said Lundy. "Now maybe the bloom is off the rose." A decision on the show's future on the station will be made in the "next week or so," he

said.

WJBK Detroit recently moved Downey to the 2:30 a.m. time slot, said Steve Antoniotti, the station president and general manager, because there are "certain advertisers who have not wanted to be associated with the program." The show originally was shown at 10 a.m., where last summer there were days "it actually beat *Donahue*," according to Antoniotti. After a move to 4 p.m. ("We were the only station in the country to air the show in early fringe," said Antoniotti), the show averaged a "respectable" 6 rating against *Oprah* and *Cosby*.

In January, the show was moved back to 10 a.m. due to "advertiser reluctance to buy the show," said Antoniotti. It did a 3/11 against *Donahue* and *Sale of the Century*, and performed worse than its first time around in the 10 a.m. time period. "My feeling is that if the show had been more acceptable to advertisers, we would probably still have it at 4 p.m.," said Antoniotti, "but I had to move it out of there because people wouldn't buy it."

Downey started out "like a house afire"

in Boston, in its original 11:30 p.m. time period, according to Daniel Berkery, general manager of WSBK-TV there, but has since trailed off, and two weeks ago was moved to 12:30 a.m. "It started out doing a 5 rating," said Berkery, "then went down to a 2 and is currently maintaining that level."

Advertiser complaints had nothing to do with the station's time period shift, but "there is no question it's way up there on the advertising hit list," said Berkery. Although he thinks Downey's letter is "a good thing," in that it indicates the host's own dissatisfaction with the way the show is going, Berkery believes Downey has become a "caricature" of himself. "Over the next three or four months we'll know what's going to happen to him," he said, "but if it continues as it has been, I don't think it's going to last."

Other changes in the program, according to Downey, will include a "strong effort" to involve a broader base of the studio audience in the show. New program elements will include a "mad as Hell" speak-out segment, a mailbag segment and a segment updating past stands and issues. □

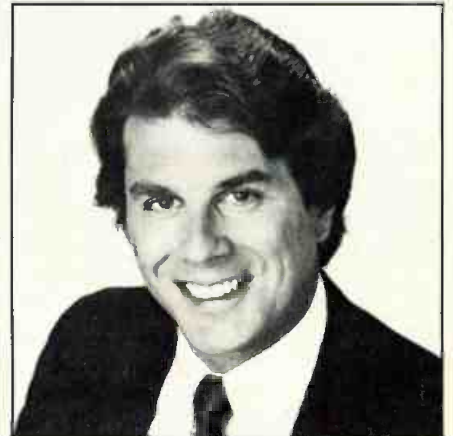
## ABC Entertainment update

As expected, more changes were announced at ABC Entertainment last week. Two executives were given the title of executive vice president, prime time: Stuart Bloomberg, most recently vice president, comedy and series development, and Ted Harbert, vice president, prime time. Bloomberg will be in charge of all comedy and drama program development, while Harbert will head up current series, specials and variety programs, while continuing to schedule prime time.

Commenting on the appointments last week, Robert Iger, newly appointed president of ABC Entertainment, said: "Stu Bloomberg is the reason for our tremendous



Bloomberg



Harbert

success in comedy programming over the past few years. This season, seven of our top 10 programs were comedy programs that Stu developed. He is a gifted executive with extraordinary talents." Regarding Harbert, Iger said, "I've worked closely with Ted Harbert, and his knowledge of television programming and the production community, his experience in scheduling, and his untiring energies will be immensely valuable to me. His promotion is clearly a recognition of his fine performance."

Both executives will report directly to Iger, as will the following: Donna Rosenstein, vice president, casting; Allen Sabinson, vice president, motion pictures for television and mini-series; Ronald Sunderland, senior vice president, business affairs and contracts; P. Thomas Van Schaick, vice president, finance; and Mark Zakarin, vice president, marketing.

# Waiting for one-to-a-market waivers

## FCC studies requests from Capcities/ABC, Great American and New England TV Corp.

When the FCC's generally more liberal policy for granting waivers of its one-to-a-market rule prohibiting common ownership of radio and television stations in the same market went into effect last Friday (March 31), the agency already had before it three requests for waivers.

The petitioners: Capital Cities/ABC, which has been working the regulatory process since 1986 to maintain radio-television combinations in New York, Chicago, Los Angeles and San Francisco; Great American Broadcasting (formerly Taft Broadcasting), which wants to hang on to combos in Kansas City, Mo., and Cincinnati, and New England Television Corp., which wants to buy WHDH(AM) Boston and operate it in tandem with its WNEV-TV there.

None of the waiver requests has yet attracted petitions to deny, but the window for such challenges has not yet closed. Andy Schwartzman of the Media Access Project, who is familiar with the petition-to-deney process and who has concerns about relaxation of the rule, said his public-interest law firm will scrutinize all waiver requests. "We are watching the requests, and those making requests which do not demonstrate a significant benefit to the public should expect a fight."

Under the case-by-case waiver policy adopted last December (BROADCASTING, Dec. 19), the FCC said it would "look with favor" upon waiver requests involving radio-television combinations in the top 25 markets (as defined by Arbitron's ADI) that have at least 30 separately owned broadcast licensees or involving "failed" stations that are dark or in bankruptcy.

The FCC also said it would consider waivers for combinations that did not meet the 25/30 or the "failed" station standards, but that they would not be accorded the favorable predisposition. Indeed, it said, they would be subjected to a "more rigorous" review in which the FCC would consider "the types of facilities involved, the potential benefits of the applicant, the financial difficulties of the station[s] and the nature of the market."

The FCC justified the new policy on the premise that the potential benefits of some relaxation of the rule—efficiencies due to joint ownership and operation of stations—outweighed the potential harm—loss of competition and diversity in media markets.

When the FCC implemented the one-to-a-market rule in 1970, existing combinations were "grandfathered"—that is, they were exempt from the one-to-a-market rule—until their ownership changed. Among the grandfathered combinations were those of ABC and Taft Broadcasting.

But when ABC merged with Capital Cities in 1986 and when Taft changed hands and became Great American, their combinations lost their grandfathered status. After the ownership changes, the FCC granted

the group broadcasters 18-month waivers to sell stations and come into compliance with the rule and, after it proposed eliminating the rule two years ago, the agency extended the waivers until six months after resolution of the rulemaking in the event it decided not to do away with the rule after all.

In seeking a permanent waiver, Capital Cities/ABC should have an easier time at the FCC since its combinations are in markets meeting the 25/30 test. All four of its combinations are in top 25 markets and, according to its request for a permanent waiver, each of the markets has more than 30 voices. As required by the FCC, it attached an analysis to its request showing 94 broadcast voices in New York, 79 in Los Angeles, 105 in Chicago and 57 in San Francisco.

Great American, on the other hand, just failed to meet the 25/30 test. According to its filings, Cincinnati has 35 broadcast voices and Kansas City has 33. But, according to Arbitron rankings, Cincinnati is the 29th market and Kansas City is the 30th.

Nonetheless, Great American argued that

its request should get the same favorable treatment as Capcities/ABC's or any others that did meet the 25/30 test. In adopting the new policy, Great American said, the FCC found that the growth in media competition since 1970 and the operating efficiencies resulting from joint ownership "establish presumptive grounds" for waivers in top-25 markets with 30 voices. There are "no significant differences in diversity, media competition or other relevant characteristics between Cincinnati and Kansas City...and various markets...in the top 25," it said.

Unlike Capcities/ABC and Great American, New England Television is asking the FCC not to perpetuate an existing combination, but to create a new one. New England owns WNEV-TV Boston and has agreed to purchase WHDH(AM) there for \$14 million. The purchase is contingent on the grant of a one-to-a-market waiver.

Like Capcities/ABC, New England's request will receive favorable treatment. Boston is the sixth market and, according to New England's attorney, it has more than 30 voices. □

## Eastman Radio to represent Westwood stations

### Rep, after three major market defections, picks up two New York stations and one each in Los Angeles and Philadelphia

Less than two weeks after losing Emmis Broadcasting's WKQX(FM) Chicago and New York stations WFAN(AM) and WQHT-FM to competing rep firm HNWH, Eastman Radio bounced back last week with announcements that it would now represent Westwood One's three owned-and-operated radio stations and Malrite Communications' WEGX(FM) Philadelphia. Included in the deal with Westwood One are country-formatted WYNY-FM New York, MOR-formatted WNEW(AM) New York and contempo-

rary hit-formatted KQLZ-FM Los Angeles, the broadcasting company's latest acquisition.

"Two exclusive formats in America's largest city will make an outstanding combination," said Dan Prodanovich, senior vice president, sales, Eastman Radio, referring to the representation of the New York properties. He also pointed out that WNEW(AM) maintains New York Giants football broadcast rights. The New York stations combined are expected to bill approximately \$3 million in 1989, he said.

"KQLZ is one of the most exciting stations in radio today," said Prodanovich. The station, which previously featured Transtar Radio Networks' Format 41 under the call letters KIQQ(FM) Los Angeles, went on the air as KQLZ-FM on March 16 with great fanfare. Los Angeles-based Westwood One purchased the station for \$56 million and generated the publicity in part by hiring legendary WHTZ-FM New York innovator Scott Shannon to get the ball rolling. Prodanovich said the contemporary hit station will not begin selling advertising until April 4, at which time spots will sell for \$1,200 per spot. He also said there is "certainly the possibility" that Eastman may be called upon to represent any future Westwood One station acquisitions.

Firms previously representing the new stations in Eastman's lineup were HNWH for WYNY-FM and KIQQ-FM; Katz Radio Sales for WNEW-AM, and Christal Radio Sales for the contemporary hit-formatted WEGX(FM). Prodanovich said WEGX is expected to bill approximately \$3 million in 1989. □



Westwood One Executive VP Michael Koyiannis (sitting) with Eastman Radio President Carl Butrum.

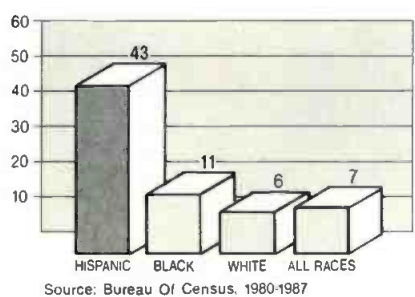


# Hispanic Broadcasting Comes of Age

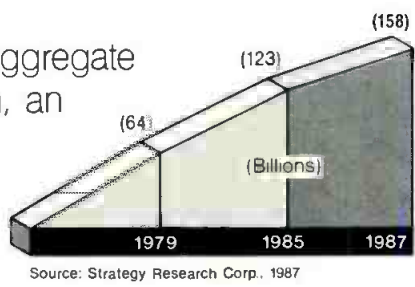


# A MATTER OF FACT

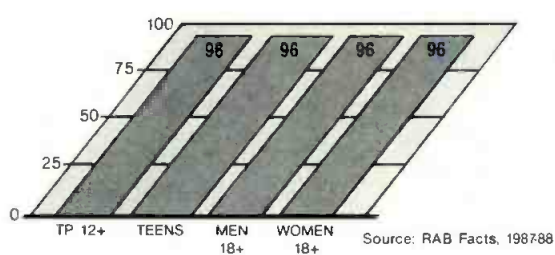
**FACT** The U.S. Hispanic population represents the fastest growing segment of the total U.S.



**FACT** Total 1987 U.S. Hispanic aggregate household income represents \$158 billion, an increase of +147% since 1979.



**FACT** Radio reaches 96% of all Hispanics.



**FACT** Katz Hispanic Radio Sales is the leading Hispanic Radio Representative.

## The Facts Add Up. Spanish Radio Delivers.

- CALIFORNIA**
- FRESNO KHOT-AM, KXMX-FM
- LOS ANGELES KALI-FM
- MERCED KLOO-AM
- PALM SPRINGS/INDIO KUNA-AM
- RIVERSIDE/INDIO KDIF-FM
- SAN BERNARDINO
- SALINAS/MONTEREY KTGE-AM
- SAN DIEGO XLTN-FM, XHKY-FM
- SANTA MARIA KTAP-AM
- CONNECTICUT**
- S. NEW ENGLAND WLVH-FM
- COLORADO**
- DENVER KVVS-AM
- FLORIDA**
- MIAMI WAQI-AM, WAQI-FM
- TAMPA WQBN-AM
- ILLINOIS**
- CHICAGO WIND-AM, WOJO-FM
- NEW MEXICO**
- ALBUQUERQUE KIDI-FM
- NEW YORK**
- NEW YORK WKDM-AM
- PENNSYLVANIA**
- PHILADELPHIA WTET-AM
- TEXAS**
- AUSTIN KTXZ-AM
- CORPUS CHRISTI KUNO-AM, KBNA-AM, KBNA-FM
- EL PASO
- HARLINGEN/McALLEN KGBT-AM
- BROWNSVILLE KIWW-FM
- HOUSTON KLAT-AM
- SAN ANTONIO KCOR-AM
- PUERTO RICO**
- SAN JUAN WQBS-AM, WIOA-FM
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THE COMING OF AGE OF

# HISPANIC

BROADCASTING

Hispanic television and radio is a \$400 million-plus business in the U.S., an important market served by numerous stations, broadcast and cable networks, rep firms and advertising agencies. Signs of mainstream maturity can be seen in the “Hispanic” issues—a proposed peplemeter system, bidding for sports rights and radio narrowcasting—that are familiar to the rest of the Fifth Estate.

The following is a look at the “quien, que y donde” (the who, what and where) of Hispanic communications.



'Noticiero Telemundo—CNN' anchors Jorge Gestoso and Maria Elvira Salazar

# The financial tightrope of Hispanic broadcasting

Last Saturday the thin ranks of independent Hispanic television stations were joined by KWHY-TV Los Angeles, a former pay TV operation now carrying Spanish-language programming part of the day. "I hope they have deep pockets," said William Grimes, president of the eldest and largest player in the Hispanic television business, Univision.

Money is a topic fresh in the mind of Grimes, who just two weeks ago finished persuading Univision's banks and investors to put more money into its capital budget and programming and marketing spending. The extent of financial resources required to build and compete in the Hispanic television business speaks much about the current start-up phase of the industry. No one doubts that some of the companies will survive, but asking how many, and under what ownership, provides what Telemundo's senior vice president and chief financial officer, Peter Housman, calls "uncertainty."

For number-two network Telemundo, the uncertainty is in what did not take place. Almost five months ago the company agreed to sell its San Juan, P.R., television station, WKAQ-TV, to Cohen Cassara & Co., a Los Angeles-based investment group, for \$160 million, roughly \$147 million of that in cash. That deal fell through last Thursday afternoon, apparently because Drexel Burnham Lambert was unable to arrange financing for the buyers, despite having issued a "highly confident" letter that it could do so.

Telemundo would have used the cash proceeds from the sale to retire a \$30 million "revolving credit" loan and to offer to repurchase senior zero coupon notes, interest on which is not paid in cash. Housman said that because WKAQ-TV is a significant "cash generator," selling it might have actually worsened the company's cash position. The chief financial officer said that he expects current credit facilities to be satisfactory for at least the next six months. Still, a refinancing of some sort might occur in the near future.

The fact that the two Hispanic networks are running a race near a precipice of default has not yet deterred them from proceeding with expenditures to build their businesses. Within a few weeks the two will jointly announce which rating service will be hired to develop an Hispanic peoplometer system, a five-year project expected to cost \$30 million-\$35 million (see story, page 47). Univision recently spent \$23 million to buy a full-powered broadcast affiliate in Phoenix, and Telemundo has agreed to help finance construction of



Telemundo's Carlos Barba (l), Donald Raider, Gary McBride

a station in San Antonio, Tex. The network can later decide to buy the station itself, an option that Telemundo Chief Operating Officer Donald G. Raider said the company intends to exercise.

Other revenue-building expenses include sales and marketing costs that have been among the fastest growing line items at both companies. Telemundo launched an extensive advertising campaign earlier this year directed at both the advertising community and viewers. Univision is near completion of a tape specifically targeted to chief executive officers of major advertisers. Joint marketing presentations to advertisers have been discussed by the two companies, but so far no such presentations have taken place.

Holding down costs presumably gets more difficult as Telemundo challenges Univision in more time periods and in more markets. The former is now approaching Univision's 24-hour program schedule—Telemundo added 50% more programming in 1988 and plans several more hours in the morning starting this month. Both companies are also on the verge of negotiating Hispanic sports telecast rights—announcements are expected within a few weeks—whose costs for most of the industry have been highly inflationary. Head-to-head competition in markets will increase their owned stations' costs and, in some cases, affiliate compensation.

Highlighting the competitive costs is the battle for affiliate WSNS-TV Chicago, a battle Telemundo won but at a cost that puts the Hispanic network's Chicago compensation in the same league as that paid by ABC, CBS or NBC. The second-place network had been hampered in the market because its own affiliate would not carry the full network schedule. Telemundo then went to WSNS-TV with a contract similar to that offered its other affiliates—a 50-50 split of advertising time on network programming, plus a percentage share of net network revenue—but it also guaranteed WSNS-TV a minimum payment of at least \$3 million in 1989 and \$3.5 million in 1990. By outside estimates that is much above what the station would have been entitled to from its 4.7% of net network revenue.

Univision, at 83% coverage of the domestic Hispanic audience, is still ahead of Telemundo, which has 69% (and will increase to roughly 75% later this year). Unlike their English-language counterparts, both Hispanic networks are able to cover a greater percentage of their audience with their owned stations—Univision, for instance, owns stations covering roughly 55% of the Hispanic population. The two networks may also find themselves battling each other and news service ECO for the smaller percentage of

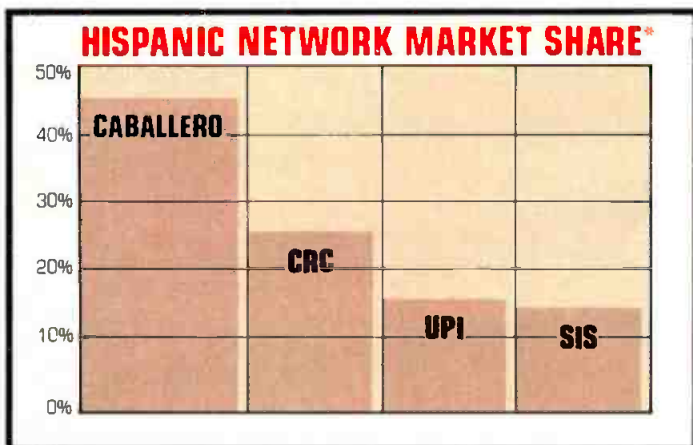


Univision's Emma Carrasco and Joaquin Blaya (back) and (front), Bill Grimes (l) and Raul Torans.

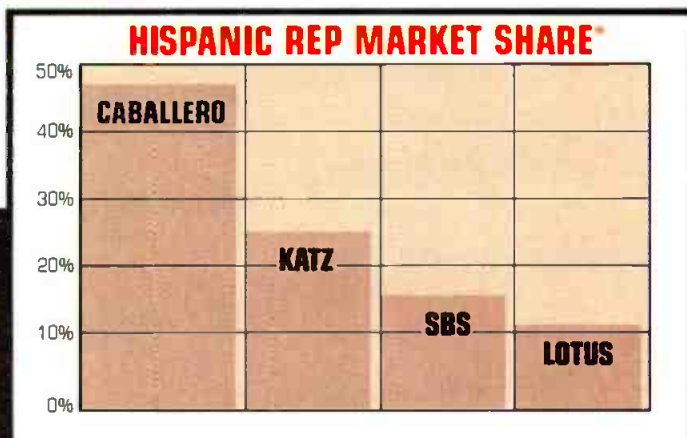


# THE NUMBERS ARE OUT

## CABALLERO IS NUMERO UNO!



**The Caballero Radio Network reaches as many adults 18+ as all the other spanish networks combined.**



**Caballero Spanish Media's stations reach more adults 18+ than all the other reps combined.**



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\*Birch top 16 Hispanic Markets:  
Average share estimates.  
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\*\*Hispanic Business, December 1988.

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Hispanic households reachable only by cable systems (see story, page 46).

As both networks approach the limit of their feasible Hispanic household coverage, which Bear Stearns & Co. securities analyst Paul Szczygiel estimates at less than 90%, incremental revenue will have to be obtained from other sources. Likening Hispanic television's current situation to the cable programming industry in the early 1980's, Grimes said the primary source of revenue growth will come from improved programming and ratings and persuading advertisers to spend more.

In recent months Univision, as expected, has begun to cede some of its ratings share to Telemundo. Whether the latter's gains are greater than expected depends on who one talks to. Just-released national viewing, measured by Strategy Research Corp., shows that Univision still dominates national audience delivery with a 65% share, Monday-Sunday, during comparable viewing.

Comparing February "sweeps" results to last November shows Telemundo up 11%, Monday-Friday, and Univision down 14%. Similar weekend numbers had Telemundo up 13% and Univision down 2%. Telemundo's biggest success has come with the male audience, said Peter Roslow, director of marketing for the network.

An analysis of Arbitron February ratings for New York, Los Angeles and Miami, where more than three-quarters of revenue are generated for both companies, also indicates that Telemundo has made gains from a year ago, which is roughly when its network programming began replacing locally scheduled programming.

Both ratings results indicate that total viewing by Hispanics is increasing. That may help the two competitors increase overall advertising dollars, most of which they expect to come from national advertisers. Grimes, who also pointed to a faster-growing population and rising average household income, said that for the year-to-date through March 15, Univision's local revenue was up 12%, while network and spot revenue was up 22%.

Looking for revenue outside the domestic television market as well, both companies have begun selling their product overseas. And Univision will experiment with a book club and will debut a magazine this September for which it already has commitments for about 30 pages of advertising.

The possibilities of the Hispanic television business have not been lost on other broadcasters. KWHY(TV) owner Burt Harris said he thinks the Los Angeles market is large enough to support a third station, especially when the other two stations have to appeal to Hispanics of diverse national backgrounds whereas KWHY can focus on the 77% of Los Angeles Hispanics which he said are of Mexican origin. Another independent soon to be on the air is KNVO McAllen-Brownsville, Tex., which will probably counterprogram the existing two network affiliates with children's programming in the morning and afternoon, said Bob Rodriguez, the station's general manager. One difficulty that he expects to face is the lack of an Hispanic rep firm not already associated with stations in the market; Telemundo and Univision, having recently been granted waivers from the FCC's network-rep prohibitions, continue to rep their own affiliates. Both stations may obtain a significant amount of their programming from the ever-present Televisa, which looms in the distance as a possible third network.

Another group of broadcasters interested in tapping Hispanic-targeted advertising dollars is the existing English-language stations. Among the numerous examples of Hispanic awareness are NBC-owned WTUV(TV) Miami, which broadcasts a number of Hispanic community festivals and parades and advertises the telecasts in Spanish-language publications. Katz Hispanic TV Sales focuses much of its effort, said the group's director, John Cuddihy, on drawing several million advertising dollars to its English-language client stations such as CBS affiliate KGBT(TV) Harlingen, Tex. (with a 93% Hispanic population), and NBC-affiliate KGNS(TV) Laredo, Tex. (87% Hispanic). Many stations are now providing Spanish-language telecasts or English-language telecasts targeted to Hispanics, and Katz has begun making presentations for an unwired network which Cuddihy said reaches 80% of the domestic Hispanic population.

The bottom line on Hispanic broadcasting is that the success of any individual participant is dependent on its ability to deal with the same factors affecting many highly leveraged start-up industries: to "grow" revenue, to moderate cost increases despite increasing competition, and to occasionally persuade debt holders to loosen covenants. It is also highly dependent on the resolve of their owners to stay the course until the turnaround. □

## Hispanic TV programming: a novela idea

Eugenia, a dark-skinned Latin beauty with gorgeous big brown eyes, has had a life plagued by tragedy and misfortune. Her latest dilemma: She has just been unjustly sentenced to five years in prison, at the hands of evil district attorney Diego. In prison, Eugenia is consumed with a passion for vengeance against the prosecutor responsible for ruining her life. Those troubles pale in comparison to what awaits the ill-fated Eugenia, who suffers still worse tragedies upon her release.

Such storylines captivate millions of Hispanic-American viewers every day who tune into the 16 different Spanish-language novelas, the dominant program form on the two U.S.-based Spanish-language broadcast networks—Univision and Telemundo. But there are clear indications that both networks are broadening their program menus, in response to viewer demands for a greater choice of programs.

Novelas, however, continue to draw big ratings. The "Eugenia" described above is the lead character, played by Venezuelan actress Maria del Carmen Regueiro, on the highest rated novela, *Senora*, currently on Spanish-language television in the U.S.

Novellas are the Hispanic equivalent of such English-language serial dramas as *Dynasty* or *Days of Our Lives*. And Hispanic viewers love them packed with trials, tribulations, conflict, drama, romance and "desire" (read: hot sex), just like their Anglo viewing counterparts.

A Venezuelan import, *Senora* is stripped on Univision, between 7 and 8 p.m., leading off a three-hour novela block in prime time.

On Telemundo, there's the story of another stunning beauty, *Angelica*, and handsome Alfredo, young lovers caught up in the struggles and triumphs of "typical Hispanic Americans" as seen through the lives of three Hispanic-American families.

Entitled, *Angelica, Mi Vida (Angelica, My Life)*, the novela is a breakthrough of sorts. It is the first novela to be produced in the

U.S. To date, all the rest are imports, mostly from Latin America (primarily, Venezuela, Argentina, Peru and Mexico; see story, page 44).

*Angelica* has proved to be a big ratings hit; in fact, it's the highest rated program on Telemundo, attracting, on average, a 5 rating at 8 p.m., according to February ratings measured by Miami-based Strategy Research Corp. (Ratings are based on a universe of Spanish-speaking households totaling approximately 6 million.) By comparison, Univision's *Senora* averages about a 29 rating. However, like all novelas, no matter how popular, *Angelica* will conclude later this month, its story complete, after about a six-month run.



'Senora' novela



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# HIT

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month run.

The program speaks to two conflicting issues facing the Hispanic networks today. Both networks have increased the amount of domestically produced programs on the air—a reflection of the growing identification Hispanics have with American culture. But limited advertising revenue restricts the amount of money the two networks spend on U.S.-based production. It is much less expensive to acquire programs from abroad.

Rosita Peru, executive vice president and director of programming, Univision, estimates that 30% of Univision's 24-hour schedule of programming is currently produced in the U.S., up from about 10% just five years ago.

Telemundo, launched just two-and-a-half years ago, says that 45% of its 65-hour-a-week program schedule is produced in the U.S. That will decrease later this month when *Angelica* concludes its run, and an imported novela takes its place. But that will be a temporary blip on the upward curve of increased domestic production, says Carlos Barba, that network's senior vice president, programming and promotion.

Estimates are that Univision and Telemundo combined spend no more than \$30 million on U.S.-based production. A Telemundo official described the cost of producing *Angelica* as "enormous," and the network will take some time to evaluate just how soon it can afford to produce another domestic novela before proceeding.

Spanish-language networks feel the pinch of escalating program production costs many times harder than their anglo counterparts. That is because advertisers allot less than 1% of their advertising budgets to the Spanish-language networks in the U.S., amounting to between \$200 million and \$250 million.

Telemundo's Barba challenged national advertisers to "wake up" to the realization that they are failing to reach out to a consumer segment that is spending billions annually. "How can they ignore 20 million people?" he asked.

Despite the financial constraints, the Hispanic networks offer an increasingly diverse array of programming that includes news and information programs, magazines, talk programs, game shows, movies, music programs, comedies, variety, sports and children's programs.

Both networks have extensive commitments to news, with a heavy emphasis on Latino affairs in the U.S. and abroad. Univision has its own news division which produces two daily half-hour newscasts. Telemundo has a joint venture with CNN, under which the latter produces two daily half-hour newscasts for the network.

Both networks have weekend sports, focusing heavily on Latino favorites such as boxing, soccer and baseball. Univision has the rights in 1990 to the plum World Cup soccer tournament, seen by millions around the world.

The most popular program on either of the two networks is a three-hour Saturday night program called *Sabado Gigante* (*Giant Saturday*). The program blends elements similar to several domestic game shows, including *Wheel of Fortune*, *Gong Show* and *Newlywed Game*, and has numerous audience participation segments, such as dance, singing and poetry contests and relay races.

The host of the program is a jovial, extroverted Chilean. Don Francisco, who can be seen heartily hawking the products of sponsors such as PepsiCo when he is not interacting with con-



'Sabado Gigante' game show

## Fourth network?

A Los Angeles-based company is considering the launch of a fourth, U.S.-based Hispanic network, joining Univision, Telemundo and Galavisión. The company is called Transvisión, and had hoped at one point to be on the air this spring. However, the launch has been put on hold indefinitely. Transvisión officials were reluctant last week to speak about their project. Company President Guillermo Grimm did say Transvisión was still "analyzing the market" in an effort to come up with the "proper program formula" necessary to launch another Hispanic network. "At this time we don't have an on-air date," he said. Grimm declined to answer all questions on the company's program strategy, or why the network launch was postponed.

New station KSLD-TV was to have been the new network's Los Angeles affiliate. Station President Jack Hodin said he was forced to back out of the affiliation commitment when Transvisión postponed its plans. Instead, KSLD signed on for one year with The Home Shopping Network, starting March 20. "They don't have the programming," suggested Ramon Espinosa, vice president, Hispanic Telecommunications Group, Los Angeles. HTG is the sales rep representing Los Angeles' third Hispanic station, KWHY-TV, which went on the air on April 1 with 85 hours of weekly Televisa-produced programming, including novelas and movies in prime time, and the ECO news and infotainment service (compared to NBC's *Today*) from 3 to 6 p.m. and after prime time. (The station continues with a business news service in the morning and early afternoon.) Televisa, said Espinosa, "is really the program source" for Hispanic television outlets in the U.S. In Los Angeles, it supplies Univision, Telemundo, and its own Galavisión.

tants or audience members.

Univision's Peru says the appeal of the program, which in February averaged a 36 rating on Saturday night from 7 to 10 p.m., is both Francisco, a popular personality, and the audience participation elements, which include phone-in segments. "They compete for big prizes and they like the idea of being on TV," she says.

Network programmers and producers all speak of the need to provide a "balanced" program menu, referring not just to younger or older demographic appeal, but also different national heritages and sensibilities. "The term Hispanic is a term used here to describe all people of Spanish-speaking origin," says Luca Bentivoglio, a Los Angeles-based producer of two Univision programs. "But in Venezuela, 'Hispanic' doesn't exist."

Thus, suggests Bentivoglio, in markets in the western United States, a popular Mexican singer will have more appeal than perhaps a salsa band that might be the rage in Miami.

In addition, the so-called crossover factor works on several



Univision's Peru (l) and 'MTV Internacional' VJ Daisy Fuentes (r)



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Corporation**

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CONSTRUCTION  
FINANCING**

**Funded: February 1989**



**BARCLAYS**

BARCLAYS BUSINESS CREDIT

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SENIOR SECURED NOTES**

**\$1,950,000  
SENIOR SUBORDINATED  
NOTES**

**Funded: December 1988**



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BARCLAYS BUSINESS CREDIT

**Voyager  
Communications III, Inc.**

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ACQUISITION FINANCING**

**Funded: February 1989**



**BARCLAYS**

BARCLAYS BUSINESS CREDIT

**Devine Media Corporation**

**\$2,400,000  
SENIOR SECURED TERM  
FINANCING**

**Funded: February 1989**



**BARCLAYS**

BARCLAYS BUSINESS CREDIT

different levels. For example, many of the celebrities interviewed on Spanish television don't speak the language (but are dubbed for the interviews) and many of the films reviewed are distributed in the U.S. only in English. According to Strategy Research Corp., Miami, publisher of the *U.S. Market Hispanic Report*, only 18% of the U.S. Hispanic population is "comfortably" bilingual.

*Desde Hollywood (From Hollywood)* is a celebrity interview and entertainment information program, and *Tu Musica (Your Music)* is a music video program. According to Bentivoglia, *Desde Hollywood* "has to keep current. The films [we examine] are all American. We've interviewed celebrities such as Tom Selleck, Kurt Russell and Mel Gibson. They all had great ratings. They [the Spanish-language viewers] are interested in everybody."

Some producers, including Bentivoglia, and domestic syndicators, such as All American, are exploring the appeal of the Latin culture to the mainstream American audience. Bentivoglia has developed a pilot called *Ole USA*, which would explore American cities or regions with Latin roots or influences, and that would also expose Latin artists with crossover appeal.

All American syndicated *The Latin Connection*, a weekly English-language variety program this season, but the show had its last broadcast last weekend. But All American is going with another program, hosted by Nely Galan, with which it hopes to tap a sizable crossover audience this spring. *The Nely Galan Show*, debuting April 29, has been cleared by CBS-owned stations in New York, Miami and Philadelphia, and several other stations.

Other American syndicators are tapping into Hispanic program production. Genesis International is producing a Spanish-language version of *The Judge*, with former *Hill Street Blues* star Rene Enriquez. It debuts April 17 on Univision. *El Juez* features many cases with specific relevancy to the Hispanic community. Examples: A yuppie couple tries to deport their maid so they can keep her baby; another episode features a mother who fears her ex-husband will kidnap their son and take him to Mexico.

Genesis International President Wayne Lepoff said he developed

a Spanish-language version of the existing court show because it was "easily convertible to a Hispanic version and it hadn't been done yet." In addition, Lepoff believes *El Juez* to be a "very marketable show" to markets in Latin America and Spain. Lepoff said Genesis International is also considering a Spanish version of another of its programs, *Great Escape*, a travel show.

Meanwhile, Univision and Telemundo continue to serve up new programs. Joining *El Juez* as debuting shows on Univision this month will be *Portada*, described as a 60 Minutes-type magazine show, as well as an *Oprah* clone, *Christina*. Last fall, the network introduced a program compared to *Good Morning America*, but targeted specifically toward women; it's called *TV Mujer (TV Woman)*.

In prime time, two basic American staples, the half-hour sitcom and the one-hour drama or action/adventure, are absent from the Hispanic networks. The hour programs, says Univision's Peru, are unavailable from abroad, and too expensive to produce domestically. Univision airs a 90-minute block of sitcoms imported from Mexico City-based Televisa, the largest supplier of Spanish-language programming in the world, as well as the largest supplier of programs to all three U.S. Hispanic networks, Univision, Telemundo and Galavision, the cable network.

Univision, which was owned by Televisa until purchased by Hallmark in February 1988, has a long-term agreement with its former parent giving it first rights to 50% of new Televisa product. But even Univision's Peru admits Telemundo has become a more aggressive competitor with even limited access to Televisa product. "Telemundo is doing well," she says. "But it's better to have competition, because the entire market grows."

Both Telemundo and Univision have plans to further increase the development of U.S.-produced programs for their networks, including comedies and children's shows. "Hispanics want programs that reflect their own lifestyles," says Telemundo's Barba. If there's a thread running throughout the shows on the networks, he said, increasingly it is that they address "our feelings, our problems and our goals." □

## The foreign connection: From Mexico to Miami

If you were to switch on any U.S. Spanish-language TV station and guess the origin of the program airing, you would have a better chance of being right saying Mexico or one of a handful of Latin American countries, than the U.S.

A half-dozen foreign suppliers, led by Mexican giant Televisa, provide more than 50% of the programs for this country's two Spanish-language TV networks—Univision and Telemundo.

Although both U.S. networks are pushing for higher levels of domestic production (see story, page 40), purveyors of offshore programming including Televisa, Venezuela's Radio Caracas, Puerto Rico's Telemundo Productions and Brazil's Globo TV conglomerate, as well as broadcaster-producers in Argentina, all will likely see their relatively low-cost product collectively dominate the U.S. Hispanic airwaves for some time to come.

Univision accepts some 68% of its material from Latin American and Mexico, with the majority from Mexico, followed by Venezuela's Venevision and Argentine producers.

And according to Carlos Barba, senior vice president, programming and promotion, Telemundo Group, of the network's 65 weekly hours, only 45% is produced in the U.S. Approximately 21 hours of the schedule are filled by Mexican movies, novellas (highly popular hour-long soap opera serials typically running more than 100 hours) and specials, while about 10 hours a week are represented equally by Venezuelan and Argentine novellas and specials from all three countries and Puerto Rico.

By far the leading supplier of Spanish-language programming in the U.S. market is Mexico's Televisa, a growing international powerhouse and long the dominant force in Mexican television, with four commercial channels transmitting some 14,000 hours of original programming each year, and with a library of more than 140,000 hours.

Televisa principals Emilia Azcarraga, Romulo O'Farrill and Miguel Aleman also run wide-ranging U.S. operations through their holdings in the separately run Los Angeles-based Univisa

operation, which includes distribution arm Protele, Spanish-language cable service Galavision, U.S. TV program services selling insurance (Teleseguros) and records (Fonovisa), as well as smaller organizations in home video, marketing and various other businesses.

According to Protele President Marcel Vinay, Televisa feeds to the U.S. a supply of 7,000 hours of programming a year, including 2,000 hours of novellas, and a similar amount of product from its ECO news service, along with comedy, sports and a variety of other programs.

That immense pipeline to the U.S. helps give Televisa a 40%-45% market share in U.S. Hispanic TV, said Vinay. A full third of Univision's 18-hour-a-day schedule is Televisa product, as is 15% of Telemundo's 18-hour program day, not to speak of 100% of the programming on Univisa's wholly owned Galavision, he added (see story, page 46).

One key to Televisa's U.S. market dominance is its former ownership and continuing relationship with the Univision network, on the air from 1962 and formerly known as Spanish International Network.

As part of the network's sale in February 1988 to Hallmark Cards and First Chicago, Univision made a 10-year program arrangement that provides the U.S. network with the right of first refusal on 50% of Televisa product, and gives Univisa commercial time in each program broadcast. The Univision sale also opened the way for Univisa to sell to Univision's rival network Telemundo for the first time.

Televisa's U.S. distribution activity does not stop there. Beginning this month, the programmer will begin supplying independent KWHY-TV Los Angeles with approximately 11 hours of Televisa news material from mid-afternoon to early morning.

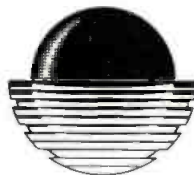
According to Vinay, the sale of news and other programming to local independents will this year represent a third of the company's U.S. distribution business. Discussions are ongoing, Vinay said,





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with stations in Detroit and El Paso, Tex., for program deals similar to that in Los Angeles.

Mexico, through which U.S. Spanish-language programmers also receive a steady supply of feature films, is the largest, but by no means the only supplier to Hispanic TV.

Venezuela's number-one broadcaster, Radio Caracas, is an important source, along with the smaller producer Venevision, both supplying primarily novelas.

According to Manolo Vidal, executive vice president of international sales for Miami-based Coral Pictures, the exclusive worldwide representative of broadcaster-producer Radio Caracas-Coravan, Telemundo and Univision together take between 750 and 800 hours a year in Radio Caracas TV series and mini-series.

Puerto Rico is another major Spanish-language program source, with island production dominated by WKAQ-TV San Juan, a former Telemundo station with a 44 market share and eight full-fledged production studios. The station is being sold by Telemundo Group for \$160 million to investors led by Tony Cassara, former president of Wometco's broadcasting group.

According to David Murphy, president and chief executive officer of station parent Telemundo Puerto Rico, the company produces 60 hours a week of drama, game shows, talk shows, music variety, children's and other programming, with between 15% and 18% of the company's production, mainly its novelas and music programming, ending up on Telemundo.

Telemundo just finished airing, for instance, what Murphy said was the first Hispanic-American novela, *Angelica, Mi Vida*, shot on location in New York, Los Angeles, Chicago, Miami and San Juan, with major sponsorship from Procter & Gamble.

Argentina is another supplier of novelas through at least one broadcaster and a variety of independent producers. The Los Angeles-based Spanish Television Services, a large supplier of Argentine novelas, in the last year sold 400 hours of the soaps to Univision and 300 hours to Telemundo, part of a total of about 1,000 hours of Argentine programming to both networks.

Economic difficulties in that country, however, have hurt production output, according to Jorge Crousillat, president of Miami-

based distributor Intel Enterprises. One example of how production plans have been crimped—limits on power usage that force broadcasters off the air after just four hours a day.

TV Globo, Brazil's massive media conglomerate, is an additional source of programming for the U.S. Hispanic broadcasters, once its Portuguese-language product is dubbed into Spanish. Globo, which produces about six novelas each year, has captured as much as 80% of the nation's TV viewers (Brazil has 124 million TV sets for a population of 140 million) with its most popular soap opera serials, and receives about 60% of Brazil's TV ad revenue.

According to Globo TV's director of Latin American sales, Marina Galliez, in 1988 the company sold 230 hours of novelas to Univision and another 168 hours of a single novela to Telemundo.

Despite the intentions of Telemundo and Univision to increase their domestic Spanish-language programming, non-U.S. distributors remain confident of the critical role their product will play.

Said Protele's Vinay: "The amount spent to produce one half-hour [in the U.S.] can buy two or three hours from abroad. That is the limitation. You cannot convert everything to local production. It's also very difficult to find good product."

Vinay acknowledged, however, that given the rapid increase in demand in the U.S. in the last couple of years, the modest 10%-15% increase in production by Televisa and other Latin American producers has left a program gap to be filled by domestic production.

He added that Latin American producers are not likely to dramatically increase the volume of their production, since they are still producing predominantly for their home market, where demand may not be so dynamic.

But targeting product mainly at domestic markets may not be universal. At a recent workshop on Spanish-language television, Marcel Granier of the Venezuelan Radio Caracas said that the company has begun to see the importance of the international market, particularly the U.S. Hispanic market, which he said is becoming its main client, and as a result Radio Caracas is changing the subject matter of its novellas and expanding its production for foreign markets. □

## Cable: hotbed of Hispanic activity

The competition is heating up among Spanish programming services seeking space on U.S. cable systems. In the past several months, Galavision, a cable-only service, has been joined in the marketplace by stepped-up marketing pushes by both Telemundo and Univision. Those two broadcast networks are seeking to extend their reach by shoring up coverage by cable systems within their broadcast service areas, and to cable systems beyond those markets. Market observers say Univision has a leg up overall, because their broadcast reach, and same-market cable carriage, is larger than Telemundo's. But as both join Galavision in seeking cable clearances, they are running into problems of channel capacity and cable operator indifference, in addition to must carry and channel repositioning.

Today (April 3), Galavision is reintroducing two one-hour novelas and a two-hour movie to its weekday prime time lineup, slicing out four hours from the 24-hour ECO news service it had carried since its all-news conversion last September. Starrett Berry, vice president and general manager of Galavision, said "some of that (nonnews) programming we were carrying had high demand and viewership," which is why the novelas and movie will reappear from 9 p.m. to 1 a.m. ET, 6 to 10 p.m. PT.

Galavision originally launched as a pay service in 1979. It reached 170,000 subscribers by 1986, but began converting to a basic service that year, in the face of pay's slow growth and the industry's shift in emphasis to basic as rate deregulation kicked in. As basic rates rose, said Berry, it made it difficult for Spanish homes to buy through basic for the Galavision service. "We're 90% converted [to basic] at this point," Berry said. He concedes Galavision lost some affiliates with that conversion and several more when it dropped entertainment programming in favor of 24-hour ECO news, with Cox Cable in San Diego and Cooke Cablevision in Tucson, the biggest. Galavision, with a basic rate of seven cents per subscriber per month, said it now reaches one million homes.



ECO's Talina Fernandez

The shift to ECO was meant to distinguish Galavision from other Spanish programming on cable, said Berry. But after seven months, some of the general entertainment programming will be back. Galavision's weekend lineup of primarily sports, movies and series remains the same.

Berry estimates that there are five million Hispanic homes in the U.S., leaving Galavision with only a 20% penetration. San Francisco, San Diego and parts of Houston and New York top Berry's target list of markets to crack. "A lot of cable operators feel erroneously that one [Spanish] broadcasting channel is all they need," said Berry. "They need as much Spanish programming as they can get their hands on," he maintains.

Berry will get no disagreement from Univision or Telemundo.



The latter said it reaches two-thirds of the Hispanic audience in the U.S. through its four (soon to be six) O&O's and its 15 affiliates. The three-year-old network reaches an additional 100,000 Hispanic homes (300,000 homes overall) through several cable affiliates, including operators in Sacramento, Calif.; Yuma, Ariz.-El Centro, Calif., and Cleveland, said Bruce Kaufman, a cable consultant to Telemundo. Telemundo is targeting small to medium markets with 20% or more Hispanic homes where it does not have broadcast affiliates. That includes Phoenix; Tampa, Fla.; Bakersfield, Calif.; Santa Fe, N.M., and Corpus Christi and San Angelo, both Texas, said Kaufman.

"We're coming in as a second or third Spanish-language service," Kaufman readily admits, but just as cable operators carry multiple pay networks, they can do the same with Hispanic programming, he said. "It's analogous to pay TV 10 years ago," said Kaufman, a former Showtime employee. "We're having reasonable success," he said, in cracking the cable market. Telemundo is offering cable operators the chance to cross-promote on the broadcast stations and Telemundo's expertise in marketing to Hispanic households, said Kaufman. Telemundo also hosts several special events each year, such as local festivals, and cable operators are urged to participate.

But capacity is tight on systems. Said Kaufman: "We're having the same problem everyone's having" in achieving clearance, even in markets in which Telemundo has O&O's and affiliates. But Kaufman had no figures on how many cable systems in those markets were not carrying the stations. Language is also a problem, he said.

Telemundo's cable feed is 18 hours per day, an increase from the

broadcast station's 8-10 hours. An older movie and a discontinued novela, among other programming, is added to provide operators with an 18-hour schedule, said Kaufman. Telemundo is free to operators and the signal is unscrambled.

Univision said it is seen in 363,000 Hispanic homes through direct distribution by cable systems, in addition to its over-the-air reach by eight O&O's and 42 affiliates, said Vilma Ortiz, manager of Univision's cable division. Ortiz said Univision "had taken a very laid-back position with cable systems. Now we're talking more so we can improve our relationships." Like Telemundo, Univision believes it can increase its overall Hispanic penetration by 5% to 10% by marketing directly to cable systems.

Ortiz said Univision adds other entertainment product to its network lineup to provide cable operators with 24 hours of programming. Univision has not determined which markets it will concentrate its cable efforts in, said Ortiz. Univision is delivered unscrambled and is offered free to cable operators. But she, too, expects capacity to be "one of the main problems."

Susan Catapano, Univision's director of affiliate relations, said the company has just hired an executive to work with cable operators in markets where Univision has broadcast stations. His charge is to deal "with problems in clearing space or shifting position." The job also entails working on cross-promotions and retention. Univision's broadcast stations reach 89% of Hispanic homes, but cable carriage within those markets remains key, since many stations are on the UHF band. Univision programming took positions on cable systems at a time when capacity was not tight, and that has given them a leg up on the competition. "Now we need to concentrate on retention," said Catapano. □

## Growing demand for comprehensive Hispanic ratings

A strong correlative to the burgeoning advertising expenditures focused on the Hispanic-American population is the pressure being put on television and radio ratings services for more complete and accurate viewing and listening numbers. Professional observers, as well as those involved with tracking media within Hispanic communities, generally agree that while methodologies have improved in recent years, there is still much work to be done.

"Arbitron and Nielsen have always given some part of their sample to the Hispanic marketplace," according to Milagros Carras-Quillo, director of research services, Univision, "and to their credit have made major inroads. But we do not feel that interviewee responses have been totally adequate responses. When initial contact is made, it's usually done in the English language, and bilingual material has only been utilized within the past year to year and a half."

Within the next week an announcement will be made by Univision and Telemundo as to whether Arbitron or Nielsen has been chosen to implement methods, utilizing peplemeters, for the "proper" national measurement of the Hispanic television viewing population. "Both services turned in major proposals that have been in hand for the better part of 1988," said Carras-Quillo, "and we are down to the signing point."

"The deal is not signed yet," said Peter Roslow, director of marketing, Telemundo, "but we're leaning toward Nielsen." Roslow said the contract will call for a five-year deadline to have a service up and running following a two-year development period. Univision and Telemundo have each committed \$20 million in separate contracts, plus \$3.5 million-\$4 million a year for the five-year service, for a total of \$35 million-\$40 million.

The initial test will run for approximately a year in Los Angeles and will involve 200 meters in Hispanic households, according to Carras-Quillo, and the participants will be contacted in Spanish.

Once the testing is complete and Univision and Telemundo have a chance to analyze the results, the national service will begin, consisting of 800 sample households geographically dispersed in 70% of what Carras-Quillo referred to as "Hispanic U.S.A." The two networks are working together through the Spanish Television Ratings Council, a committee they formed chaired by consultant Norman Hecht.

Arbitron, which follows ratings in both television and radio through meters and diaries, has been evaluating the Hispanic market since 1972. According to Jim Peacock, director of research,

prior to that year there were legal questions surrounding the appropriateness of a commercial company asking theoretically "sensitive" questions. Legal clarification arrived in 1972, Peacock said, clearing the way for ratings research to proceed.

According to Peacock, Arbitron did a great deal of research in the 1980's on ways to compensate for the likelihood of lower returns from ethnics. Its methods include geographical stratification of samples to ensure that different areas are properly represented; defining sub-county regions, referred to as "high-density Hispanic areas"; and using bilingual materials for all households known to be Hispanic.

A.C. Nielsen began producing Spanish-American Viewing Reports on television ratings in 1974, according to Jo Laverde, manager, communications. These cover local markets, and are "basically an overview, from all the stations reportable in one market," Laverde said, including Spanish stations. "We look at the ratings of Spanish households versus all others and see what viewing patterns are in those markets." In November 1988, Nielsen produced 10 such reports, with others becoming available during the 1989 February sweeps. Techniques for measuring general market ratings and Hispanic market ratings are the same, according to Laverde, except for the sending of bilingual diaries to known Hispanic households.

Strategy Research Corp., which began in 1971, has been issuing its Star (Spanish Television Audience Research) reports since 1978. "Reaching the Hispanic who is totally engulfed in his or her culture is very important," said Terry D'Angona, vice president, media marketing. "You cannot do that simply by random selection by phone or by mail." SRC conducts personal interviews in close to 9,000 homes (in all major markets and networks across the U.S. for television; radio is handled on a "customized basis"), reaching approximately 28,000 people.

In January, Univision voiced its support for SRC, saying it would continue to support the methodology "unless and until a more effective measurement approach is devised..."

The emphasis in radio research is also on finding an effective and mutually agreeable measurement standard. Both Arbitron and Birch [Birch/Scarborough Research Corp., formed in 1978] "start out on a phone basis," according to Janet Therrien, associate research director, Katz Hispanic Radio, "and one of the key questions the Advertising Research Foundation is trying to answer is whether this is the proper way of initiating contact. If you're in a

home that doesn't have a phone, radio listening habits will not be measured by Arbitron or Birch." Therrien said ideally the ARF would like to see Hispanic books come out four times a year, as is the case with the general market, and then be "solely Hispanic from start to finish."

In 1985, Eduardo Cabellero, president of Cabellero Spanish Media, founded the now defunct Spanish Radio Advisory Council, which sought methodologies for appropriately measuring Hispanic radio audiences. He explained that some years ago

Arbitron had a system called personal placement/personal retrieval that was quite effective, but gave it up because of its prohibitive expense. Since then, Birch has taken a more active role in responding to recommendations for change, Cabellero said.

"There are two keys with ratings," said Roslow. "There has to be a well-designed, quality service, representative of the Hispanic market, and it has to have credibility. Methods must be recognizable and acceptable to the most cynical of media researchers." □

## Advertisers turning their attention to Hispanics

Once upon a time, many advertisers considered entry into the Hispanic marketplace an experimental move. Today, as this population continues to grow and demonstrate its increasingly formidable buying power, the "let's try it and see" attitude which was once prevalent in the marketing community is rapidly being replaced by the recognition that Hispanic power is crucial to the bottom line.

"They're coming in because they understand it really represents business opportunities to them," according to Meg Bernot, vice president, media director, Siboney Advertising Inc., "and perhaps can make a difference between being number one and number two in terms of total share of market, even on a general market basis."

The Hispanic-American community covers a broad base of cultural heritages, among them Mexican, Cuban, Puerto Rican and Central American. Industry estimates place 20 million to 22 million Hispanics in the United States, and of the three television networks aimed directly at this community, Univision covers approximately 85% of total U.S. Hispanic households, Telemundo roughly 70% and Galavision about 25%, a number that "represents a significant limitation in sales potential to the Hispanic marketer," said Bernot.

Matthew Alnejad, project director, Hispanic Marketing Research, told BROADCASTING that there is a \$150 billion-\$200 billion potential Hispanic consumer market in this country, and although advertisers during the past few years have begun to wake up to this considerable population segment, only a portion of it currently is being tapped.

Some numbers:

■ *Hispanic Business* reports that \$550 million was spent on television, radio and print advertising geared towards the Hispanic community in 1988. ■ Over \$400 million of this was spent in the 10 leading Hispanic markets: Los Angeles; Miami; New York; Chicago; San Francisco; San Jose, Calif.; San Antonio, Tex.; Houston; San Diego; Phoenix, and El Paso. This figure represents a 12.1% increase over 1987 and \$325 million more than in 1983. These figures are expected to continue to grow, according to industry observers, at approximately 25% for the next five years, a significantly higher rate than the 8% annual overall ad spending increases.

■ A percentage breakdown shows that 30.6% of 1988 advertising aimed at the Hispanic community was spent on national television and radio (with a steady decline in national radio sales between 1983 and 1988, from 13.6% to 8.2%); 47% on local television and radio and 0.2% on independent television (all figures from *Hispanic Business*).

Emma Carrasco, Univision's senior vice president of marketing services, quotes U.S. government census figures showing that the Hispanic population is growing five-and-a-half times faster than the general population. Between 1990 and 2020, she said, Hispanic-Americans will account for 42% of the total growth of the United States. It is figures like these that are encouraging corporate America to pay increased attention to the broadening Hispanic demographic.

1988's leading Hispanic market advertiser, according to *Hispanic Business*, was Procter & Gamble, spending \$20.7 million. "Hispanics are the fastest growing group of consumers in the U.S.," said a company spokesman, "and Procter & Gamble has a long-term commitment to this important market." Philip Morris Co. was second (\$13.1 million), followed by Anheuser-Busch (\$8.6 million), Colgate-Palmolive (\$7.9 million), and one of the longest-running companies aiming at Hispanics, according to Bernot, having entered this marketplace 17 to 20 years ago), and

McDonald's (\$6.6 million).

Among 1988's first-time Hispanic network and spot advertisers (according to Telemundo) were Chevrolet, Colgate mouthwash (Colgate-Palmolive), Converse sneakers, Days Inn, Lorimar Pictures, Warner Bros. Pictures, Shasta, Union Oil, Avon, Bartles & Jaymes, Gerber and K Mart.

Indicative of corporate America's evolving commitment to the Hispanic marketplace is the Polaroid Corp., which was number 31 on the list of top 50, having spent \$1.3 million in this area in 1988. Polaroid first began advertising to the Hispanic market in 1984, spending a mere \$100,000, and plans to increase its budget in 1989 to almost \$2 million.

Pepsico Inc. (number 15, spending \$2.9 million in 1988) aired what it claims is the first Spanish-only ad on prime time network television during the Grammy Awards this past Feb. 22. The spot,



Pepsi's 'Chayanne' spot

featuring Puerto Rican star Chayanne, was originally made by Siboney Advertising to be shown on Hispanic networks in this country and in Latin America, and was shown during the Grammys without English subtitles or dubbing. Michael Jackson, Tina Turner, Miami Sound Machine and Menudo have also made Spanish-language commercials for Pepsi, but none have been broadcast on mainstream television.

According to Mendoza Dillon's Maureen Kaupke, the Hispanic television advertising scene is improving due to the entrance of the Telemundo network into the arena. "Prior to this, Univision had a monopoly," she told BROADCASTING, "but Telemundo, which is now in almost every market that Univision has been in for many years, has helped foster a competitive spirit in this area."

By 2010, Hispanics are expected to replace blacks as the country's largest minority.

"Ten years ago many advertisers who got into Hispanic market advertising did so tentatively, while others made a token effort," said Kaupke. "Now, with growth of the market approaching 10% or more of the population, it can no longer be ignored." □



## Hispanic radio: a medium on the grow

"Growth" has been the operative word for Hispanic radio during the last two decades. Players can recall 15 years ago when there were 30-40 stations nationally; today, according to the just-published 1989 BROADCASTING CABLE YEARBOOK, there are 237 stations carrying a Hispanic format. A Los Angeles AM-FM combination that charged \$50-\$60 per 60-second spot 15 years ago, according to one station representative, now charges about 10 times that. Along with the growth has been the evolution of a number of subformats and an influx of programming services that are chasing after what many describe as a market with tremendous potential.

"There are only roughly 100-150 advertisers in the marketplace," said Gene Bryan, vice president, national sales manager of Katz Hispanic Radio Sales. "Compare that to the general market, and you'll notice that there are still a lot more that we have to go after. That's the beauty of it. It's a marketplace that can only look upward."

Some estimates last year placed total Hispanic radio revenue at more than \$150 million. While industry observers said it was difficult to break that figure down, some suggested that the advertising split in the major markets may be about 30% national and 70% local (outside of the top markets, the national percentage may account for more than 40%).

In recent years, more rep firms have been targeting a percentage of those national dollars. Major players Caballero Spanish Media and Lotus Hispanic Reps have been joined by Katz Hispanic Radio Sales (launched as a division of Katz Radio Sales in January 1987) and SBS Network (launched about one year ago). CBS Radio Representatives has, in recent months, increased its activity in the area by establishing a Hispanic division and signing on with Spanish Information Service.

Lotus President Richard Kraushaar, who founded the rep firm 16 years ago and laid the foundation for national Hispanic dollars along with Caballero, said the additional rep firms have helped promote the business. He added that more firms are likely to enter the arena as the market grows.

SBS Network General Manager Julio Omana defines the growth of Hispanic radio in part by the completed acquisition of a New York FM station last February by parent company Spanish Broadcasting System for upwards of \$60 million. "A couple of years ago, you never would have thought that someone would be buying an FM station in New York for the amount of money that [SBS] paid for it. We're making a go of it, and it's a very good go," he said.

The increasing number of radio stations with Hispanic programming has in part been the result of a more sophisticated market seeking to "build a better mousetrap," said Manny Ballester, Caballero vice president and national sales manager. "Before, Spanish radio stations tried to be everything to everyone," he said, but today there is a range of formats that mirrors such general market programming as news/talk and Top 40.

Many Hispanic radio stations "do their own thing" when it comes to programming, explained Ballester, but outside production is on the rise. Demand for programming has risen as more and more stations have adapted Hispanic formats, and suppliers are lining up to meet that demand. As in the general marketplace, program sources range from small syndicators to networks, with offerings ranging from short-form to long-form programs delivered via tape, disk or satellite.

The satellite networks in Hispanic radio are not easily compared to those in the general market. "In Spanish radio, the identity of a network has not been established as such," said Carlos Aguirre, president of Cadena Radio Centro. He said available dollars are limited for what he characterized as the three Hispanic networks currently feeding programs via satellite on a continuing basis (UPI Spanish Radio Network and Spanish Information Service included). "It's been a very tough battle," he said, adding: "I think that this year you will see some consolidation."

Aguirre said that Cadena Radio Centro, launched in October 1986, provides satellite-delivered material to a line-up that today includes 22 affiliates covering about 75% of the Hispanic population. The service, based in Irving, Tex., is backed by Organizacion Radio Centro, Mexico.

Among the CRC offerings are: *En Concierto*, a one-hour Monday-Saturday music special that profiles top Hispanic entertainers; *Reinas De La Popularidad*, a weekly three-hour top-30 countdown program, and *Frente A Frente* and *Fuera Mascaras*, Monday-Sunday three-minute, hourly programs that feature Hispanic personalities. CRC also provides 17 five-minute newscasts daily, Monday-Sunday, along with three Mexican and three Latin American editions. CRC sports news is fed twice a day, Monday-Sunday.

In addition to the network offerings, CRC also provides stations with syndicated programming that includes *Otro Momento De Buen Humor*, satellite-delivered comedy skits that run up to three minutes in length; *Alta Tension*, a one-hour weekly music program featuring popular Mexico City disk jockey Arturo Flores, set to debut this week (April 7) via satellite and tape, and *Saverlo es Importante*, a three-minute program that provides little-known facts and U.S. history. Set for mid-May debut is *Radio Health*, a weekly one-hour call-in show co-produced by Dallas-based Ed Busch Productions.

Aguirre said CRC also has available a 24-hour satellite-delivered Hispanic music format. More than half of CRC's affiliates rely on the company for the majority of their programming, he said, with news among the most important services.

Among other satellite-fed services, UPI Spanish Radio Network currently provides 17 daily news programs to 38 affiliates, according to David Haymore, director of network sales. The service, launched in October 1983, promotes itself as reaching the top 20-plus markets with its bartered service.

The UPI service provides its seven-minute newscasts Monday-Friday between 6:47 a.m. and 10:47 p.m. ET, with each report consisting of two minutes of national-international news; one minute of network spot advertising; two minutes of western regional news (focusing on Mexico), and two minutes of eastern regional news (focusing on the Caribbean, Puerto Rico and Cuba). Each affiliate is required to broadcast at least the first three minutes of each newscast. Advertisers for UPI Spanish Radio Network, according to Haymore, have included AT&T, General Motors, Kraft, Luvs, McDonald's, Toyota and Tylenol.

Dallas-based Spanish Information Service currently has 42 affiliates for its news and sports programming, according to Jose Luis Madrigal, manager and director of affiliate relations. SIS, launched in 1977 and owned by Command Communications Inc., experienced a major boost Jan. 1 when it began feeding material to Spanish Broadcasting System's WSKQ(AM) New York, KSKQ(AM) Los Angeles and WCMQ(AM) Miami.

The service provides hourly, five-minute newscasts from 7 a.m. to 10 p.m. ET, Monday-Friday and 1-8 p.m. on weekends. SIS news, as described by Madrigal, is a "domestic news radio network with an emphasis on South America and particularly Mexico." He added that the service maintains three correspondents in Mexico. On the sports side, SIS provides 17 sportscasts per week that run Monday-Friday at 8:45 a.m., 4:45 p.m. and 6:45 p.m. ET, and weekends at 6:45 p.m. In addition to the regularly scheduled



Aguirre



Madrigal

sportscasts, SIS provides coverage of major sports events from Latin America.

SIS also has more than 12 affiliates in the southwestern U.S. and Mexico for its Dallas Cowboys Spanish Network broadcasts, which also were launched in 1977. In addition to sports and news, the company also works with sponsors to promote short-form special programming that focuses on public affairs and major Hispanic holidays.

Madrigal said that future plans for SIS may include a one-hour talk show. "One day we would like to be a worldwide network from the U.S.," he added, "but right now, we want to concentrate on the U.S."

One of the newest program suppliers is the SPM Radio Network, a joint venture between Sheridan Broadcasting Network and Starstream Communications Group designed to produce and distribute radio features targeted to the Hispanic market. SPM—Strategic Promotion and Marketing—will provide promotions for advertisers and radio stations.

SPM's first offering, expected to launch within the next few months, is *Los Exitos Calientes*, a weekly two-hour program featuring contemporary music from various Hispanic countries. The program, according to Starstream President Gary Firth, will be delivered to affiliates via disk.

Tomorrow (April 4), Houston-based Starstream Communications independently is expected to launch *Adelante*, a two-and-a-half-minute Monday-Friday feature hosted by San Antonio Mayor Henry Cisneros. The issue-oriented bartered program will be delivered via disk to about 30 stations, said Firth, and will be sponsored by K Mart. Starstream's involvement in Hispanic radio also includes its "Budweiser Grand Concurso Musical" music talent search, a 10-week promotion that began in September 1988 on 25 stations nationally, said Firth.

Los Angeles-based Lotus Satellite Network, a three-year-old bartered service, presently offers *Su Cocina*, a cooking show hosted by Chef Manolo; *Consejo Practico Para El Mejoramiento De Su Casa*, a home improvement program, and *Auto Doctor*. Those satellite-delivered programs, along with two others focusing on beauty and health, are 90 seconds long and available Monday through Friday. Also fed to affiliates by Lotus are public service news programs. On the sports side, Lotus provides weekly Hispanic coverage of major league professional soccer from Mexico, along with coverage of the Los Angeles Dodgers and Raiders. Lotus executive John Paley said most of the company's programming is fed by satellite to upwards of 100 affiliates.

Hispanic Radio Network, a three-year-old service based in Santa Fe, N.M., says it regularly supplies as many as 60 stations with programs via cassette tape on a barter basis. Daily programming includes: *In Search of Beauty and Health*, a four-minute daily woman's magazine featuring Consuelo Luz; *The Saying of the Day*, a daily four-minute program featuring Spanish folktales, hosted by Roberto Mondragon; *People and Facts*, a Monday-Friday two-minute report on human interest stories by Enrique Gil, and *Personalities*, a four-minute Monday-Friday show with interviews with top Hispanic role models by host Lydia Beouff. HRN also offers several five-minute weekly programs, including *From Washington*, news analysis of U.S. Hispanic affairs, hosted by Jage Leneg, and *Discussions*, a debate program featuring members of Congress.

Spanish International Marketing Inc. is providing about 40 affiliates with its *Billboard Latin Hits Countdown*, a weekly two-hour music countdown program hosted by El Jefe, a West Coast radio personality whose real name is Raul Ortal. The three-year-old show, which is bartered to affiliates via disk, has attracted a lineup of advertisers that includes AT&T, Alka-Seltzer, Columbia, Orion and Universal Pictures. SIM produces and syndicates the weekly countdown of the top 20 Latin hits.

Among other syndicators, Chula Vista, Calif.-based *Hola Amigos* is currently providing more than a half-dozen programs via cassette and reel tape. Offerings include *Panorama* and *Cocktail Estrellas*, both 90-second programs airing three times daily, Monday-Friday; *Inforadio Hispanic Opinion Poll*, a 90-second program airing daily, Monday-Saturday; *Infonade*, a three-hour daily music and news program; *Shalom Amigos*, a one-hour weekly Jewish music and news program; *Hola Amigos*, a one-hour weekly music and political news program, and *Flash*, a two-hour daily rock program.

A Washington-based syndicator, Radio America, currently offers *Profile*, a weekly five-minute program featuring top public and private officials; *Spotlight on the Americas*, a weekly two-and-a-half-minute commentary on events in Latin America and Canada; *Dateline Washington*, a weekly two-and-a-half-minute commentary on international and domestic events; *Reflections*, a weekly two-and-a-half-minute religious program, and *Counterpoint*, a weekly three-minute debate between members of the U.S. Congress, Hispanic officials and the Latin American diplomatic community.

Finally, The World Radio Network, a nonprofit Christian organization founded in 1978, provides Hispanic programming from Quito, Ecuador. The network, based in McAllen, Tex., has affiliates along the U.S.-Mexican border and is seeking to expand its base. □

## Radio's top-10 roster

Following are Hispanic-formatted stations in the top 10 metro areas ranked by Hispanic population, according to Arbitron Ratings

Co. Stations in the 10th largest metro, Anaheim-Santa Ana, Calif., have been incorporated into the Los Angeles metro ranking; in

its place is El Paso, Tex., the 11th largest Hispanic metro area. The stations listed have met Arbitron's minimum reporting criteria.

### 1. Los Angeles

#### KALI(AM) 1430 khz

Ownership: United Broadcasting Co.  
Format: Spanish contemporary  
Rep: Katz Hispanic Radio Sales

#### KLVE(FM) 107.5 mhz

Ownership: Heftel Broadcasting of California  
Format: Spanish contemporary  
Rep: Caballero Spanish Media Inc.

#### KSKQ(AM) 1540 khz

Ownership: Spanish Broadcasting System  
Format: Spanish contemporary  
Rep: SBS Network

#### KSKQ(FM) 97.9 mhz

Ownership: Spanish Broadcasting System  
Format: Spanish contemporary  
Rep: SBS Network

#### KTNQ(AM) 1020 khz

Ownership: Heftel Broadcasting of California  
Format: Full-service Spanish  
Rep: Caballero Spanish Radio

#### KWKW(AM) 1330 khz

Ownership: Lotus Communications Corp.  
Format: Mexican pop  
Rep: Lotus Hispanic Reps

### 2. New York

#### WADO(AM) 1280 khz

Ownership: Radio WADO Inc.  
Format: Spanish music/talk  
Rep: Caballero Spanish Media Inc.

#### WJIT(AM) 1480 khz

Ownership: Infinity Broadcasting Corp.  
Format: Spanish contemporary/talk  
Rep: Caballero Spanish Media, Inc.

#### WKDM(AM) 1380 khz

Ownership: United Broadcasting Company  
Format: Spanish contemporary hit  
Rep: Katz Hispanic

#### WSKQ(AM) 620 khz

Ownership: Spanish Broadcasting System  
Format: Spanish contemporary  
Rep: SBS Network

#### WSKQ(FM) 97.9 mhz

Ownership: Spanish Broadcasting System  
Format: Spanish contemporary  
Rep: SBS Network

### 3. Miami

#### WAQI(AM) 710 khz

Ownership: Mambisa Broadcasting Corp.  
Format: Spanish news/talk  
Rep: Katz Hispanic Radio Sales



**WAQI(FM) 98.3 mhz.**

Ownership: Mambisa Broadcasting Corp.  
 Format: Spanish contemporary  
 Rep: Katz Hispanic Radio Sales

**WCMQ(AM) 1210 khz.**

Ownership: Spanish Broadcasting System  
 Format: Spanish contemporary  
 Rep: SBS Network

**WCMQ-FM 92.3 mhz.**

Ownership: Spanish Broadcasting System  
 Format: Spanish contemporary  
 Rep: SBS Network

**WOCN(AM) 1450 khz.**

Ownership: Minority Broadcasters Inc.  
 Format: Spanish news/talk  
 Rep: Lotus Hispanic Reps

**WQBA(AM) 1140 khz.**

Ownership: Susquehanna Broadcasting Co.  
 Format: Spanish news/talk  
 Rep: Caballero Spanish Media Inc.

**WQBA-FM 107.5 mhz.**

Ownership: Susquehanna Broadcasting Co.  
 Format: Spanish contemporary  
 Rep: Caballero Spanish Media Inc.

**WRHC(AM) 1550 khz.**

Ownership: Radiocentro Broadcasting Co.  
 Format: Spanish news/talk  
 Rep: Lotus Hispanic Reps

**WSUA(AM) 1260 khz.**

Ownership: S.R. Associates Inc.  
 Format: Spanish talk/entertainment  
 Rep: Caballero Spanish Media Inc.

**4. San Francisco**

**KBRG(FM) 104.9 mhz.**

Ownership: Radio America Inc.  
 Format: Spanish contemporary hit  
 Rep: Katz Hispanic Radio Sales

**KIQ(AM) 1010 khz.**

Ownership: Oro Spanish Broadcasting Inc.  
 Format: Spanish MOR  
 Rep: Caballero Spanish Media Inc.

**KLOK(AM) 1170 khz.**

Ownership: Bahia Radio Inc.  
 Format: Spanish MOR  
 Rep: Katz Hispanic Radio Sales

**5. Chicago**

**WIND(AM) 560 khz**

Ownership: Tichenor Media System  
 Format: contemporary, ranchero  
 Rep: Katz Hispanic Radio Sales

**WOJO(FM) 105.1 mhz**

Ownership: Tichenor Media System  
 Format: ballad/adult contemporary  
 Rep: Tichenor Spanish Radio

**WTAQ(AM) 1300 khz**

Ownership: Illinois Lotus Corp.  
 Format: pop  
 Rep: Lotus Hispanic Reps

**WVVX-FM 103.1 mhz**

Ownership: Universal Broadcasting Corp.  
 Format: ethnic (day)/heavy metal (night)  
 Rep: none

**6. San Antonio**

**KFHM(AM) 1160 khz**

Ownership: Angelina Bera Morales  
 Format: Spanish hit music  
 Rep: Lotus Hispanic Reps

**KCOR(AM) 1350 khz**

Ownership: Tichenor Media Systems  
 Format: Spanish contemporary  
 Rep: Katz Hispanic Radio Sales

**KEDA(AM) 1540 khz**

Ownership: D&E Broadcasting Co.  
 Format: Tejano (Texan)  
 Rep: Caballero Spanish Radio

**KRIA(AM) 930 khz**

Ownership: Media Corp. of America  
 Format: Spanish adult international contemp.  
 Rep: Lotus Hispanic Reps

**KSAH(AM) 720 khz**

Ownership: Ganadores Inc.  
 Format: Spanish adult contemporary  
 Rep: Caballero Spanish Media Inc.

**KSLR(AM) 630 khz**

Ownership: Communicom Corp. of America  
 Format: Christian/Sp. Christian (night)  
 Rep: none

**KXET(AM) 1250 khz**

Ownership: Texas Lotus Corp.  
 Format: Nortenas, tropical music, variety  
 Rep: Lotus Hispanic Reps

**7. Houston-Galveston**

**KEYH(AM) 850 khz**

Ownership: Arlite Broadcasting Co.  
 Format: Spanish country, nortenas, Tex-Mex  
 Rep: Caballero Spanish Radio

**KLAT(AM) 1010 khz**

Ownership: Tichenor Spanish Radio Group  
 Format: variety  
 Rep: Tichenor Spanish Radio

**KLVL(AM) (1480 khz)**

Ownership: Radio Morales La Consentida  
 Format: regional, Tex-Mex  
 Rep: none

**KQKQ(FM) 106.5 mhz**

Ownership: Marr Broadcasting Inc.  
 Format: Spanish Top 40  
 Reps: Sp. Bcst. Systems, Cadena Radio Centro

**KXYZ (AM) 1320 khz**

Ownership: 13 Radio Corp. (Infinity Broadcasting)  
 Format: Spanish contemporary  
 Rep: Caballero Spanish Radio

**KYST (AM) 920 khz)**

Ownership: Vel Comm Corp.  
 Format: Bilingual, Spanish Top 40  
 Rep: Lotus Hispanic

**Cadena Radio Centro**



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We have 165 newscasts every week, but . . .

**CRC is more than just news**

We also offer:

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## 8. McAllen-Brownsville, Tex.

### KBOR(AM) 1600 khz

Ownership: La Nueva KBOR Inc.  
Format: Tropical  
Rep: Lotus Hispanic Reps

### KGBT(AM) 1530 khz

Ownership: Tichenor Spanish Radio Group  
Format: Spanish CHR  
Rep: Katz Hispanic

### KIRT(FM) 1580 khz

Ownership: Rio Broadcasting Co.  
Format: Sp. regional, Tex-Mex, cumbias  
Rep: Caballero Spanish Media Inc.

### KQXX(FM) 98.5 mhz

Ownership: Bravo Broadcasting Co.  
Format: Spanish and Mexican contemporary  
Rep: Caballero Spanish Media Inc.

### KRIO(AM) 910 khz

Ownership: Rio Grande Bible Institute Inc.  
Format: Spanish, religious  
Rep: none

## 9. San Diego

### KEAZ(AM) 1270 khz

Ownership: Javier Mayanz  
Format: Spanish romantic  
Rep: Lotus Hispanic Reps

### XEMO(AM) 860 khz

Ownership: Gustavo Astiazaran  
Format: Contemporary Mexican  
Rep: Caballero Spanish Radio

### XEXX(AM) 1420 khz

Ownership: San Diego Baja Radio Advertising  
Format: Ranchero, nortena  
Rep: Lotus Hispanic Reps

### XHKY(FM) 95.7 mhz

Ownership: Noventa FM 90 Inc.  
Format: Ranchero  
Rep: Katz Hispanic Radio Sales

### XLTN(FM) 104.5 mhz

Ownership: Noventa FM 90 Inc.  
Format: Spanish contemporary romantic  
Rep: Katz Hispanic Radio Sales

## 11. El Paso, Tex.

### KAMA(AM) 750 khz

Ownership: El Paso/Lubbock Inc.  
Format: Spanish (Tex-Mex, international, oldies)

Rep: Caballero Spanish Media

### KBNA(AM) 920 khz

Ownership: Tichenor Spanish Radio of El Paso  
Format: Spanish contemporary  
Rep: Katz Hispanic Radio

### KBNA-FM 97.5 mhz

Ownership: Tichenor Spanish Radio of El Paso  
Format: Spanish contemporary  
Rep: Katz Hispanic Radio

### KVIV(AM) 1340 khz

Ownership: Fiduciary Broadcasting Co.  
Format: Spanish contemporary  
Rep: Lotus Hispanic Reps

### XEROK(AM) 800 khz

Ownership: U.S. Rights-Amerimex International  
Format: Contemporary Tex-Mex  
Rep: Lotus Hispanic Reps

### XEWG(AM) 1240 khz

Ownership: Amerimex International Media Inc.  
Format: Tex-Mex  
Rep: Lotus Hispanic Reps

By Rich Brown, Geoff Foisie, Adam Glenn, Rod Granger, Steve McClellan and Matt Stump with Lucia Cobo and Tina Hoyt

# Programming

## Promises and problems of barter syndication

Upfront '89 features panels and speakers with statistics and suggestions for growing medium

More than 600 advertisers and agency media professionals gathered in New York last week to attend Upfront '89, the first conference on the expanding field of barter syndication. Total revenue for advertiser-supported syndication is expected to top \$1 billion this year, according to Tim Duncan, executive director of the Advertising Syndicated Television Association.

"Syndication is not that well understood," said Duncan, "and it's grown so fast that ad agencies have not yet had a chance to integrate it into their planning process. Barter syndication, with 120 series, has twice as many to offer as the networks, and it can now take its place alongside those networks and cable."

The first of three panel discussions focused on "Syndication and the Media Plan." While there was general agreement that barter syndication was a useful and increasingly important programming form, panelists differed on methods of its integration.

Growth of barter began in 1983, according to Dick Hobbs, senior vice president, media director, Leo Burnett. "Syndication offered us better pricing vis-a-vis the networks," Hobbs said, as well as access to

### Ancier to head Disney TV production



Ancier

Garth Ancier, former Fox Entertainment Group president who resigned in February (BROADCASTING, Feb. 20), has been appointed to the newly created post of president, network television production, Walt Disney Studios, effective April 10.

Ancier will have responsibility for the development and production of all network series programs produced for ABC, NBC, CBS, Fox Broadcasting, pay television (including the Disney Channel) and basic cable. In addition, he will oversee development of made-for-television movies excluding those for NBC's *Magical World of Disney* series, which is managed as a stand-alone franchise.

Ancier will also be on Disney's broadcast board of directors, along with company Chairman Michael Eisner, President Frank Wells, Disney Studios President Richard Frank and Disney Studios Executive Vice President Randy Reiss. That board evaluates potential broadcast properties for acquisition by the company.

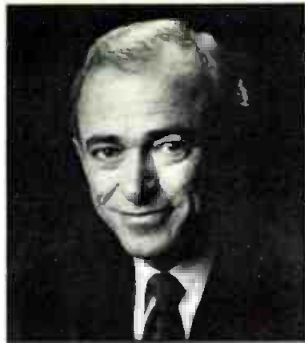
In addition to *Magical World of Disney*, the company has three shows currently on the networks: *Golden Girls* and *Empty Nest* (both NBC) and *Hard Time on Planet Earth* (CBS). The company also has a series commitment for a project created by Mel Brooks called *Nutt House*, for next fall, and a pilot commitment from CBS for a show called *Adventures in Babysitting*.

In recent months, the company has signed a number of highly visible Hollywood television producers to exclusive contracts, including Patrick Hasburg, Bill Blinn and Terry Louise Fisher. Similar deals are expected to be announced by the company shortly.





Hobbs



Harris



Gottlieb

time periods he couldn't otherwise buy. Today, he places syndication as a separate daypart in the agency's media plan, taking money from the network budgets, but is not interested in programs with less than 80% clearance rates. "Network shows are used primarily for reach," Hobbs said, "while cable and syndication are added for efficient frequency."

Peggy Green, executive vice president, director of broadcast, Saatchi & Saatchi, does not utilize syndication as a department unto itself. Instead, she is interested, in each case, in such factors as the strength of the clearance list in particular markets, ratings points, content and the structure of the deal. Syndication offers a competitive alternative for late night viewing, Green said, as well as providing a way to reach independent television stations across the country.

Most barter syndication does not affect General Motors, according to Michael Browner, the company's general director, media operations, as it is not designed to deliver dual audience programming, its main interest. Browner expressed his disappointment in syndication for its failure to provide new properties that support dual audiences, citing this category as an "untapped source." Browner said that the types of shows he was interested in were action/adventure, literary sitcoms, mysteries and theatrical movies. Browner and the rest of the panelists agreed that money for barter syndication came from their national media budgets, not spots.

Don Miceli, media director of marketing services, General Foods, said his company entered the barter syndication business in 1982, when revenue totaled about \$100 million. He said that negatives involved in the syndication field included the tendency to increase commercial loads, the "archaic processing" of audience measurement and the lumping of shows into trends, such as this year's "reality programming."

Warner-Lambert was a pioneer in barter syndication, according to Kaki Hinton, director of advertising, for the company first added it as part of its media plan in 1980. Original reasons for entering the field included efficiency and the targeting of teenagers and younger children; today, Hinton said, syndication can reach the whole audience with more and diversified shows. In response to a question regarding unwired networks, Hinton said there was definitely a niche for them, but that they should consider pricing themselves more competitively.

Browner said there was no "hit list of shows at my company," in response to a question regarding the current controversy

surrounding viewer pressure on advertisers. Decisions are made individually, he said, by "people responsible for delivering numbers and those who are the guardians of brand image." Miceli said that GF did have policies on excessive use of sex and violence, while Hobbs sounded a warning by suggesting that he may have to ask to see syndicated shows prior to airing. "Clients are concerned about content more and more," he said, and feel that it is more than a "lunatic fringe" now complaining about program standards.

"Programming Trends in the '89/'90 season" explored the future of syndication shows and trends. John Gluck, corporate vice president, MMT Sales, said he did not support barter since it "fragments the overall ad buy." If *Wheel of Fortune* were being made available today, he said, it probably wouldn't get on the air, due to the "larger than life" impact the major O&O groups' control of the three major markets causes.

John Mandel, senior vice president, national broadcast, Grey Advertising, said that due to the amount of money involved, syndicators, stations, advertisers and reps all must be willing to share the risk of trying new things. Deals must be structured, he said, to give new shows longer gestation periods.

Len Watson, TV programming supervisor, Leo Burnett, thinks greater thought must be given to the end of a deal, in terms of what stations will play a show and who will advertise on it. He also said that due to client concern, some hard thinking must be done about prescreening programs.

Good shows brought to stations will find their way onto the air, said Peter Lund, president, Multimedia Entertainment, who also said shows should be watched over a period of time before decisions are made by advertisers to pull commercials.

Irwin Gottlieb, speaking on "TV 1995:

Where Are We Headed?" said that the past dependence between networks and their affiliates is eroding significantly, for networks can now distribute programs in a number of ways, while stations no longer need the networks. He also said that viewers care about programs, not delivery systems.

Bill Lynn, vice president, director corporate media, Coca-Cola, outlined an unwanted but potential "rough scenario" for 1995, with drama shows all on PPV, clusters of 15-second and shorter ads, and the networks as "dumping grounds of reality shows." He predicted more international co-productions, and said the networks have a "short window of opportunity" to stay alive as we know them today without becoming "irrelevant dinosaurs."

Mel Harris, president, Paramount Domestic TV Group, said that as technology increases programming choice, opposition to barter in Europe will decrease, and barter syndication will be as important in the future as it has been in the past two or three years.

Luncheon speaker Phil Donahue, calling syndication "the most honest business in the world," said that television's problem is not controversy but blandness. He welcomes all his competitors, he said, and feels the new "reality" shows should be given a chance. "Trust the collective wisdom of the people," he said. □

## CNBC unveils its schedule

### New cable business channel prepares for April 17 launch

The Consumer News and Business Channel, scheduled to begin operation April 17, officially announced its 8:30 a.m. to 5 p.m. programming package last week. As previously reported (BROADCASTING, March 20), "The Money Wheel" will feature a blend of financial, market and consumer news.

Segments, whose titles are tentative, will include *Headline Summaries*; *Wall Street Remote*, live market reports every 30 minutes from CNBC's broadcast booth at the American Stock Exchange, anchored by Arthur Alpert; *Consumer News*, including product demonstrations and advice, with correspondents Sharon King, Emily Quinn and Michael Salort; *Washington News*, remote reports from various locations, such

## New tack

Brandon Tartikoff, president of NBC Entertainment, has addressed the "content issue" in prime time programming that has received a lot of attention in recent months. At a network development presentation, he told agency executives the network would be more sensitive to the issue in the future, but stressed it was not a reaction "to the voices out there that are yelling the loudest." Critics have been tough on a number of programs NBC has used to counterprogram in the last two sweeps, including last November's *Favorite Son* and February's *Full Exposure: The Sex Tapes* and *Swimsuit*, for what was cited as gratuitous sex or violence (or both). Tartikoff told reporters last week the network would "be exercising a little more discretion in how we play the game." Tartikoff cited what he sees as a "shift in audience tastes" that has had some parents complaining that "we can't watch TV with our kids at 9:30 p.m. anymore." It would be "foolhardy," he said, to ignore legitimate viewer and agency concerns.

as the White House, Capitol Hill, the Federal Reserve and the FDA; *Market Movers*, live reports from Hillary Johnson focusing on corporate takeovers and leveraged buyouts, and *Money Management*, live interviews with money managers or personal finance experts. According to a CNBC spokesman, not all segments will necessarily appear every day, and others may be added as the need arises.

Programs will originate from CNBC's studios in Fort Lee, N.J., and will include stories from CNBC bureaus in Los Angeles, Washington, London and Tokyo. The team of daily anchors includes Gail Buckner, Leslie Carde, Lois Hart, Sue Herera, Dean Shep-

## Imagine

Paramount Pictures Corp. has created Paramount Images, a new division created to produce television commercials for its advertising clients. Paul Babb has been named the executive producer of the unit. Said Babb, who was most recently executive producer at the Haboush Co.: "I am delighted to be working with Paramount and look forward to a rewarding creative association with the best studio in town. Paramount has brought together a diverse group of directors to give our clients a wide range of style and approach to commercial production." Among the directors assembled are Bob Carmichael, James Conner and Victor Haboush. Guest directors who will work on projects include Bob Clark, Joe Dante, Steve Miner and Leonard Nimoy. Clients to date include McDonald's, Subway Sandwiches, Quaker Oats' Kibbles and Bits, The Houston Chronicle, Friskies and Crayola Crayons, said Babb.

herd, John Stehr and Dave Walker.  
CNBC executive producer Bob Davis and

Peter Sturtevant, director of news programming, will oversee three production teams. □

## Syndication Marketplace

**Casablanca IV** said its mini-series, *Champagne Charlie*, to air this spring, has cleared 36 of the top 40 markets covering 75% of the country. The barter program is about the life of 19th century champagne czar, Charles Heidsieck.

**Kushner-Locke Co.** has announced four new two-hour prime time syndication specials for this year. *The Hunt for Stolen War Treasures...Continues...* is a sequel to the previously announced *Hunt for Stolen War Treasures* that airs April 24. The sequel is scheduled for late summer. Linda Yellen serves as executive producer on both projects. Next fall the company will offer *The Drug Lords...Live*, examining illicit drug trafficking. A two-hour Halloween special, as yet untitled, will be produced by Robert Englund ("Nightmare on Elm Street"). The fourth new special is *The Weapons of*

*War...World War III*, which will examine technological innovations in weaponry. *Weapons* is slated for a December telecast.

**Orbis Communications** reports its upcoming special, *See Dick & Jane Cheat & Steal: Teaching Morality to Kids*, has cleared 172 markets covering 98% of the country. Produced by Arnold Shapiro (*Scared Straight*), the one-hour special is said to examine "our national ethics crisis." Actor-producer Tom Selleck hosts.

**ITC Distribution**, Studio City, Ca., said it has cleared its new weekly *Secrets and Mysteries* in six of top 10 markets, including WCBS-TV New York, KABC-TV Los Angeles, and WPMR-TV Chicago. So far more than 30 stations have cleared show, which explores occult and supernatural, and is scheduled to debut next fall.

## Week 27 delivers 37 million households, ABC wins news

NBC won the prime time week ended March 26 with a 14.9 rating and a 25 share. ABC came in second with a 14.4/24.1. CBS claimed an 11.6/19.5. In the evening news race, ABC's *World News Tonight* won the week with its 10.8/20 over CBS's 10.5/20 and

NBC's 9.6/19.

ABC and NBC won three nights each, leaving CBS with a Sunday-night win. ABC won Monday, Tuesday and Friday, while NBC took Wednesday, Thursday and Saturday.

Nielsen	Net	Show	Nielsen	Net	Show	Nielsen	Net	Show				
1.	25.7/38	A	Roseanne	37.	13.6/21	C	Newhart	73.	5.9/11	F	21 Jump Street	
2.	24.5/38	A	ABC Monday Movie	38.	13.3/22	A	Perfect Strangers	74.	5.2/9	F	Reporters	
3.	22.5/38	N	Cosby Show	39.	12.9/23	N	Nightingales	75.	5.0/8	F	Garry Shandling Show	
4.	21.8/34	A	Who's the Boss?	40.	12.8/21	C	CBS Sunday Movie	76.	4.5/8	C	TV 101	
5.	20.8/32	A	Wonder Years	41.	12.6/20	C	Live-In	77.	4.5/7	F	Tracey Ullman Show	
6.	20.5/36	N	Golden Girls	42.	12.5/20	A	Coach	78.	4.4/8	F	Beyond Tomorrow	
7.	20.0/33	N	Day by Day, special	43.	12.5/19	N	Highway to Heaven, special	79.	3.9/7	F	Duet	
8.	19.8/32	N	Cheers	44.	12.4/19	C	Heartland					
9.	19.6/35	N	Empty Nest	45.	12.4/22	C	Wiseguy					
10.	19.5/33	N	L.A. Law	46.	12.4/19	N	NBC Monday Movie					
11.	18.9/29	A	Anything but Love	47.	11.9/20	C	Kate and Allie					
12.	18.0/28	N	ALF	48.	11.8/21	N	AFI Achievement Award					
13.	17.8/35	C	60 Minutes	49.	11.7/21	N	Super Bloopers and Jokes					
14.	17.6/29	A	Growing Pains	50.	11.3/19	C	CBS Sports: NCAA Champ., Thu. 1	1.	15.3	Wheel of Fortune (Syn.)	230	99
15.	17.4/28	A	Head of the Class	51.	11.2/18	A	Hooperman	2.	13.1	Jeopardy	214	97
16.	17.0/28	N	Dear John	52.	11.2/23	C	CBS Sports: NCAA Champ., Fri. 2	3.	11.0	Cosby Show	197	97
17.	16.9/28	C	Murder, She Wrote	53.	11.1/20	A	China Beach	4.	9.6	Universal Pic. Debut Net.	140	95
18.	16.7/27	N	Unsolved Mysteries	54.	11.1/19	C	CBS Sports: NCAA Champ., Fri. 1	5.	9.4	Wheel of Fortune (Wknd.)	195	92
19.	16.4/25	N	Hogan Family	55.	11.1/22	C	CBS Sports: NCAA Champ., Thu. 2	6.	8.9	Star Trek	235	97
20.	16.4/31	N	Hunter	56.	10.9/18	A	Dynasty	7.	8.7	Oprah Winfrey Show	217	99
21.	16.1/27	N	Peter Pan	57.	10.4/17	F	Married...with Children	8.	7.1	Current Affair	145	88
22.	16.0/25	N	Night Court	58.	10.3/19	C	Bugs Bunny Easter Special	9.	7.0	Entertainment Tonight	161	92
23.	15.8/24	N	In the Heat of the Night	59.	10.0/17	F	America's Most Wanted	10.	6.6	Donahue	224	99
24.	15.7/26	A	Full House	60.	9.8/15	C	Tour of Duty	11.	6.5	Geraldo	192	99
25.	15.6/27	A	thirtysomething	61.	9.7/17	C	NCAA Champ. pregame, Fri.	12.	5.9	Mama's Family (Syn.)	190	92
26.	15.6/29	A	20/20	62.	9.4/17	N	Magical World of Disney	13.	5.8	Star Search	143	94
27.	15.6/25	C	Jake and the Fatman	63.	9.2/15	C	Hard Time on Planet Earth	14.	5.7	People's Court	189	94
28.	15.1/25	A	Mr. Belvedere	64.	9.0/17	C	NCAA Champ. pregame, Thu.	15.	5.6	Superboy	174	92
29.	15.1/22	C	Designing Women	65.	8.8/15	A	Man Called Hawk					
30.	14.9/25	N	NBC Sunday Movie	66.	8.7/16	A	Mission: Impossible					
31.	14.7/26	A	ABC Sunday Movie	67.	8.5/14	C	CBS Tuesday Movie					
32.	14.6/22	C	Murphy Brown	68.	8.2/14	A	ABC Family Classic					
33.	14.3/22	A	MacGyver	69.	8.1/14	A	Heartbeat					
34.	14.2/23	A	Just the Ten of Us	70.	7.8/15	C	West 57th					
35.	14.0/22	N	My Two Dads	71.	6.4/12	A	Men					
36.	13.8/25	N	Bob Hope Easter Special	72.	6.2/11	F	Cops					

### Cassandras \*

(Week ending March 19)

1.	15.3	Wheel of Fortune (Syn.)	230	99
2.	13.1	Jeopardy	214	97
3.	11.0	Cosby Show	197	97
4.	9.6	Universal Pic. Debut Net.	140	95
5.	9.4	Wheel of Fortune (Wknd.)	195	92
6.	8.9	Star Trek	235	97
7.	8.7	Oprah Winfrey Show	217	99
8.	7.1	Current Affair	145	88
9.	7.0	Entertainment Tonight	161	92
10.	6.6	Donahue	224	99
11.	6.5	Geraldo	192	99
12.	5.9	Mama's Family (Syn.)	190	92
13.	5.8	Star Search	143	94
14.	5.7	People's Court	189	94
15.	5.6	Superboy	174	92

The following programs are included, but not ranked:

5.7	All Pro Wrestling Net.	83	76
5.9	Wrestling Network	143	90
10.1	World Wrestling Fed.	232	96

\* Nielsen syndicated weekly pocketpiece



# ON THE ROAD TO NAB CAMERAS

## 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: cameras.*

**T**he product category that may see the largest number of introductions at the National Association of Broadcasters exhibition in Las Vegas, April 29-May 2, is cameras. Manufacturers are saying there are few technological breakthroughs to report in cameras. But further refinements in CCD (closed-coupled device) chip technology are leading to the introduction of more cameras with more applications for the field and studio. "I think there is so much talk about cameras because of the tube versus CCD business," said Karen Sawyer of Hitachi. "Everybody is coming out with new CCD types: high-end broadcast, studio and others."

Manufacturers continue to refine tube technology as well. "High-end tube studio cameras are alive and well. We will have several introductions there," said Robert Estony, communications manager for Ikegami Electronics U.S.A.

Some advancements in the area of robotic camera control will be shown on the NAB floor. Perhaps the most significant new product in that area will be a new robotic pedestal, developed by A.F. Associates, New York, that will eliminate the need for studio floor rails.

A camera with all-digital processing will be introduced by Matsushita's Panasonic Broadcast Systems, Secaucus, N.J. "The camera will be somewhat smaller and the stability compared to analog cameras should be enhanced, hence the reliability will be enhanced because you don't have to tweak the camera," said Jerry Spencer, Panasonic marketing manager. It will be shown in a fiber-optic mode, a portable mode and a multicore mode. A triax mode version is about a year away from introduction. Broadcasters may find the camera a bit pricey at first, Spencer said. Panasonic has not yet set an introductory price, but he said it should be in the range of \$26,000-\$29,000. But the company expects the price of the camera to come down after economies of scale begin to affect the cost of production. Deliveries of the camera are expected to begin 90 days after the convention.

Panasonic plans to display the digital camera in a portion of its NAB booth called "Digital World," Spencer said. The digital camera will be shown connected to a production model of the new half-inch component digital videotape recorder, developed by Matsushita. The connection will be through a prototype digital encoder in an external box, which will be miniaturized and placed in later versions of the camera. A prototype of the VTR was shown by Panasonic at the fall conference of the Society of Motion Picture and Television Engineers (SMPTE) in New York (BROADCASTING, Oct. 24, 1988).

Panasonic is also showing a new three-



NEC's NC-120 CCD camera

chip CCD camera, the AK-450, which will be the company's highest quality model for electronic field production (EFP) applications. "It is the next step up from the AK-400," previously the Panasonic high-end EFP camera, Spencer said. It will shoot up to 800 lines of resolution with 450,000 pixels. It will be priced at about \$29,000, with deliveries to begin in August.

Two new CCD cameras are being shown for the first time in the U.S. by Hitachi Denshi America, Woodbury, N.Y. The company has already begun taking orders for the SK-F700 camera for applications in both the studio and the field. It is also a three-CCD chip and provides 700 lines of resolution, 400,000 pixels and 60 dB (decibels) signal to noise ratio (S/N). It has an electronics shutter with speeds ranging from 1/100 to 1/2,000.

The SK-F3 camcorder is being marketed as a "sister camera" to the SK-F700 because the resolution specifications of both match, making them useful in cases where production demands a mixture of cameras. Another camcorder to be featured in the Hitachi booth will be the lower-end SK-F1 with 650 lines and 300,000 pixels, which was introduced at the SMPTE convention last fall. Both camcorders dock to either MII or Betacam SP half-inch component digital recorders.

"We now have a line of cameras rather than a single camera," according to a spokesman for NEC America, Dale, Ill. New at NAB will be the NC-120 three-chip CCD camera for low-end ENG applications. It records 700 lines at 60 dB and will dock to an S-VHS recorder. It sells for \$15,000. The NC-120 joins the NEC line with the SP-30, a camera for both field and studio that docks to either MII or Betacam SP, which sells for \$25,000.

Ampex Corp., Redwood City, Calif., has announced two cameras to be introduced as part of its Beta SP line. The CVR-300 is a single-piece CCD camcorder, weighing just over 15 pounds, for ENG and EFP applications. It provides 700 lines of resolution, as does the new CVC-70 for studio and field. Ampex declined to give further details on both cameras until the convention.

Some companies indicated they will have new cameras to show on the exhibit floor, but were not yet ready to announce details. "We're still trying to decide what cameras will be coming over from Japan for NAB... It seems kind of strange, but even at this late date, we're trying to determine what exactly we will have," Ikegami's Estony said. However, he did say that the company was planning to show a wide assortment of new cameras, from the high end to the low, with both CCD and tubes. He said Ikegami also plans to show a new HDTV camera at HDTV Production Expo '89, which will run concurrently with NAB at the pavilion of the Tropicana hotel (BROADCASTING, March 27). "With NAB being much later, companies are taking advantage of the extra

time," Estony said.

Sony Corp. has not yet revealed which new cameras it will show this year, but it is expected to make an announcement today (April 3) at a press conference in Park Ridge, N.J. JVC Professional Products Co., Elmwood Park, N.J., also says it will have new cameras to show, but will not announce them until the exhibition opens.

One exception to the rule at NAB this year will be BTS Broadcast Television Systems, Salt Lake City, which will not show any new cameras or camera upgrades. Instead, it will feature the already introduced LDK 90 portable CCD camera, LDK 90-T triax camera and LDK 900 CCD camera for ENG and studio. It will also have two-tube cameras, the LDK 26A with a 2/3-inch tube and the LDK 6A with a one-inch tube, designed for use in a computer control system.

The biggest news in robotic camera systems for A.F. Associates will be its new "RoboPed" camera pedestal. "We've come with an absolute positioning system. The camera can be totally locatable anywhere in the studio," said Richard Lunniss, A.F. vice president, sales. According to the company, it is the first robotic pedestal of its kind to be marketed. RoboPed is designed to work with the camera control system designed by English company Radamec EPO. A.F. markets Radamec products in the U.S. The RoboPed will hold a camera, lens and teleprompter and will be offered in two versions, depending upon the complexity and number of program positions desired. The company claims that redundant programming has been set into the system to avoid collisions.

Lunniss said Radamec introductions will also be at the A.F. booth. A low-end version

of the standard camera control system will be offered with some simplification in system architecture. The three-camera architecture of the new system will sell for about \$120,000, 20% less than the standard system with about the same architecture. All of the equipment will be demonstrated at the A.F. booth in mock presentations of TV news shows. The system will also be shown for the first time interfacing with a newsroom computer system at the Basys booth.

No representative from Radamec's main competitor in the robotic camera market, Total Spectrum Management, Valley Cottage, N.Y., could be reached last week. In past years, TSM's system has been shown in mock newscasts controlled by the Dynatech NewStar computer newsroom system. □

**Next week: graphics and effects**

## Sony will introduce switchers at NAB

**Move is part of company's emphasis on filling in holes in its products line**

Sony Broadcast Products Co., Teaneck, N.J., which yearly maintains one of the largest booths with a wide array of broadcasting equipment at the National Association of Broadcasters convention, is broadening its offerings to include production switchers. A line of four new switchers will be introduced at NAB, where they will occupy about 15% of the Sony booth. "It's not by any means stuck back in a corner somewhere. It is a big product introduction for Sony," said Steven J. Vigneaux, product development manager, which the company believes "will have significant sales volume for us over the years." Twelve operating units will be available for hands-on demonstrations.

The switcher introductions are part of a new Sony emphasis on filling in the holes of its product line, a move requested by Sony's customers, Vigneaux said. When all the pieces of the studio are purchased from several manufacturers, "for some reason, something doesn't work quite right," he said. "So the chief engineer ends up spending days trying to de-bug the system, and he ends up having a conference with all the vendors who promised that all the equipment works together. All of the vendors fulfill a time-honored tradition—they all point to the guy on the right." The truth is that none of them is really guilty. The equipment just doesn't work well with other brands, Vigneaux said.

There is also a demand for the "single-vendor approach" because most broadcasters want to call one number for all maintenance and repairs, he said. Another advantage is that it is easier to work out flexible discount rates when buying several different kinds of equipment at the same time.

If one were to make a list of all the things that are needed to equip a TV studio, Vigneaux said, the only items on the list not provided by Sony would be switchers and digital effects generators. "The response to the gaps in our system is NAB '89," he said.

The unit that will perhaps receive the most attention will be the DME-450 (Digital Multi-Effects) with two inputs, A/B roll capability, editor control interface and several other features. The price of the unit has not yet been settled, but should be around \$10,000. An NTSC version of it will be introduced at the convention, with a PAL version to be introduced soon after. Input and output are composite analog.

DME-450 "is targeted at those areas where you need one of two things. You either need simplicity or you need speed," Vigneaux said. It is controlled completely by push-button rather than by the vast array of dials, knobs and fader bars that make up the control panel of most switchers. The transition speeds, for example, are pre-programmed. The operator has the option of using five speeds ranging from fast (about half a second) to slow (about three seconds).

Speed in operation of the system stems from its simplicity and is an obvious advantage for TV news operations, Vigneaux said. Simplicity is also a plus for business and industrial users, who are often not engineers. A third prime user would be news magazine programs at local TV stations, which "would love to have the staff and the resources to do really fancy production for every show, but don't have that available to them," he said.

The DME-450 also has a large amount of digital memory, with two full fields or five megabits, which allows for a built-in digital effects generator. With the touch of a button, the operator may call one of five pre-programmed wipes, four pre-programmed digital effects, one mix and one cut. There are also four programable keys on which 100 additional effects can be stored.

Additionally, the elimination of time base correctors reduces the cost and complexity of the system. This is possible through a new Sony-developed technique of synchronizing foreground and background video input into the switcher. Enough memory to eliminate time base correctors also allows an operator the ability to do a freeze. If there is only one playback videotape recorder available, the last frame of a cut can

be frozen in memory. The operator can then cue to another tape on the same VTR and pick up the action. "It's not true A/B roll editing. However, if the customer's only got two VTR's, it's a neat way for him to get the effect of A/B roll editing," Vigneaux said.

Sony will also introduce its BVS (Broadcast Video Switcher) line at NAB. It will be aimed at users needing more sophisticated applications, with more inputs and without the digital memory of the DME-450. But provision is made to take advantage of the DME-450's features. The three new BVS units will also be introduced in NTSC form at NAB, with PAL models to follow shortly after. No prices have been set.

The BVS-3100 comes with 10 inputs and one bus. Among the standard features are chroma key, downstream keyer, editor interface, 10 wipes and what Sony is calling the "digital effects link." That link will allow an operator to hook the BVS-3100 to a DME-450 to take advantage of its digital effects in memory.

The specifications of the BVS-3200 match the BVS-3100 almost exactly, but with two exceptions. It has two buses rather than one; it also comes in a component color version. The component option allows mixing of Betacam SP (half-inch component analog tape) signals and RGB signals. The "digital effects link" with the DME-450 can also be done in component color. A composite input into the DME-450 goes through a composite separator, which breaks the signal into RGB, Vigneaux said. A component output port on the DME-450 will feed the component signal with the BVS-3200.

BVS-1100, a switcher reduced to the size of a briefcase, will be aimed at the ENG market. It is a seven-input switcher with full mix effects and optional chroma key. It is powered in the field by batteries rather than a generator. It will be most useful in ENG vans where "anything that eats up space is the enemy of the designer of the van," Vigneaux said. "If you ever need to take it out, you can run with it on batteries; it will do a completely portable operation." □



## Dial-a-porn case argued as preview of indecency case

**Media take interest in telephone case because of similarity of issues to broadcast indecency ban**

The FCC and 17 media and public interest groups are engaged in a preliminary and possibly determinative run-up to a court decision on the congressionally mandated FCC rule banning, on an around-the-clock basis, indecent programing on radio and television. At issue is "dial-a-porn," and the company involved is Sable Communications of California, which sells such services through the Pacific Bell Telephone Network. But the arguments both sides made in briefs filed in the Supreme Court last week appear applicable to the broadcasting case. Indeed, the media and public interest groups in their two friend-of-the-court briefs—16 in one and one in the other—focus almost entirely on their concerns, barely mentioning Sable's.

Sable last year had sought a U.S. District Court ruling declaring unconstitutional the then-new anti-dial-a-porn act crafted as a successor to a more limited one that had been adopted four years earlier. The 1988 act applies on a 24-hour-a-day basis, and the court agreed with Sable as to the language banning "indecent" speech. It said the "flat-out ban of indecent speech" was indeed "overbroad" and unconstitutional. But it said that obscene speech is unprotected by the First Amendment. Sable appealed the ruling on obscenity to the U.S. Court of Appeals for the Ninth Circuit, but the case landed in the Supreme Court instead on the government's appeal of the ruling regarding indecent messages.

One aspect of the anti-dial-a-porn statute that concerns the media and public interest groups—they include Action for Children's Television, the networks, the National Association of Broadcasters and the Motion Picture Association of America—is what they say is the vagueness and overbreadth of the indecency standard it incorporates. The same charge has been leveled by many of the same groups in attacking the constitutionality of the indecency ban adopted for broadcasting. The commission has said it will employ in the telephone context the same generic definition it applies in broadcasting—speech that "describes in terms patently offensive as measured by contemporary community standards for the...medium, sexual or excretory activities and organs." That incorporates the Supreme Court's definition of obscenity in *Miller v. California*—but with what the media and public interest groups regard as two significant exceptions: One requires that the speech appeal to prurient interest; the other, that, taken as a whole, it have no serious, literary, artistic, political or scientific value.

"The commission has declined to provide any meaningful illumination of this

standard, but has left electronic publishers to interpret it at their peril," the Action for Children's Television brief says, adding: "The vagueness and overbreadth of this standard chills speech that is fully protected by the First Amendment, including news, public affairs, information, drama, satire and artistic expression of great value to the adult audience."

Equally troubling to the media and public interest groups are the justifications the government uses in seeking reversal of the district court's ruling in *Sable* that the ban on indecent speech is unconstitutional. The commission relies heavily on the Supreme Court's 1978 decision, in *FCC v. Pacifica Foundation*, upholding the agency's authority to bar indecent broadcasts. But the commission had banned indecent programing only between the hours of 10 p.m. and 6 a.m., as a means of protecting children. And the commission last week relied on arguments that could be used in defending the round-the-clock ban on indecent broadcasts. Indeed, in a motion it filed with the U.S. Court of Appeals in Washington in February urging it to hold in abeyance the broadcast indecency case—a motion the court denied—the commission said that a Supreme Court decision in *Sable* addressing the question of Congress's authority to impose a complete ban on indecent material to protect children, "would likely be very relevant...in the broadcast context...."

In a summary of its argument last week, the commission said, "Like *Pacifica*, this case involves a federal effort to prevent children from being exposed to indecent speech through a particular interstate communications technology that presents special dangers of such exposure. Congress has a compelling interest in taking effective measures to protect children from the harmful effects of indecent as well as obscene speech when that speech is readily accessible to children in the home through telephones. After extensive consideration illuminated by the FCC's experience in this area, Congress determined that there is no technological solution that can ensure that children would not gain access to such telephone pornography...."

With such arguments apparently in mind, the media and public interest groups, in the ACT brief, expressed concern "that if a total ban on indecent speech in the telephone medium were sustained, that ban would be urged as a predicate for equally indiscriminate sweeping bans on indecent speech in broadcasting, cable, television and other media as well." And, referring to an earlier case involving government restrictions on speech, they argued that "government cannot impose a blanket ban on protected speech and thus 'reduce the adult population' to seeing and hearing 'only what is fit for children....' Congress's determination that a total ban is neces-

sary cannot prevent this Court from examining the strength and legitimacy of the asserted governmental interest."

"The government's sole legitimate interest in regulating speech is, at most, to assist parents in supervising their children," the brief contended, "not to supersede parental authority entirely."

The one broadcaster represented in the other brief filed last week is the Pacifica Foundation, the nonprofit corporation whose singular approach to broadcasting since its inception in 1946 has earned it notoriety and has frequently plunged it into controversy. The Supreme Court case that bears its name is only one example. Its programing has resulted in petitions to deny renewal of a number of its six FM licenses. But now, it says in its brief, the commission's new indecency policy, stemming from the congressionally mandated 24-hour-a-day ban on indecency, has had "a real—not merely a theoretical—chilling effect on Pacifica programing." Pacifica has, for instance, declined to broadcast readings from the works of Allen Ginsberg, William Burroughs, Woody Guthrie and Grace Cavalieri.

Pacifica argues that the exception carved out of *Miller* to produce a basis for banning indecent programing should not be extended. Not only do the factual premises on which that "narrow exception" were predicated not apply to telephone services, Pacifica said. Indeed, they "no longer apply to broadcast services." Pacifica noted that the commission itself—in its report on the fairness doctrine—has rejected the Supreme Court's "assumption" in *Red Lion Broadcasting Co. v. FCC*, in 1969, that broadcasting is entitled to attenuated First Amendment protection because of "spectrum scarcity." It added: "The number, variety and availability of communications media have increased so dramatically over the past decade that no medium can any longer be claimed to be uniquely passive or uniquely accessible to children." □

## CSPI calls for movie subtitles identifying paid products

**Group also questions legality of cigarette sponsorships**

The Center for Science in the Public Interest petitioned the FCC last week to rescind an exception to its rules and require broadcasters to air sponsorship disclosures with any movie containing so-called "paid prod-

uct placements."

The Washington-based self-described consumer advocacy group urged that the disclosures be superimposed on the screen, as are subtitles in foreign-language films, with every paid appearance or mention of a product or brand in a movie.

"The FCC has limited 'payola' in programs produced directly for television for more than 25 years by requiring that the practice be disclosed to the viewing audience," said Bruce Silverglade, legal director for CSPI. "Now that payola is rampant in Hollywood films, the FCC should apply the same standard to Hollywood films when they are shown on TV.

"We think it is important that people know when advertising material is appearing in broadcast movies," said Charles Mitchell, a staff attorney for the group.

CSPI also called on the FCC to assist the Justice Department in investigating whether paid product placements involving cigarettes violate the statutory ban against advertising cigarettes on television.

Thomas A. Luken (D-Ohio), as chairman of the House Transportation and Hazardous Materials Subcommittee, asked the Justice Department to launch such an investigation three weeks ago.

(In a related move, CSPI last week asked

the state attorneys general to determine whether product placements in movies constitute deceptive advertising in violation of state laws and urged them to work for sponsorship disclosures in movie theaters.)

Marketers of everything from Reese's Pieces candy to Marlboro cigarettes pay big bucks to have their products or brand names placed in motion pictures. The practice is not new, but it is something that has become increasingly commonplace over the past decade.

Under the FCC's rules implementing a 1960 sponsorship identification statute, the stations must make disclosures—"Promotional consideration paid for by..."—is the standard language—for products and brand names in programs if the stations (or program producers) receive some consideration and if the products or brand names are not "reasonably related" to the programs. The rules carved out an exception for movies produced principally for theaters, however.

"The waiver is no longer in the public interest because circumstances have indeed changed," said CSPI in its 43-page petition. "Placement of brand name products in Hollywood motion pictures in exchange for consideration is now a highly developed industry. Manufacturers pay money, pro-

vide goods and furnish promotions of films in exchange for having their products and brands depicted. Later television exposure is a key part of this new form of payola and editing for TV does not eliminate product placements from broadcasts.

"Today's product placements, intended to persuade unsuspecting audiences, violate the principle [sponsorship identification statute] that the public has the right to know who is trying to persuade it," it said.

CSPI called the current requirement for broadcasting—one disclosure any time during the broadcast—"inadequate." Because movies are longer and have longer credits than most television programs and attract a disproportionate number of "young people," it said, the FCC "should require a conspicuous disclosure every time a paid product placement is depicted."

CSPI is not the only citizens' group concerned about unidentified advertising in broadcasting. Action for Children's Television and the Office of Communications of the United Church of Christ petitioned the FCC two months ago to investigate paid product placements in broadcast programming such as CBS's *TV 101* series (BROADCASTING, Jan. 30). The FCC has yet to take any action on the petition. □

## Satellite Footprints

**More than occasional Fox.** Fox Broadcasting Company last week signed its first long-term C-band satellite capacity contract, leasing two transponders full-time on AT&T's Telstar 303. Until the deal was done, Fox had bought capacity from AT&T only on an occasional basis for distribution of its limited national schedule to 129 affiliates in all 50 states. Fox described the leases as necessary to handle imminent schedule expansion. Andrew Setos, Fox senior vice president, broadcast operations and engineering, described the deal as "a very important commitment, a promise to pay AT&T forever" whether or not the service is used—tangible evidence, he said, of Fox's confidence in its future.

The five-year contract does not include options on, or any favorable disposition for, next-generation capacity, said AT&T, which is currently negotiating with all the broadcast networks, except NBC, and programmers in search of precommitments to launch two giant 48-transponder C-band/Ku-band satellites in the early 1990's.

GTE's Spacenet 3 became yet more of a television satellite, the beneficiary of one programmer leaving its home on Telstar 303. TVRO movie channel Starion Premiere Cinema moved on April 1 to transponder 19, 303. United Video now transmits five cable and TVRO services on that bird, including superstations WPXI TV, KTLA TV, KTVT TV and WSBK-TV. Detroit-based regional sports channel ProAm Sports System was the first TV programmer to fly on Spacenet 3 last fall.

□

**GE reorganization.** In a move that apparently removes President Kevin Sharer's position, GE Americom appointed a pair of senior vice presidents who will each report directly to Eugene Murphy, senior vice president, communications services group of the General Electric Co. Commercial services Vice President W. Neil Bauer was appointed senior vice president, commercial operations, and Walter Braun will also become senior vice president in charge of government and technical operations, including spacecraft programs.

GE declined to comment further on the appointments or on reports that Sharer had left the company. The silence at Americom has been consistent most of this year. Executives have declined comment, and the company even failed to issue a news release upon signing Viacom International and other cable programmers to long-term, next-generation C-band satellite contracts valued at

about \$200 million.

□

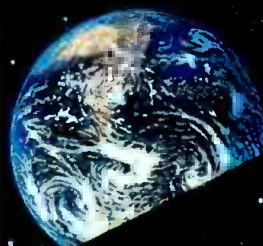
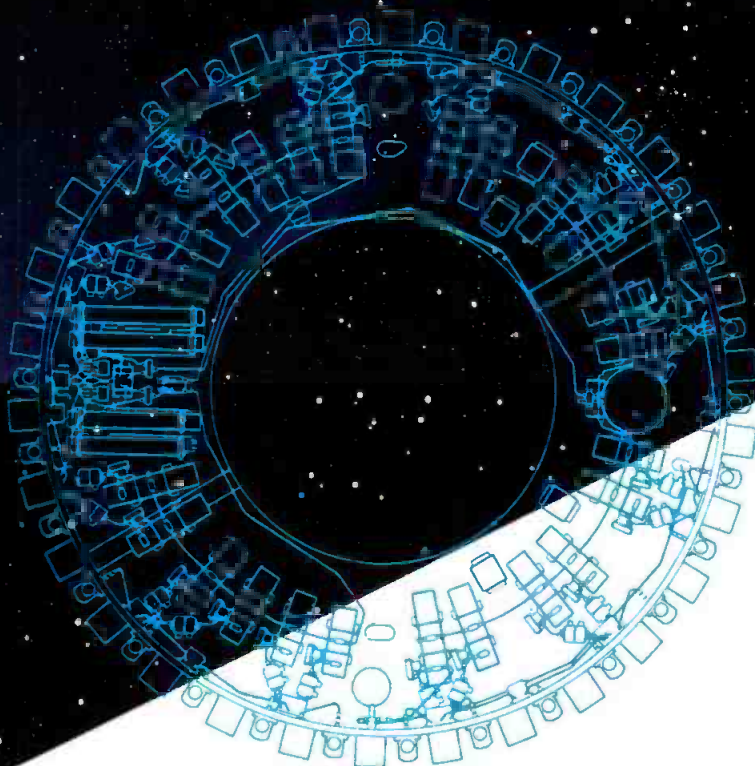
**TVRO show.** Home dish programming sales rose from \$71 million in 1987 to \$113 million in 1988, and shipments of television receive-only (TVRO) home dish equipment also rose by 25% to more than 330,000 receiver-decoders, Satellite Broadcasting and Communications President Chuck Hewitt told 6,800 attendees at the SBCA-STTI trade show last week. The first of two annual shows—the second will take place in August at the Opryland hotel in Nashville—brought more than 165 equipment manufacturer and programming exhibitors to Bally's Casino Resort in Las Vegas, March 21-23.

The SBCA board of directors and Anti-Piracy Task Force held meetings at the close of the show, with the latter "on course" for an "effective" 1989 agenda, beginning with a focus on a handful of test signal theft cases that may serve as models for other prosecutions, Hewitt said. General Instrument, manufacturer of the piracy-plagued Videocipher II descrambler, announced a new program that, for first time, offers equipment dealers graduated rebates for replacing consumers' pirate boxes, for selling programming to those consumers and for reporting names of pirate dealers. The SBCA also gained the go-ahead from the board to seek public relations company proposals for a promotion campaign that almost certainly will top last year's quarter-million-dollar campaign, perhaps by as much as \$2 million in manufacturer and programmer funding.

Congressman Billy Tauzin (D-La.), who delivered an upbeat keynote speech at the show, wants to keep the heat on General Instrument, manufacturer of the de facto standard Videocipher II encryption system. According to congressional staff, Tauzin—whose contribution to the home satellite bill passed last fall (H.R. 2848) was to direct the FCC to study the need to set an industry encryption standard—believes that the signal theft problem, a history of VC-II shortages and concern over the compatibility of the new and improved VC-II Plus (due out next September) are all "fueled by the fact there is one manufacturer controlling the fate of the industry." Although GI has said there is no current VC-II shortage at the consumer level, Tauzin, said staff, is "concerned there is a bottleneck at the top." Setting an industry standard would make the technology available to an unlimited number of manufacturers.



# Three New Stars Are Shining In Our Galaxy.



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The addition of the three Westar satellites makes a first-class fleet better than ever. Our expanding Galaxy offers outstanding orbital slots and the reliability we've always been noted for. And Hughes isn't just adding hardware. We've integrated the new satellites into our high performance Galaxy fleet and our extensive support network manned by a dedicated team of controllers. At Hughes, we know that quality in space and quality on the ground go hand in hand.

The Westar fleet acquisition is one more reason why Hughes Communications continues to set new standards for the broadcast and cable industries. If you'd like to know more about our new satellites, or about our Galaxy system in general, contact the Galaxy/Westar Program Office at 1-800-824-8133 (in California, 213-607-4300).

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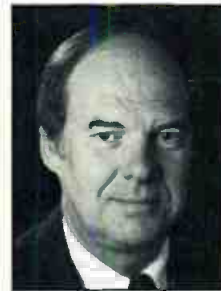
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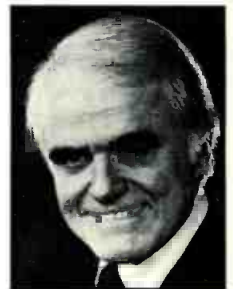
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## C-SPAN: Documenting a decade of public affairs

**For 10 years, satellite-delivered cable service has been covering meetings, hearings, speeches, elections and legislative sessions that are country's political currency**

Since March 1979, C-SPAN, the Cable-Satellite Public Affairs Network, has provided gavel-to-gavel coverage of the proceedings on the House floor. Since 1986, C-SPAN II has done the same for proceedings in the Senate. Although coverage of House and Senate was the reason C-SPAN (43 million homes) and C-SPAN II (17 million homes) were created, and for which they are best known, it accounts for less than 15% of all programming. The rest is a broad array of public policy conferences, call-in programs, congressional hearings and election coverage, many of which are the lesser known events that play an often unheralded but important role in the political process.

It is "no frills, no editing, no commentary TV," as the network explains in tonight's (April 3) three-hour retrospect on its 10th anniversary. And despite pundits placing the "dare to be dull" label on the network, C-SPAN, in 10 years, has taken its place alongside CBS, ABC, NBC and CNN as a news and information source.

The breadth of C-SPAN's coverage is staggering. In 1988, C-SPAN carried more

than 1,000 hours of public policy conferences, either live or taped. The second largest category last year was the election, at 785 hours, followed closely by live call-in programs, 784 hours, and congressional hearings, at 725 hours. The fifth largest category was actual coverage of the House, at 689 hours. Nearly 50%, 2,211 hours of a total of 4,709 hours, of programming in 1988 was live.

All that on a yearly budget of \$13 million and 150 employees. In fact, in C-SPAN's entire 10-year history, it has spent but \$39 million.

C-SPAN was the brainchild of its present chairman, Brian Lamb, who enlisted the financial support of several cable operators to get the network off the ground. With a staff of four, a camera pool of zero and budget of less than \$500,000, C-SPAN launched with coverage of the House on March 19, 1979.

Budgets were lean in the early years, but through its association with the Close Up Foundation, C-SPAN obtained \$160,000 of RCA camera and switching equipment. That allowed them to expand beyond the House to cover other events in Washington. Through steadily increasing support from cable operators, C-SPAN has evolved into two 24-hour networks, covering in depth a wide range of public policy issues affecting the country and the world.

### *The meat and potatoes*

What C-SPAN fans and cable grazers are most likely to tune to on any given day is a speaker at a podium or microphone addressing one of the public policy conferences that touch on nearly every major issue before the country.

The keystone, in fact, is coverage of the national conventions and the Washington legislative conferences of major industry groups, ranging from the United Auto Workers to the American Bankers Association to the American Medical Association. C-SPAN also covers state and local regulators, through coverage of conventions and seminars of the National League of Cities and the U.S. Conference of Mayors. The policy issues that are settled in Washington are often framed and debated by these groups.

C-SPAN's call-in programs have become a popular mainstay of its programming lineup. Hosted by Lamb and several of his colleagues, the call-in programs allow viewers to question those being interviewed—75 senators and 220 representatives last year. The call-in programs are carried each weekday at 8-9:30 a.m. and 6:30-8 p.m. and at 8-9:30 on Sundays. That gives C-SPAN 16½ hours a week of how issues and events are playing in Peoria.

"This is a town that grew up talking back



The C-SPAN family on the steps of the Capitol





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to the country instead of talking with them," said Lamb. "It was a cocoon. The rest of the country looks at it a whole different way than we do. So it seemed to be the natural thing to do...It makes this network three hours a day a constant 'ear to the ground' kind of place."

It's the closest thing the country has to an electronic town hall, allowing viewers to ask questions of or make comments to their elected officials or Washington policymakers, journalists or other guests. Talking heads may sometimes make for less than riveting television, as does a lot of other C-SPAN programming, but that goes with the political territory Lamb and C-SPAN have staked out. "Talking about the budget, talking about how we're going to change the Social Security system or the Medicare system, eyes glaze over very quickly," Lamb undeterredly admits. "We do a lot of that here, in hopes that the dialogue and the constant discussion will give people far away from here a chance to get involved with it," he said.

And what is covered in many of the call-in programs are issues that C-SPAN has covered earlier in the day or the previous day in hearing rooms across the Capitol. "The most popular thing here are hearings," says Lamb, pointing proudly to C-SPAN's carriage of every hour of every confirmation hearing of every Cabinet officer in 1989. The drama can match those of daytime network television, with the flap over John Tower's nomination to Defense being the most recent example. The confirmation hearings, said Lamb, are where "the first exchange between the right and the left [takes place]...about what are the most significant and important issues" in the new administration.

As much as C-SPAN covers events, and steers clear of becoming part of them, it was unable to stay completely out of the limelight during the 1988 presidential campaign. It was C-SPAN footage, among others, that showed up in the infamous "attack videotape" used by the Dukakis campaign against Senator Joseph Biden (D-Del.). Once that flap broke, another C-SPAN tape was unearthed in which Biden inflated his law school record. If not for the be-everywhere-cover-everything charge of C-SPAN, those incidents might never have been widely reported.

But C-SPAN is not out to make history, only to cover as much of it as possible. During election '88, C-SPAN viewers saw, in full, the speeches given by candidates when they announced they were entering the race, even those of third-party candidates. Its *Road to the White House* series began in January 1987, covering the largest field of candidates since 1968. To loyal C-SPAN viewers, the series probably set a standard to which the network will aspire during each election year.

C-SPAN Producer Barry Katz said the series "was really good [for the viewers]. That whole format of going into places they normally wouldn't see and showing them what was happening." And what they got was more than the 10-second snippet on the network news, said Katz, such as Republican candidate Pete DuPont playing miniature golf indoors in Des Moines in January. (C-SPAN

calculated that the average length of appearance by the final two presidential candidates on the broadcast networks was 9 seconds, while on C-SPAN it was 23 minutes.)

In the early days of the campaign, C-SPAN was in as many places as possible. Katz describes a typical day for C-SPAN's two-crew coverage of the Iowa caucuses that begins at "four or five in the morning, driving an hour and a half to a little town in Iowa and covering Gary Hart at somebody's house. Then we would drive back to maybe another little town and cover a lunch, then maybe that night gather the two crews up and make it a two-camera unit and go live with a Jesse Jackson speech."

In 1988, C-SPAN again covered the two political conventions uninterrupted, beaming coverage to 14 million homes in 22 European countries. By fall, C-SPAN had covered 75 campaign events totaling 325 hours of programming that included a 10-week series of interviews with those close to George Bush and Michael Dukakis. After each presidential debate, C-SPAN covered "all the spinners," said Katz, one of the new media phenomena of the '88 campaigns. Extensive coverage of senate and gubernatorial races also dotted C-SPAN's election schedule.

The network continues to stake out new areas of coverage. Susan Swain, vice president of programming, said C-SPAN, for the first time, is assigning a full-time producer to cover the White House. More executive branch coverage, she said, is a natural outgrowth of the *Road to the White House* series, and represents the continued maturation of the network. Presidential press conferences will be covered in full, along with major speeches by the President.

C-SPAN is also extending its reach beyond Washington. Nearly 700 of the 4,700 hours of programming from 1988 was produced beyond the Capitol. Last week, for instance, it carried 10 interviews with economic, media and political leaders from Chicago. Swain said C-SPAN intends to increase the amount of contract work local cable systems do for C-SPAN in their own areas.

The network also is looking abroad ("Closed Circuit," March 20). It will be in France for two weeks this summer, conducting interviews and covering the French government. It has carried both the Canadian and British Parliament and is likely to carry more programming from those bodies in the future. Lamb also has his eye on covering the European Parliament when it forms in 1992.

Through it all, C-SPAN will bring its no editing, no commentary, no hype, no graphics, no commercial approach. Its sets are plain, so they don't become the topic of discussion. Hosts are rotated and appear un-introduced, so as not to become celebrities.

As Lamb discusses in the ensuing "At Large," C-SPAN's charter has always been to cover events, but not become part of them; to serve as a more direct link between the American government and the American populace, by using the elements of journalism, but avoiding its trappings. "We have one foot in journalism and one foot out of it," Lamb readily admits. It may be the main reason C-SPAN is well respected by the journalists and politicians inside the Beltway, and liked by its loyal viewers beyond. □



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## Bringing government to the people

*It's been 10 years since the Cable-Satellite Public Affairs Network began beaming coverage of the House of Representatives to 3.5 million cable homes. Since then, C-SPAN has become an integral part of the fabric of political Washington, linking the capital to its countrymen through the cable industry. In this "At Large," C-SPAN founder, chairman and chief executive officer Brian Lamb (c) reflects on the network's impact on government, its brand of journalism and its public service role for the cable industry.*

What many people don't know about C-SPAN is the other things it does and how deeply it goes into the fabric of the political process in ways both conventional and unconventional. The talk show phenomenon, which is a dialogue with America.

The one thing I want you to know is, a lot of people when they tune in the network look at it as a no-frills television network, and that doesn't offend me. But sometimes people misinterpret lack of involvement on the part of C-SPAN personnel and what goes over the network as either haphazard, uninvolved, doing things on the cheap, and there are a number of ways to describe outsiders' attitude as to what they see here.

And I want people to know that it is calculated. Everything we do here that the audience sees is done for a purpose, and the

purpose is, frankly, to be involved in the content of what the public is going to see.

And it's taken us 10 years to get that fact across to some people. We're giving them often raw data with the understanding that we're doing that, and the hope that they will not expect to be spoon fed what's happening, why it's happening and all the other little details.

And we can be criticized for that. But again, if we don't stake out exactly what we are in a way that people understand—they understand what they're getting and we are consistent—it'd be misinterpreted and we'd be in somebody else's territory.

I think it's critical with all that's going on out there. There's too much duplication in the media business anyway. You turn on the evening news at night and it's the same lead stories, the same



breaks for commercials, the only thing different is the people talking to you.

And at some point in this game, you're going to see one of the three networks go so far away from what they're doing now, that it will overwhelm you when you see the difference. Now I don't know when that's going to come and I don't know what it will look like, but as audiences change, they're going to say: "Well, we just can't keep doing this because everything is the same here and if we're not different, we're not going to give people an alternative."

We want to be known as an alternative, and we want to be known as a place where you can get raw information. So you start with that as a base.

Carrying the House of Representatives and the Senate again was a conscious decision. And there were a lot of reasons for that; one is that it creates a pipeline from the elected officials back to their constituents. They control that time, it amounts to about 15% of the hours of television in a year. We knew that when we started it, and we knew we started it with a base and a backbone and we knew we had to stay committed to it. And it's not contractual, it was verbal.

We just said out loud we were going to do it. Everything that's happened since then has been an evolutionary thing that we've added. If you had told the world that you were going to do all that in advance, it would have never happened, because people would have feared, number one, that it was going to be too expensive, that it would have a fairly low audience, and that collectively all of this stuff wouldn't make it.

**What difference has C-SPAN made to the Congress, to the operation of government, to the audience you serve, and to the cable industry?**

I don't think the Congress has changed a bit, other than small, cosmetic, technical changes. And they're not big enough to make any difference. I think they are more aware, not as individuals, but as a body, that there is a world out there watching what they do and listening to what they say and involved in the discussion process.

I think there's a little better attendance at some of the hearings we cover, and we cover a couple of thousand hours a year of hearings. And that can't be bad, because that's what it's all about, participation.

I have no grandiose claims that this has made them more accountable. I really don't. I think you'd have to ask anybody but me.

**There are those who say that the increased media scrutiny of Congress has made it a different place from what it was 10 to 20 years ago. The most recent example would be the Tower flap. Cameras, whether it be the networks, CNN or C-SPAN, are there all the time. C-SPAN plays a part in that whole theory, and I wonder to what extent you subscribe to it.**

I do subscribe to the theory that you can't get elected to Congress and come to Washington and hide for very long when we are everywhere with our cameras showing what's going on here. You can't speak one thing to a Washington audience and then another thing back home and get away with it for very long. That's what everyone used to say happened years ago. And you can hide for a while, but not very long.

**Has C-SPAN made a difference in the way the government has operated in general in the last 10 years?**

I think you have to divide between the results of what the government does and the way they may operate on a day-to-day basis. There's no question that having television in these hearing rooms around this town and at all the public events has changed some of the ways that government officials operate, because they can sit in their offices and watch hearings and floor action and conferences and call-in shows. We get feedback constantly from people that they watch, including the White House, the congressional offices. The President watches in his family quarters or he can watch in his office. Every Cabinet office in town can see it.

That's got to have had some impact. We're all sharing the same experience at the same time.

**How about the public? The supposition has always been that it was a small, hardcore, minority that really watches C-SPAN day in and day out.**

There is a great difference between the hardcore users and the

sometime users. And there's probably 10% of our audience out there that watches 20-plus hours a month. For those people, it's obviously made a huge difference in their lives, huge. I mean it's their life.

I think there's no glib way to explain what the impact has been on the public at large because the different facets of the world out there use it in different ways. I can reach for the fact that many Presidents of this country have been people who came from towns like Abilene, Kan., and Dixon, Ill. This thing that we're doing is available to all of those towns. There is somebody out there who is either going to be a future President or a future congressman or future senator or future editor of a newspaper or a bank or whatever, who is getting into this at an early age through their school system. And it's going to have an impact on them.

They're going to be able to walk into this town and not be afraid of what's going on here. The people who watch this network are intimately familiar with terms. Half of life is understanding terms; reference points, the lingo. And if you start watching this network at an early age, you can be very comfortable with the terms.

So I can't give you a glib answer that says it's had a wonderful impact on the country or society, because I don't know whether it has, it's just too big.

**What difference has C-SPAN made to the cable industry?**

I have a tendency to overstate the impact that it's had on the cable industry, and I think I get into trouble when I do—because it's hard for people to see today what the atmosphere was like 10 years ago. The best thing I can do is point to this town and public service and elections and the ethic of the country that's hard to describe to hardcore business people.

If you run for public office, you believe in public service. And once you put your hand up and say: "I believe in public service, I'm going to commit my life to it," then you look around the world and you expect others to do the same thing.

So when you begin to legislate, then you say to every industry: "What are you doing for the good of the public?"

It's a long story; it's an old story. The same thing is true for this business. Back in 1977-78, Jimmy Carter was President and Charlie Ferris was the FCC Chairman. People like Lionel Van Deerlin, Fritz Hollings, Bob Packwood and Barry Goldwater looked around, and this industry kept going in beating on doors saying: "Deregulate us, deregulate us. We don't want the rate regulation. We don't want the technical regulation. We don't want content regulation. We want all of this stuff taken off. We deserve to have it taken off."

And basically everybody looked at them and said: "That's a great idea. We like the idea of free enterprise, but do something. Don't just talk about it, do something. Do something other than show us you just want a free road to make money."

And you can go back to two speeches that were delivered by FCC Chairman Charles Ferris. In 1978, he made a very tough speech to the cable industry and said: "We are not going to deregulate you at the FCC unless you do something." And I remember at the time, I was so mad I could spit. We announced C-SPAN. We said it was going to happen. We were committed to making it happen, and Charlie Ferris had the gall to stand up there and criticize this industry after we already said we were going to do it.

One year later, in 1979, he got up and made the speech and went back and referred to the fact—"now that you've done C-SPAN and, by the way, Nickelodeon, the children's channel, now it may be time to deregulate you." And if you go back and look at what he did in 1979-80 and what happened beyond that, this industry has been totally deregulated to the point where it has no strings on it whatsoever. So did we do it? We didn't do it alone. The industry committed and stuck with C-SPAN, and has stuck with it ever since 1978.

I think it's been very, very positive because this town wants you to show them that you're going to do something other than just make money, and this industry has done a lot of that the last 10 years. It's also made a lot of money, and the public has benefited greatly because of deregulation, because you've got more and more and more.

And now we're at a very crucial point in all this—will this industry stick with C-SPAN over the next 10 years? Being an

optimist, I'll say it will.

**Your distribution for C-SPAN II has not been immediate and widespread. TNT and CNBC come along and they zoom past you. The industry says it's committed to C-SPAN and that looks great in front of city councils and in front of Congress, but all you want is one more channel, and you're what, at 20 million homes now?**

16 million.

**So what do you do?**

You're going to have to ask somebody else. You're going to have to ask people who make the decisions on their systems, what are they going to do. I can't tell you what they're going to do. We said what we said we would do—C-SPAN, and I can't tell any operator in the country to put C-SPAN II on. It's an independent local decision. I'm just as aware as you are that TNT has zoomed past us.

**It's got to be a great frustration.**

Well, I must tell you that I was prepared for this. It's not surprising. If you've got eyes and ears you know what drives a society, we're back to the position we were in 10 years ago. And frankly, it's not entirely the industry's fault. There is a public responsibility that goes beyond the industry. It goes to the public. If the public doesn't demand something, they don't get it, often.

If the Congress doesn't show a significant interest in it, no one knows they care. We're at one of those very interesting points in the development of C-SPAN II, and we've done our part here. You can't shove something like C-SPAN II down the throats of the American people, or the cable operators.

It's going to be very interesting to see. There are a lot of people who have been terrific at C-SPAN II. Then others haven't done so well, economic factors have taken over. I think the industry is going to be on some trial for the next 10 years—as to whether or not they're going to live up to the commitment of actually carrying it. If you look at all the articles being written about the change in technology, my guess is that it will all sort its way out in the next few years, or at least I hope it does.

**I was intrigued by your comments on public service and how it may affect the future of broadcasting and editorial freedom. It's an ironic twist that says if you serve the public interest standard, that really means you serve the government, you do programing for the government in mind. Is there any way that the broadcasting industry could replicate what you have done in the cable industry, but with the cable industry. Can that industry, in a cooperative way, serve the public interest rather than having each individual sign up to serve the government?**

I think the whole issue has blurred because we're going through this tremendous transition between being an all over-the-air broadcast society to one which eventually will probably be a substantially wired society. In another 10 years, my guess is that 85% of the American people will get television via wire. And I think when that happens, the broadcast industry's responsibility to public service will not be nearly as significant as it is today.

I think it will be a blur because my experience over on Capitol Hill is that they often don't understand how the television picture gets into the home as most consumers don't, and don't care. And so in the end, as long as that television set is providing public information, public service, public affairs enough so that people are getting their say so, only very highly specialized people on Capitol Hill will care.

The average congressperson or senator won't even understand where the lines are drawn, and that will be to the advantage of the business people in the broadcast business, because the people who run broadcasting are the business people. The people who run broadcasting are there to make money.

**That's a Catch-22.**

I think that's true anyway; I don't think there's any question that as time goes by, the networks as we know them will not be there, but that the network companies will be into all kinds of things including lots of cable television shows.

ABC right now is into it with a vengeance; they've got the most successful network in cable. NBC will soon have a competitor for

Ted Turner's CNN with CNBC. And the only one that's out of it right now is CBS, but they're full of cash. They can come in and buy any number of things almost overnight if they really want to, and I suspect at some point they probably will even though they say they won't.

So again, it'll be a bore. As audiences that devote their evenings and days to commercial television continue to go down, and as the audiences spread out over that 54-channel cable system with eventually 100 or whatever it is, that Capitol Hill will care less and less about that.

I believe that the free enterprise system will continue to support things like C-SPAN as long as we keep our costs in order, and things like CNN and CNBC, and that in the end you're going to have so much information available to you coming into your home that the public service aspect requirement of commercial broadcasting will almost go away.

**What about the fairness doctrine?**

Well, you're talking to someone who happens to think that the fairness doctrine is irrelevant.

**In what sense?**

It's a very bad idea. In a free society that believes in open and free expression, to have any government restrictions or requirements on how a speech is delivered is crazy.

**But does not the cable industry have a vested interest in not having the fairness doctrine not applied to the broadcasting industry?**

Yes.

**Why doesn't it step up to the plate.**

I can't tell, I mean I'm not wise enough to know. Again, you go back to what we were talking about earlier about elected officials. The elected officials will not feel a great deal of need for a fairness doctrine if they feel that most people are getting the most amount of information.

Again, the elected official right now is going through the same transition the rest of the country is going through. How do I get my message out to the public? And there are fewer and fewer people watching network affiliated stations, therefore, there are fewer and fewer people watching the evening newscasts in many cases, or will be as time goes by. And I can't do one-stop shopping.

And that makes everybody real nervous. I love the idea personally. I think it's terrific that there isn't any one-stop shopping. It takes the power away from any of us to control what someone is going to hear. The Congress may codify the fairness doctrine, but I'm not so sure what it means if they do because there is no possible way to regulate it.

**It's such a pluralistic media society.**

Not only that, but how in the world can you govern 54 channels? Home Box Office produces documentaries, and the Weather Channel does its hurricane specials and CNBC will have its special programs that it does, and Arts & Entertainment does its documentaries and biographies, and the Learning Channel does its interview shows that they're starting up, and Lifetime has its thing. I mean how in the world can you say what's fair? Are we going to have a judge sitting over at the FCC sitting there, saying: "Well, let's do in the Lifetime channel today, they only had one side of the issue on their documentary." You can't do that. The other problem is that a fairly insignificant number of people are going to be watching each network compared to what it used to be when you had 95% of the homes in this country watching three commercial television networks.

So if the Congress goes through with this thing and they feel better about themselves because they codified the fairness doctrine, I think there is a false sensation there of what that value is going to be.

C-SPAN never even thought about the fairness doctrine even when it remotely affected us, and we keep stringent records today as we have for the last 10 years about the balance on the network; how many Republicans and how many Democrats, how many left, how many right, how many moderates, are we going to this hearing too much or that hearing?

And we do not make the decisions here on what we cover based on your day to day gut reaction to the news on purpose. We needed



no fairness doctrine to be fair. If somebody calls us up and we have so much time available—17,000 hours a year on both networks combined—and somebody calls us up and says: "My view is not being heard," we ask them when they want to go on. As long as they're a legitimate spokesman for their point of view.

And it takes away this enormous pressure that's put on a commercial network that only devotes a half hour a day to their news show or two hours in the morning to the *Today Show* or *Good Morning, America* or whatever it is for the balance.

It's just like a newspaper. This cable business and your VCR and your MMDS and your satellite-delivered programming and the over-the-air television all add up to a tremendous amount of choice. There's no way to regulate it. There's no way to apply the fairness doctrine to that group. I've never known anyone who ran around waving the fairness doctrine in the newsroom saying: "We've got to be fair."

On the other side of that, now that you don't have the fairness doctrine anymore, I don't know that anyone says: "Now that we don't have a fairness doctrine, do whatever you want to." I just don't know anybody anywhere who says that.

#### Are you the number-one media junkie in this town?

I don't know. I am a media junkie. I am absolutely fascinated, frustrated, confused watching the media operate. I listen to the call-in shows and I watch the television shows. I watch all the networks and am constantly judging what they do. I love it. I can even enjoy watching the infomercials that run rampant at 5 a.m. on cable channels that sell the latest hair fix or diet or whatever, just for the media aspect of it alone.

#### Is anyone in the media doing it well?

Oh sure. I think a lot of people do it well on television when you have seven hours a day devoted to television in this country. Television's got to be doing something right. Although I must say that people will watch television no matter what's on. You've got enough of it.

And I think we delude ourselves into thinking in the television business that we are special. And that's all going to work its way out in the next 10 years. There are a lot of egos in this business, a lot of self-important people, and a lot of people who think they should control the way people think in this country. And they're going to have a rude awakening as time goes by because they're going to find that the allegiance is not nearly as great as they expected it to be.

#### Do you have any heroes?

I'm not much of a hero worshiper. There are a lot of people in this business that I have respect for. I guess my frustration with a lot of people in this business is that they fool themselves into thinking that at whatever stage they're in, they're terribly important. They look at their paycheck, and that becomes an important index of how important they are.

There are people I'm always impressed with in this business who over time want to tell the rest of the world how they think. They resist it for a lot of years, and they conduct themselves—you know, whether they're over-the-air anchor people or interviewers, whatever—and eventually they can't resist the opportunity at some point to tell the rest of the world how they really think. Like they're all dying to know what they think.

And the world doesn't care what they think. Their friends do, some of their colleagues do, but what they think about the world in my opinion doesn't matter very much. And now, as more and more thought is being developed and more and more people are being seen and heard, the single voice is less and less important, especially a media voice.

And that's been one of our objectives here; let's have them all on, let's have all different sides, and let's not snicker at any one side and let's not get smug about people who think radical thoughts on either side of the political spectrum, and let's not make fun of the moderates, either.


Let's not make fun of anyone. Let everybody's point of view be heard and let's just keep on moving and not dwell on, or let's not try to prove everyone right or wrong on any given day. I think a lot of people in our business like to snicker and look down their nose at some other people's thoughts. I've seen it for years.

And it comes through. That tube doesn't lie. You can hide it for a while, but eventually it catches up with you.

One thing about it is we're not better than anyone else under any circumstances; we're just real. There's nothing wrong with creating in television. I don't have any problem with almost any kind of documentary. That's great, as long as we have this diversity of opportunity to watch.

It's when you have only two or three channels where the responsibility is much greater than I think a lot of people realize. I would rather see people take off the mask of objectivity, or better stated, I'd rather see people state their opinions directly instead of masking it time to time with "I'm really objective and fair" and give their opinion all the time.

Be the opinionated network instead of the unopinionated one. Because, in effect, what they're doing is sliding their opinion in and out all the time, and I think we're seeing more and more of this today in the business. I think when you see Sam Donaldson delivering the news and also delivering opinion, that's better than saying you don't have an opinion when you really do.

And that's happening more and more. And I think with the proliferation of networks and voices, that's good. But I'd like to see them label it right up there on the chest: "This is how I feel right now." 

# SOLD!

KRZY-AM/KRST-FM, Albuquerque, New Mexico, has been sold by Wagontrain Communications, Inc. to Commonwealth Broadcasting of Northern California for \$8,100,000.

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# Changing Hands

**KTVY-TV Oklahoma City** □ Sold by Knight-Ridder Broadcasting Inc. to Palmer Communications Inc. for \$46 million, plus a \$5 million noncompete agreement. **Seller** is Miami-based media company that put its eight TV stations on block last year (BROADCASTING, Oct. 10, 1988). **Buyer** is Des Moines, Iowa-based group headed by William J. Ryan, president. It also owns WHO-AM-TV KYLF(FM) Des Moines, KWQC-TV Davenport, both Iowa; WNOG(AM)-WCVU-FM Naples, WYYN(AM)-WTNT(FM) Tallahassee, both Florida. Vickie A. Miller, trustee on board, is sole limited partner of Signal Hill Communications, licensee of WOC(AM)-KIHK(FM) Davenport, Iowa. KTVY-TV is NBC affiliate on ch. 4 with 97.7 kw visual, 19.5 kw aural, and antenna 1,540 feet above average terrain.

**WVEU(TV) Atlanta** □ Sold by Broadcasting Corp. of Georgia to HSN Silver King Broadcasting Co. for \$13 million, which includes \$100,000 non-compete agreement. **Seller** is principally owned by David Harris and Prentiss Yancey Jr., and has no other broadcast interests. **Buyer** is wholly owned subsidiary of Home Shopping Network Inc., St. Petersburg, Fla.-based shop-at-home cable and television service, that owns 12 TV's and one low power TV. WVEU is independent on ch. 69, with 2,630 kw visual, and 263 kw aural, and antenna 980 feet above average terrain.

**WNYM(AM) New York** □ Sold by Salem Communications Corp. to Radio Vision Christiana

Management Corp. for \$13 million. **Seller** is Camarillo, Calif.-based group that also owns KGER(AM) Long Beach, KDAR(FM) Oxnard, KAVC(FM) Rosamond, KLFE(AM) San Bernardino and KPRZ(AM) San Marcos, all California; KHAA(FM) Port Sulphur, La.; WEZE(AM) Boston; WNYM(AM) New York; WRFD(AM) Columbus-Worthington, Ohio; KCFQ(AM) Tulsa, Okla.; KPQQ-AM-FM Portland, Ore., and KGNW(AM) Burien-Seattle, Wash. It is equally owned by Edward G. Atsinger III, and Stuart W. Epperson. Atsinger also owns 50% of KKLA(FM) Los Angeles and KFAX(AM) San Francisco, and 35.05% of KKXX-FM Delano, Calif. Epperson also owns 50% of KFAX(AM) San Francisco and 35.05% of KKXX-FM Delano, Calif. **Buyer** is owned by Radio Vision Christiana Inc., headed by Luciano Padilla Jr., president. It has no other broadcast interests. WNYM is fulltimer on 1330 khz with 5 kw.

**KSRO(AM)-KREO-FM Healdsburg, Calif.** □ Sold by Finley Broadcasting Co. to Fuller-Jeffrey Broadcasting Corp. of Santa Rosa for \$4.5 million, plus noncompete agreement valued at \$500,000. **Seller** is owned by Evert B. Person, president, 98%, and Frank W. McLaurin, vice president, 2%, and has no other broadcast interests. **Buyer** is owned by Robert Fuller, president, 51%, and J.J. Jeffrey, vice president, and 49%. Parent company, Fuller-Jeffrey Broadcasting Companies owns KRCX(AM)-KRXQ(FM) Roseville, KHOP-FM Modesto, KFME(FM) Chico, KLRS-AM-FM Santa Cruz, KRLT(FM) South

Lake Tahoe, all California; KMRY(AM) Des Moines and KJY(FM) Ankeny, both Iowa; WBLM(FM) Lewiston, Me., and WOKQ(FM) Dover, N.H. It is exchanging WBLM(FM) for WTHT-FM (see box below). KSRO is fulltimer on 1350 khz with 5 kw, and KREO operates on 92.9 mhz with 2.3 kw and antenna 1,950 feet above average terrain.

**KEEF-TV Los Angeles** □ Sold by Black TV Workshop of Los Angeles to Hispanic Christian Communications for \$1.75 million (see "In Brief").

**KGRL(AM)-KXIQ(FM) Bend, Ore.** □ Sold by Bruce L. and Teri E. Engel to Cascade Communications Corp. for \$1.625 million plus assumption of liabilities. **Sellers** are husband and wife who have no other broadcast interests. **Buyer** is owned by Michael Burdette, formerly general manager of Group W's KMEO-AM-FM Phoenix. KGRL is daytimer on 940 khz with 10 kw. KXIQ operates on 94.1 mhz with 100 kw and antenna 1,028 feet above average terrain. **Broker:** Wood & Co.

**WKWF(AM)-WAIL-FM Key West, Fla.** □ Sold by Family Radio Ltd. Partnership to Key West Radio Inc. for \$1.135 million plus \$265,000 noncompete agreement. **Seller** is Tampa, Fla.-based group headed by Ian Wheeler. It also owns WPGX(TV) Panama City, Fla.; WLKT(TV) Lexington, Ky.; WMMI(AM)-WQID(FM) Biloxi, Miss.; WFT(TV) Roanoke, Va.; WGBA(TV) Green Bay and WLAX(TV) La Crosse, both Wisconsin; and WGN(FM) Charlotte Amalie, V.I. **Buyer** is owned by Justin Dimacchia, president. Gregory L. Haley, vice president and director, is president, director and 100% shareholder of Naples Radio Inc., licensee of WCOO(FM) Immokalee, Fla. WKWF is fulltimer on 1600 khz with 500 watts, and WAIL operates on 99.5 mhz with 100 kw and antenna 300 feet above average terrain.

**WALE(AM) Fall River, Mass.** □ Sold by North America Broadcasting Inc. to S N E Broadcasting Co. Inc. for \$650,000. **Seller** is owned by Frank Battaglia, Merrick, N.Y.-based computer programming executive, who has no other broadcast interests. **Buyer** is equally owned by brothers Robert S. and James Karam, both of Fall River, Mass. Robert is real estate and insurance broker, and owns Karam Financial Services. He will serve as president of company. James is real estate developer, and will be treasurer. They have no other broadcast interests. WALE is fulltimer on 1400 khz with 1 kw. **Broker:** New England Media Inc.

For other proposed and approved sales see "For the Record," page 77.

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**Trading hands.** Fuller-Jeffrey has traded its WBLM(FM) Lewiston, Me., for WTHT(FM) Portland, Me., owned by J.J. Taylor Companies Inc. The deal is an exchange of certain assets valued at \$4.5 million. Fuller-Jeffrey is owned by Robert Fuller and J.J. Jeffrey and is also purchasing KREO(AM)-KSRO(FM) Santa Rosa, Calif. J.J. Taylor Companies is headed by John J. Taylor III, president, and also owns WIVY-FM Jacksonville and WEAT-AM-FM West Palm Beach, both Florida, and WCOD-FM Hyannis, Mass.

WBLM operates on 107.5 mhz with 35 kw and antenna 630 feet above average terrain. WTHT operates on 102.9 mhz with 100 kw and antenna 1,460 feet above average terrain. **Broker:** Kozacko-Horton Co.



## Bush setting his own style with the press

### Reporters covering White House find new President to be more accessible than Reagan

Nixon leaned on the club of intimidation in his dealings with the press. Reagan tried to dazzle journalists covering the White House with fancy footwork choreographed by the master at that sort of thing, Michael Deaver. President George Bush, though, is trying another approach, at once folksy, friendly, even informative. Many, if not all, White House correspondents love it. It's been a long time since they had such access; but what is it doing for his image?

The question is intended as a joke, sort of. For eight years, the press corps complained about being manipulated by White House experts determined to polish the President's image. Now the press sometimes critiques Bush's public relations approach, as when some journalists expressed the view, in print, that Bush had gotten too close to the John Tower story when the President's first choice for Defense secretary was going down to defeat in the sometimes nasty confirmation battle in the Senate. The President should have kept his distance, the helpful columnists were saying, in their best Madison Avenue style.

All of which tends to amuse members of the current White House communications team, most of whom—outside of White House press secretary Marlin Fitzwater, whose job requires an upfront role—accept, as normal, background roles. "That's a reversal of past form," said David Demarest, assistant to the President for communications, of the journalists' comments. "We were criticized for not managing the news."

The press seemed to be having trouble adjusting to the fact that a new President is in town, to the fact that when it comes to dealing with the press, George Bush is no Ronald Reagan.

The previous occupant of the White House may have come from California, but it is the present one—who can claim Massachusetts, Connecticut, Texas and Maine as home states—who is emerging as truly laid back in dealings with the media. Not for him a Michael Deaver who could place his President in overpoweringly heroic poses: Remember the parka-clad Reagan on the front line in Korea? "We have a lot of people in the White House who have good ideas for communicating and articulating our message," Demarest said, when asked who was the new Michael Deaver. "It's a collegial effort. I take ideas from everyone." Then he added: "I reject the idea there's a mystique to this business. It's a lot of common sense."

Not for Bush, either, at least not yet, the formal, televised news conference in the

imposing East Room, with cameras picking him up as he strides down a red carpet to the podium. (Not for him, either, some might say, the stumbling performance followed by aides explaining what he meant to say and did not mean.) In his two months in office, Bush has had nine press conferences—10 counting one aboard Air Force One on his return from a trip to Texas and Colorado two weeks ago—all of them informal. That puts him far ahead of the pace Reagan maintained; in all, Reagan held 50 news conferences in eight years. Bush, reporters and staff agree, feels comfortable in an informal setting.

"He takes questions easily. He's informed," said ABC News's Brit Hume. "He calls reporters by their first name. He accommodates follow-up questions. And he's nice about it. [Whoever heard a reporter say a President was "nice?"] George Bush is hard to dislike on a personal basis."

Hume and others appreciate the easy access, particularly after years of covering a President whose staff shielded him from the

press. But there are dissenters. John Cochrane, of NBC News, who has spent most of his career overseas and joined the White House beat only in the final weeks of the Reagan administration, misses the opportunities that Reagan—as a kind of tradeoff for not being otherwise available—would allow for shouted questions at photo ops. "I'd rather have five minutes a day than 30 minutes once a week," said Cochrane. "You only get one or two stories a day."

But journalists' feelings aside, what does the new style do for the Bush image as President? True, the networks are breaking into their schedules to carry the informal press conferences live (to the discomfiture of soap opera fans). But Bush is not the video or media presence one has come to expect of American presidents. His speeches do not always make the evening news shows, and press reports on them are sometimes buried deep in inside pages.

The White House's attitude seems to be: not to worry. Demarest, who had been director of public affairs for the presidential transition and, during the campaign, direc-

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**Communicators.** David Demarest, assistant to the President for communications, confers with two members of his team—Kristin Clark Taylor (center), director of media relations, and Christina Winston, Demarest's deputy. Demarest had occupied top public affairs jobs in the Bush-Quayle campaign and later in the Presidential Transition Office before joining the White House staff. And before joining the campaign, he had been assistant secretary of Labor for Public Affairs.

Winston had been associated with Demarest at the Labor Department, where she was deputy assistant secretary for public affairs, and later in the campaign, when she served as deputy director of communications. Taylor moved to her present job from service in Vice President Bush's office as special assistant for press relations. Between 1982 and 1987, when she joined the Vice President's staff as assistant press secretary, Taylor worked for the Gannett Co. as an editorial writer on *USA Today*, a public relations writer on the corporate side and later as a business writer for Gannett News Service.

up Reagan's popularity when the country was wallowing in recession.

But it is not fair to say that Demarest, who operates a small fiefdom that includes the speech writing operation, the office of public liaison and the office of media relations, simply lets things happen where the media are concerned. His job, essentially, is to focus on what he calls "long-range" communications planning, as he works with senior members of the White House staff including Fitzwater; Andrew Card, assistant to the chief of staff, John Sununu; Steve Studdert, in charge of advance and special events, and Fred McClure, assistant for legislative affairs. They try to determine three or four weeks in advance the subjects the President will discuss. For instance, the savings and loan crisis and education were subjects set several weeks earlier for the President's appearances two weeks ago in Houston and Colorado Springs.

Not surprisingly, however, events sometimes overtake the planners. A project for focusing attention on the drug issue a few weeks ago was swamped by the Senate vote on the Tower nomination.

And, as has been true of past administrations, an effort is made to accommodate the

media west of the Potomac—those broadcast outlets and newspapers and magazines whose correspondents and photographers are not part of the regular White House press corps—to allow them access to the President and to answer their questions. In the Bush White House, that responsibility falls to Kristin Taylor, as director of the office of media liaison. Her first project was scheduled for Friday (March 31). Some 60 members of the non-White House print and broadcast press were to have an opportunity to question drug czar William Bennett and two White House aides, Roger Porter, assistant for domestic economic policy, and McClure, then sit down to lunch with the President. Similar, if smaller, meet-the-regional press gatherings—one with some dozen editorial writers, for instance—are also in the works.

It's all part of what Demarest suggests is the grand design for making the President available to the media. Nothing fancy. As he says, he sees no "mystique" in the job, simply "common sense." And if the country remains at peace and continues to enjoy prosperity, Demarest and his colleagues will probably be regarded as brilliant in their handling of the media. □

## U.S. negotiates for frequency for TV Marti test

The TV/Radio Marti story continues to unfold, producing news in the case of the former, a cry of pain in the case of the latter.

The news regarding TV Marti was the disclosure that representatives of the U.S. Information Agency were engaged in talks with representatives of the permittee of a noncommercial station in Key West, Fla., with a view to the government's using the frequency—ch. 13—to test the feasibility of proposal involving a transmitter beaming TV signals from a balloon tethered 14,000 feet above Cudjoe Key. Officials have discussed the likelihood of a test in the fall, one that would run 90 days.

The cry of pain came from Adib Eden Jr., co-owner and general manager of WRFM(AM) Hialeah, Fla., a Spanish-language station operating on 830 khz. He says the station has been suffering crippling interference from a Cuban station since mid-December, and doubts that WRFM, which he put on the air in July, can survive "much longer." The interference is not unlike that which American AM outlets, particularly in the Southeast, have been receiving from Cuban stations for years. But the surge of interference problems is seen by some as part of Cuba's response to Radio Marti, which went on the air on 1180 khz in May 1985 broadcasting news, information and entertainment to Cuba.

Word of USIA talks with representatives of Palmetto Broadcasters Associated for Communities Inc., a nonprofit corporation that has construction permits for three non-commercial TV stations in Florida, surfaced as the House Foreign Affairs Committee was completing work on an authorization bill that included \$16 million for the operation of TV Marti for each of the next two years. The bill, however, bars any expenditure of funds unless the President determines that a test of the project has demonstrated its feasibility.

Robert Barry, deputy director of the Voice of America, who heads an interagency task force on TV Marti, declined to comment on the report of talks regarding ch. 13 in Key West. Palmetto's other permits are for stations on ch. 21 in Fort Pierce and ch. 63 in Boca Raton. But Brian Brightly, executive vice president of Palmetto, confirmed the report. "We have had conversations on the TV project," he said. He also said the station—WETV(TV)—is expected to be built and operating by early fall—at about the time the government hopes to start its TV Marti test.

Brightly said he understands USIA has been in contact with "a number of agencies and stations" regarding its interest in conducting the anticipated 90-day test. Sources at USIA indicated Palmetto's ch. 13 was the frequency under consideration. And Brightly appeared to be thinking in terms of an agreement with the government, presumably one extending beyond the test peri-

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od. He said Palmetto's Washington counsel, Joseph E. Dunne III, was discussing technical and legal issues with USIA officials. And while Brightly did not discuss details, he said the talks related to USIA's use of WETV on a time-brokerage basis.

The story of Cuban-caused interference that American stations are receiving is not new. But WRFM would probably be the first station to go dark because of that interference. Eden last week said the station has lost 85% of its advertisers, and about \$160,000 in revenue. That was the bad news. The good news, for Eden, was that the Cuban station that had been broadcasting on 830 khz 24 hours a day for a week went off the air at 11 p.m. Monday (March 27), and did not resume broadcasting.

But the history of the Cuban interference problem, according to Richard Engelman, chief of the FCC's investigations and inspections branch, has been so erratic that predictions are impossible. Engelman said the Cuban station on 830 khz began broadcasting as Radio Taino (Tourist) in July, usually during nighttime hours, but stopped broadcasting in the fall and was not active again until the past few months.

Then, Cuban stations on both 830 khz and 1160 khz increased their hours of operation from part time to full time on March 20, when Radio Marti increased its broadcast day from 17½ to 24 hours. A third Cuban station, on 1040 khz, is heard from 7 to 11 p.m. But of the three, the one on 830 khz was operating with the most power—in Eden's phrase, "blowing [WRFM] off the air."

Eden has taken his case to Washington, with letters to Secretary of State James Baker III (with a copy to President Bush) and Representative Dante Fascell (D-Fla.), chairman of the House Foreign Affairs committee. Eden's problem is an awkward one for the administration and Fascell, assuming that it is related to the administration's drive, supported by Fascell, to establish a TV Marti.

Indeed, Fascell wrote his own letter to Baker. He noted that he co-sponsored the TV Marti legislation but warned the administration to be "fully prepared for retaliatory action by the Cuban government...." Such retaliation, Fascell said, referring to WRFM's problem, has begun. "We must be prepared—either through provision of financial compensation to American broadcasters or strong diplomatic action, or both—to react promptly to any greater retaliation as the TV Marti legislation makes its way through the legislative process and is implemented."

Although Fascell suggested in his letter to Baker the provision of financial compensation to broadcasters experiencing Cuban interference, the Radio Marti legislation contains an authorization of \$5 million to compensate broadcasters who upgrade their stations to overcome interference. And WRFM has applied to the FCC for authority to increase its daytime power to 5 kw, the first step in a slow process to tap into the fund. Eden said the proposed power output would help him recapture about a mile of his listening area. "That is not much, but it would help," he said. □

# On Radio

## AM stereo: Up and walking

**Technology introduction hampered by patent battles; those broadcasting in stereo are working to promote it**

Several industry observers consider AM stereo a stagnant issue, and many stations are taking a wait-and-see approach. Patent infringement battles over the technology continue to take place behind the scenes, and consumer receivers have yet to become commonplace. Those AM stations that have opted to broadcast in stereo are now busy trying to find ways to promote a feature that, at times, seems buried in confusion.

Most headlines about AM stereo in recent months have focused less on promotional efforts and more on patent battles over use of the technology. The FCC's allowance of AM stereo in 1982 did not call for an industry standard, leading to the present dispute between Kahn Communications, Westbury, N.Y., and Motorola of Schaumburg, Ill., the two providers of AM stereo systems.

Leonard Kahn, president of Kahn Communications, said last week that litigation focusing on patent infringement is "very active" between both companies. He said his company, which has equipped more than 100 stations with AM stereo systems, has recently focused on a POWER-Side option to the system that improves selective fading and other transmission problems.

Steve Kravitz, Motorola manager, sales, marketing and research, AM stereo broadcast equipment, said that litigation is still active, but would not comment further. He said that Motorola's C-Quam system is presently in use at about 525 stations domestically and more than 700 stations worldwide. Growth rate for the system worldwide is approximately 100 stations per year, he said. He said that when he joined the company in 1983, there were 37 stations nationally.

Among some of the recent converts: KEX(AM) Portland, Ore., WRDZ(AM) Cleve-

land and WHND(AM) Monroe and WAAM(AM) Ann Arbor, both Michigan. While the cost of converting an AM station to stereo can range from \$10,000 to \$100,000, he said, the average bill runs under \$15,000 for small-market stations, \$15,000-\$25,000 for medium-market stations and \$50,000-plus for major markets. Kravitz said AM stereo

**"I think if you say AM stereo, [customers] think you're talking about listening to FM in the morning."**

**—Clint Sly, KEX(AM)  
Portland, Ore.**

progress has been "maybe a little slower than I'd like to see it myself," but said Motorola has received a substantial number of confidential orders for its AM stereo chips from manufacturers worldwide.

"It's a great product," said Art Suberbielle, chairman of the National Association of Broadcasters' AM Improvement Committee and president and general manager of KANE(AM) New Iberia, La. "There's just not enough people who are broadcasting in it, there are not enough receivers out there and there's a misunderstanding out in the general public about what AM stereo really is...Other than those three challenges, it's rolling right along."

KANE(AM) switched to stereo broadcasting in 1983 and has since that time promoted that aspect of the station in its logo. In addition to superior sound quality, said Suberbielle, switching to stereo has made

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sense because of its promotional value. "If you take the investment and amortize it over five or 10 years," he said, "it's not a very substantial investment at all to be able to promote that you're following state-of-the-art technology."

Also promoting AM stereo as state-of-the-art technology is David W. McAley, station manager, WMBD(AM) Peoria, Ill. "I certainly wish there were a lot more consumer products available," he said, "but certainly I can understand the reticence of consumer electronics manufacturers because of the swirl of confusion that has surrounded the whole stereo question." Reticence notwithstanding, he has orchestrated a tremendous marketing push to promote WMBD(AM)'s Dec. 3, 1988, switch to stereo. In promoting a misunderstood technology, McAley is one of several AM stereo broadcasters determined to fight and switch simultaneously.

McAley said one way was to contact area car dealerships and persuade them to hang promotional tags from rearview mirrors in showroom cars. In exchange for displaying the tags—which read: "Get the full stereo option. It's new and it's available on WMBD(AM)"—the dealerships are given free on-air promotional announcements. The 35 weekly announcements, shared by a half-dozen dealers, also remind listeners not to buy a new car with "only half a radio."

McAley said the station targeted area audio dealers last Christmas by providing, at cost, Sony 8100 portable radios capable of receiving AM stereo. WMBD(AM) ran almost 30 spots per week mentioning participating audio dealers, at no cost. The station ran a promotional spot—"Now everything you like about us is in stereo"—on area television stations WMBD-TV, WEEK-TV and WYZZ-TV. The same slogan was also featured in a two-and-a-half-week-long print campaign that ran in area newspapers.

Ironically, McAley and several other broadcasters who have made the switch are reluctant to promote "AM stereo" as such, opting for euphemisms such as "stereo

1470" or not mentioning "stereo" in any form. The generally accepted school of thought is that "AM stereo" is an oxymoron, said McAley, adding, "in the consumer's mind, that's like saying jumbo shrimp."

Added Clint Sly, vice president and general manager of KEX Portland: "I think if you say AM stereo, they think you're talking about listening to FM in the morning." He said his station, which made the switch in November 1988, has joined other AM stereo stations in the market to determine ways to jointly promote the technology.

Not all stations are reluctant to promote themselves as "AM stereo." WNEW(AM) New York actively promotes itself as



Promoting stereo at WMBD



Putting stereo in Colorado Country

"WNEW(AM) stereo" since making the switch on Feb. 6, according to Mike Kakoyiannis, executive vice president of Westwood One Station Group. "AM stereo puts you in the arena of being a high-tech product," he said. "Just jumping out and saying that tells people that it hopefully has a better quality to it."

As stations with AM stereo determine how best to promote the added feature, many stations continue to take a wait-and-see approach. At WAMA(AM) Tampa, Fla., where the station reported it has just installed a \$70,000 Harris DX10 solid state digital AM transmitter, conversion to stereo is not in the immediate future. "We're



ready for it," said Roberto Cubero, general manager of the Hispanic station. "We're just waiting for the market to get those radios out there."

At oldies station KRZN(AM) Englewood, Colo., technical director Bill Harris said, "We don't see any particular value for it at this point in time." The station playlist is primarily music from the 1950's and 60's, he said, and broadcasting in stereo would not be that significant to the limited stereo audience. "We have to spend our money as wisely as we can, and frankly, there are other places where we can spend that money right now."

Harris said he has listened to stations that broadcast in AM stereo in his market and has been impressed by some of what he has heard, but he said AM stereo itself would not be the salvation of AM radio. "It's the icing on the cake and not the cake itself," he said. The true salvation, he said, may be AM wide-band transmission. "That little stereo light is not what turns the listeners on," he said, defining what he described as the greater importance of wide-band development: "It's what they hear when they turn that radio on."

At its Radio '88 convention in Washington, the National Association of Broadcasters released a survey of 1,800 radio listeners that defined a problem cited by many broadcasters: Although listeners' perception of "stereo" is positive, many are not familiar with AM stereo. The listeners' definition of stereo cited a "deep, rich, good sound" (46.7%) and "clear, crisp, defined sound and clarity" (24.6%), but 15.2% responded that they had never heard of AM stereo.

At another Colorado station, KLZ(AM) Denver, Vice President and General Manager Bill Struck admitted that picking up his station's AM stereo capabilities is easier said than done, in that market. When he tried to buy an AM stereo receiver for his home, he said, he could not find one for sale. When he wanted to equip his new Buick with an AM stereo receiver, he added, he had to pay extra for the option and then learned that he had to press a button on the unit every time he wanted to hear AM stereo.

"[AM stereo] cannot have an impact if consumers can't get the equipment," said Struck, who recommended that legislators be lobbied to help promote the technology. "The consumer doesn't give a damn," he said, adding, "It's up to the broadcaster to get it done."

At KNEW(AM) Oakland, Calif., General Manager Bruce Blevins said he recognizes confusion over AM stereo and a shortage of consumer receiving equipment but nevertheless intends to adopt stereo by yearend. "We feel it will be a benefit in the future," he said. Blevins also said the station is preparing to upgrade its facilities, adding, "It isn't that expensive to do if you're going to remodel the station." □



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## Keeping tabs on spot sales

The Radio Advertising Bureau reported that spot radio sales showed increases of 20% or more in a dozen key business categories during 1988, based on information provided by Radio Expenditure Reports. The categories included games and toys at \$6.3 million, up 79.6%; government at \$49 million, up 74.2%; pet products at \$1.6 million, up 73.9%; sports and equipment at \$9 million, up 49.9%; optical and photo at \$17.3 million, up 37.5%; records, tape, audio and television at \$11.7 million, up 36.9%; education at \$4.5 million, up 32.1%; automotive (vehicles and aftermarket) at \$196.5 million, up 25.7%; home furnishings and appliances at \$21.5 million, up 24.4%; retail stores (national) at \$92.5 million, up 22.8%; soft drinks and water at \$48.1 million, up 22.6%, and gasoline and oil at \$54.1 million, up 20.7%.

On a separate note, RAB announced that it has scheduled six sessions of its Radio Sales University for 1989: Memphis, Tenn., June 16-18; Columbus, Ohio, July 7-9; Davenport/Rock Island, Ill., Sept. 22-24; Sacramento, Calif., Oct. 20-22, and Raleigh, N.C., Nov. 3-5. The three-day weekend programs are open to any radio station sales employees with less than two years' experience.

## Comedy added

United Stations Programming Network said it has added exclusive features from the American Comedy Network to its daily *American Music Magazine* program. The four-year-old show, hosted by KISS-FM Los Angeles' Bruce Vidal, features an hour of top-40 hits, entertainment news and talk.

## Yearend tallies

Dallas-based Satellite Music Network reported 1988 year-end earnings of 17 cents per share, up from a net loss of 11 cents per share for 1987. Net earnings for 1988 were \$1.52 million on revenue of \$19.19 million, compared to a net loss of \$994,871 on revenue of \$14.9 million for 1987.

Seattle-based Olympia Broadcasting Corp. reported year-end 1988 earnings of \$4.28 per share, up from a net loss of \$4.22 per share for 1987. Net earnings for 1988 were \$10.3 million on net revenue of \$13.57 million, compared to a net loss of \$10.18 million on net revenue of \$11 million for 1987.

## CBS covers the Masters

CBS Radio Sports said that it will

present live coverage of the Masters Golf Tournament April 6-9, marking the network's 34th consecutive year of coverage. Tournament coverage this year will include 28 three-minute reports and a 90-minute broadcast covering the final round of the competition April 9 from Augusta, Ga. CBS Radio Sportscaster Ed Ingles will anchor this year's coverage; he will be joined by CBS Radio Sportscaster Howard David and Nick Seitz, editorial director of *Golf Digest* and host of *The Golf Spot* on the CBS Radio Network.

## Spot report

National spot radio billings for February 1989 were \$63,432,900, 3.7% increase from February 1988's \$61,148,200, according to Radio Expenditure Reports Inc., Mamaroneck, N.Y. Year-to-date 1989 was \$125,800,400, representing 9.3% rise over \$115,086,400 for same period last year. Company compiles figures from top 15 rep agencies.

## The Sprite on radio

Sprite soft drink this month launches a new advertising campaign, "The Saturday Night Live Radio Network," which



features a 60-second audio highlight from NBC television's *Saturday Night Live* along with a 30-second promotional announcement. The campaign, which includes in-store promotional tie-ins, was created and produced by Eddie Simon and Lorne Michaels, executive producer of *Saturday Night Live*. Also included will be a sweepstakes that awards listeners trips to New York City to be part of the

television program's studio audience, offered by local Coca-Cola Bottlers through participating radio stations and local retailers. The campaign is scheduled to run through September.

## Togetherness

Separately owned Chicago stations WBBM(AM) and WGCI(AM) will simulcast the city's mayoral election night coverage April 3. Co-anchors will be Dave Baum of CBS-owned news station WBBM and Art Cribbs of Gannett Broadcasting's urban contemporary WGCI. The stations are promoting the importance of allowing "two diversified audiences to speak out and learn more about each other." A WBBM spokeswoman said that C-SPAN will provide in-studio coverage during the simulcast.

## In your own back yard

Washington-based North American Network said it is set to premiere its *Our Back Yard* series today (April 3), a package of 60-second spots focusing on lawn and garden tips. The 65 spots, hosted by Lief Ancker, are expected to run on approximately 70 radio stations. The series, sponsored by the Outdoor Power Equipment Institute trade association, allows stations to tie in local outdoor power equipment retailers.

## Woody buckles up

MCA Animation has lent the voice of its Woody Woodpecker cartoon character for a new series of radio public service announcements focusing on car seat belt use. The package of 30-second spots, with the animated bird as spokesman, titled "Thumbs Up To Safety Belts," also features 88-year-old Walter Lantz, creator of the 49-year-old cartoon character. A television PSA is also available from the Universal City-based production company.

## Golden Mike presentation

Broadcast Pioneers presented the 26th annual Golden Mike Award to Schurz Communications' WSBT-AM South Bend, Ind., at a banquet held at New York's Plaza hotel. The station was also presented with its original FCC license by Commissioner James Quello. The evening included remarks by CBS News's Morley Safer, who criticized tabloid programing and told the Broadcast Pioneers: "You've reached an age and status where maybe, just maybe, you want to consider what you are going to leave behind as your legacy."

# Stock Index

Closing Closing Net Percent P/E Market  
Wed Wed Change Change Ratio Capitali-  
Mar 29 Mar 22 zation  
(000,000)

Closing Closing Net Percent P/E Market  
Wed Wed Change Change Ratio Capitali-  
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(000,000)

## BROADCASTING

N (CCB) Capital Cities/ABC	374	7/8	378	1/4	-	3	3/8	-00.89	22	6,064
N (CBS) CBS	172	3/4	171	3/4	1			00.58	9	4,082
A (CCU) Clear Channel	14	13	5/8			3/8		02.75	25	54
A (HTG) Heritage Media	5	1/8	5	1/8				00.00	-8	57
O (JCOR) Jacor Commun.	5	7/8	6		-	1/8		-02.08	-13	57
O (LINB) LIN	86	1/2	86	3/4	-	1/4		-00.28	55	4,469
O (OBCCC) Olympia Broad.	2	1/2	2	1/2				00.00		6
O (OSBN) Osborn Commun.	8	1/2	8			1/2		06.25	-7	43
O (OCOAC) Outlet Commun.	29	3/4	28	3/4	1			03.47	-11	194
A (PR) Price Commun.	7	3/8	7			3/8		05.35	-6	71
O (SAGB) Sage Broadcasting	5	4	1/2			1/2		11.11	-7	19
O (SCRFP) Scripps Howard	58	1/2	63	1/2	-	5		-07.87	47	604
O (SUNNC) SunGroup Inc.	1	3/4	1	7/8	-	1/8		-06.66	-2	4
O (TLMD) Telemundo	7	6	3/4			1/4		03.70	-1	53
O (TVXGC) TVX Broadcast	3	1/4	2	3/4		1/2		18.18		19
O (UTVI) United Television	32	1/2	32	3/4	-	1/4		-00.76	53	356

## BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	25	3/4	25	1/2		1/4		00.98	10	271
O (ASTV) Amer. Comm. & TV		1/32	1/32					00.00		2
N (AFI) American Family	16	1/2	15	7/8		5/8		03.93	14	1,335
O (ACMA) Assoc. Commun.	31	3/4	31	3/4				00.00		454
O (BMAC) BMA Corp.	32	3/4	31			1	3/4	05.64	88	343
N (CCN) Chris-Craft	31	1/2	32	1/2	-	1		-03.07	70	686
O (DUCO) Durham Corp.	32	1/2	32	1/2				00.00	27	273
N (GCI) Gannett Co.	37	3/8	36	7/8		1/2		01.35	18	6,051
N (GY) GenCorp	17	1/8	18	1/8	-	1		-05.51	1	543
O (GMXC) GMX Commun.		3/32	3/32					00.00	1	543
O (GACC) Great Amer. Comm.	10	3/8	10	1/4		1/8		01.21	10	273
N (JP) Jefferson-Pilot	32	1/2	32	1/2				00.00	14	1,283
N (KRI) Knight-Ridder	43	5/8	44		-	3/8		-00.85	16	2,481
N (LEE) Lee Enterprises	25	1/8	25			1/8		00.50	18	624
N (LC) Liberty	35	3/8	35	3/8	-	3/8		-01.06	13	324
N (MHP) McGraw-Hill	67	3/8	67			3/8		00.55	20	3,248
A (MEGA) Media General	33	5/8	34	1/8	-	1/2		-01.46	22	948
N (MDP) Meredith Corp.	31	3/4	30	7/8		1/8		00.40	12	595
N (MCG) Mich. Energy	30	3/4	30	5/8		1/8		00.40	20	83
O (MMEDC) Multimedia	87	1/4	86			1	1/4	01.45	84	959
A (NYTA) New York Times	26	3/8	26	1/8		1/4		00.95	13	2,162
N (NWS) News Corp. Ltd.	19	5/8	19			5/8		03.28	10	5,229
O (PARC) Park Commun.	28	27	3/4			1/4		00.90	22	385
O (PLTZ) Pulitzer Publishing	26	29			-	3		-10.34	17	272
N (REL) Reliance Group Hold.	5	1/4	5	1/4				00.00	5	393
O (RTRS) Reuters Ltd.	34	3/8	34	5/8	-	1/4		-00.72	23	28,541
O (STAUF) Stauffer Commun.	135	134				1		00.74	45	135
N (TMC) Times Mirror	35	1/4	34	3/4		1/2		01.43	17	4,561
O (TMCI) TM Communications		1/4	1/4					00.00	1	1
N (TRB) Tribune	42	1/4	41	3/8		7/8		02.11	23	3,223
A (TBSA) Turner Bcstg. 'A'	25	3/8	25			3/8		01.50	-4	552
A (TBSB) Turner Bcstg. 'B'	23	23	7/8		-	7/8		-03.66	-3	500
A (WPOB) Washington Post	212	210	3/4			1	1/4	00.59	-4	2,723

## PROGRAMING

O (SP) Aaron Spelling Prod.	7	1/2	7	1/2				00.00	6	137
O (ALLT) All American TV	3	1/8	3	1/4	-	1/8		-03.84		6
O (BRRS) Barris Indus.	8	1/8	7	1/2		5/8		08.33	-3	63
N (KO) Coca-Cola	50	7/8	50	3/4		1/8		00.24	20	19,098
A (CLR) Color Systems	1	1/8	1			1/8		12.50		6
N (KPE) Columbia Pic. Ent.	16	1/2	16	3/4	-	1/4		-01.49	235	1,810
O (CAVN) CVN Cos.	15	1/8	15	1/8	-	1/8		-00.82	12	260
A (DEG) De Laurentis Ent.		11/16	11/16					00.00		7
O (dcp) dick clark prod.	4	4	1/4		-	1/4		-05.88	10	33
N (DIS) Disney	77	1/8	76	5/8		1/2		00.65	23	10,224
N (DJ) Dow Jones & Co.	31	1/8	30	3/8		3/4		02.46	14	2,997
O (FNNI) Financial News	8	5/8	10	1/8	-	1	1/2	-14.81	39	104
A (FE) Fries Entertain.	2	1/2	2	5/8	-	1/8		-04.76	10	13
N (GW) Gulf + Western	47	45	3/4			1	1/4	02.73	8	2,825
O (QNTX) Hal Roach	3	7/8	3	7/8				00.00	-9	27
A (HHH) Heritage Entertain.	1	7/8	2		-	1/8		-06.25	1	8
A (HSN) Home Shopping Net.	5	7/8	5	3/4		1/8		02.17	26	512
N (KWP) King World	24	3/4	24	3/4				00.00	16	713
N (MCA) MCA	52	50	5/8			1	3/8	02.71	28	3,781
N (MGM) MGM/UA Commun.	16	5/8	16	7/8	-	1/4		-01.48	-9	833
A (NHI) Nelson Holdings		3/4	5/8			1/8		20.00	-7	20
A (NWE) New World Enter.	6	1/4	5	5/8		5/8		11.11	17	67
O (NNET) Nostalgia Network	1	1/2	1			1/2		50.00	-2	8

## PROGRAMING

N (OPC) Orion Pictures	15	5/8	15	1/4				3/8	02.45	13	269
O (MOVEQ) Peregrine Ent.		9/32	9/32						00.00	-9	
N (PLA) Playboy Ent.	12	3/4	12	7/8	-	1/8		-00.97	14	119	
O (QNTX) Quintex	3	7/8	3	7/8				00.00	-9	27	
O (QVCN) QVC Network	9	8	3/4			1/4		02.85	-18	91	
O (RVCC) Reeves Commun.	5	5/8	5	7/8	-	1/4		-04.25	28	71	
O (RPICA) Republic Pic. 'A'	9	1/2	9	1/4		1/4		02.70	105	40	
O (SMNI) Sat. Music Net.	5	7/16	5	3/8		1/16		01.16	49	48	
N (WCI) Warner	46	5/8	47	1/2	-	7/8		-01.84	24	5,881	
O (WONE) Westwood One	8	7/8	9	1/4	-	3/8		-04.05	12	127	

## SERVICE

O (AMEA) A.M.E. Inc.	10	3/8	9	1/2				7/8	09.21	10	51
O (AGRP) Andrews Group	5	1/2	5	3/8		1/8		02.32	-2	36	
O (BSIM) Burnup & Sims	21	1/2	20	1/8		1	3/8	06.83	46	343	
N (CQ) Comsat	28	1/2	28			1/2		01.78	-11	522	
N (DNB) Dun & Bradstreet	50	1/2	49	3/4		3/4		01.50	19	7,676	
N (FCB) Foote Cone & B.	23	3/8	23			3/8		01.63	11	194	
O (GREY) Grey Advertising	124	1/2	120			4	1/2	03.75	16	151	
O (IDBX) IDB Communications	9	1/2	10	3/4	-	1	1/4	-11.62	38	38	
N (IPG) Interpublic Group	39	1/2	39	1/4		1/4		00.63	17	886	
O (OGIL) Ogilvy Group	33	3/4	32	1/8		1	5/8	05.05	16	480	
O (OMCM) Omnicom Group	20	1/8	19	7/8		1/4		01.25	14	494	
N (SAA) Saatchi & Saatchi	14	1/2	15	3/4	-	1	1/4	-07.93	6	2,112	
O (TLMT) Telemation	1	7/8	1	1/2		3/8		25.00	7	8	
A (UNV) Unitel Video	12	3/4	12	3/4				00.00	19	27	

## CABLE

A (ATN) Acton Corp.	19	7/8	19	3/4		1/8		00.63	3	23
O (ATCMA) Amer. TV & Comm.	43	1/4	40	1/4		3		07.45	96	4,704
O (CTEX) C Tec Corp.	48	1/2	51		-	2	1/2	-04.90	21	266
A (CVC) Cablevision Sys. 'A'	38	38	1/8		-	1/8		-00.32	-13	799
O (CNCAA) Centel Cable	43	1/8	43	1/4	-	1/8		-00.28	139	1,078
N (CNT) Centel Corp.	65	65	5/8		-	5/8		-00.95	18	2,826
O (CMCSA) Comcast	19	5/8	19			5/8		03.28	-89	877
A (FAL) Falcon Cable Systems	19	5/8	19	5/8				00.00	-61	125
O (JOIN) Jones Intercable	16	1/2	16	1/8		3/8		02.32	51	210
T (MHPQ) Maclean Hunter 'X'	12	7/8	13	1/4	-	3/8		-02.83	35	948
T (RCL.A) Rogers Commun. 'A'	122	120				2		01.66	-187	1,509
T (RCL.B) Rogers Commun. 'B'	100	101			-	1		-00.99	-153	1,237
O (TCAT) TCA Cable TV	33	33	3/4		-	3/4		-02.22	64	398
O (TCOMA) Tele-Commun.	28	3/4	27	7/8		7/8		03.13	57	4,351
N (TL) Time Inc.	116	119	1/2		-	3	1/2	-02.92	27	6,779
O (UACI) United Art. Commun.	32	1/4	31	3/4		1/2		01.57	268	1,324
N (UCT) United Cable TV	38	37	1/2			1/2		01.33	-200	1,416
N (VIA) Viacom	38	3/8	38	5/8	-	1/4		-00.64	-5	2,047
N (WU) Western Union	2	3/8	2	1/8		1/4		11.76		75
O (WSMCA) WestMarc	20	1/2	19	3/8		1	1/8	05.80	25	294

## ELECTRONICS/MANUFACTURING

N (MMM) 3M	67	1/4	67	7/8	-	5/8		-00.92	16	15,298
N (ARV) Arvin Industries	22	1/8	21	3/4		3/8		01.72	9	421
O (CCBL) C-Cor Electronics	28	23	1/2			4	1/2	19.14	46	57
N (CHY) Chyron	3	5/8	3	3/4	-	1/8		-03.33	12	37
A (COH) Cohe	13	1/4	13	1/8		1/8		00.95	12	24
N (EK) Eastman Kodak	45	1/8	45	1/4	-	1/8		-00.27	12	15,293
N (GRL) Gen. Instrument	28	1/4	27	7/8		3/8		01.34	-20	944
N (GE) General Electric	44	7/8	45		-	1/8		-00.27	19	41,076
O (GETE) Geotell Inc.		11/16	11/16					00.00	-2	2
N (HRS) Harris Corp.	27	3/4	27	7/8	-	1/8		-00.44	12	1,135
O (ITEL) Intel Corp.	21	1/8	20	7/8		1/4		01.19	49	560
N (MAI) M/A Com. Inc.	7	5/8	7	5/8				00.00	-5	206
N (IV) Mark IV Indus.	11	3/8	11	1/2	-	1/8		-01.08	6	122
O (MCDY) Microdyne	3	3/4	3	3/4				00.00	-2	16
O (MCOM) Midwest Commun.	6	6	1/4		-	1/4		-04.00	14	17
N (MOT) Motorola	40	7/8	39	7/8		1		02.50	17	5,285
N (OAK) Oak Industries	1	1	1/8		-	1/8		-11.11	10	75
A (PPI) Pico Products	1	1/2	1	5/8	-	1/8		-07.69	-30	5
N (SFA) Sci-Atlanta	14	5/8	14	3/8		1/4				



As compiled by BROADCASTING from Mar. 23 through Mar. 29 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

## Ownership Changes

■ **KMCK-FM** Siloam Springs, AR (BAPLH890309HR; 105.7 mhz; 100 kw; HAAT: 410 ft.)—Seeks assignment of license from Apple Broadcasting Inc. to Tate Communications Inc. for \$1.451 million. Seller is owned by Jessie C. Smith, who has no other broadcast interests. Buyer is principally owned by Harvey J. Tate, 45.3%; George Hochman, 14.4%; Istvan Vekony, 11.5%; Sam A. Behr, 6.3%, and Robert F. Hoffman, 2.0%. Tate Communications Inc. also owns KTXF-FM Brownsville, TX. Filed

March 9.

■ **KOSY-AM-FM** Texarkana, AR (AM: BAL890306EC; 790 khz; 1 kw-D; .5 kw-N; FM: BALH890306ED; 102.5 mhz; 94 kw; HAAT: 235 ft.)—Seeks assignment of license from Gateway Broadcasting Co. to Broadcasters Unlimited Inc. for \$1.1 million. Seller is owned by W. Decker Smith Jr. and James K. Smith, who have no other broadcast interests. Buyer is owned by Don R. Chaney, Wade C. Riley, Wilton Fair, and Sam Roosth. It also owns KTBB(AM)-KNUF-FM Tyler, TX. Filed March 6.

■ **KKAL(AM)** Arroyo Grande, and **KZOZ-FM** San Luis Obispo, both California (AM: BAL890203EC; 1280 khz; 5 kw-D, 2.5 kw-N, DA-2; FM: BALH890203ED; 93.3 mhz; 29.5 kw; HAAT: ANT 1,470 ft.)—Seeks assignment of license from David Y. Farmer. Receiver to KZOZ Radio Inc. for \$2 million. Seller has no other broadcast interests. Buyer is equally owned by Anthony S. Brandon, and Rogers Brandon. Anthony S. Brandon has interest in KER-N(AM)-KQXR-FM Bakersfield, CA; WWWG(AM) Rochester, NY; KVOQ-FM Lorenzo, KLLF(AM) Wichita Falls, KGEE-FM Monahans, all Texas; WMSR-FM Manchester, TN; WYDE(AM) Birmingham, AL. Filed Feb. 3.

■ **KLZZ(FM)** Los Osos-Baywood Park, CA (BALH890309HQ; 101.3 mhz; 4.79 kw; HAAT: 1506 ft.)—Seeks assignment of license from Diaz Broadcasting Co. to Stratosphere Broadcasting L.P. for \$1.3 million. Seller is owned by Eduardo Diaz, who has no other broadcast interests. Buyer is owned by Stratosphere Broadcasting Corp., general partner 1%. Clifford Burnstein, limited partner 49.5%, and Peter Mensch, limited partner 49.5%. Filed March 9.

■ **KPAG(AM)-KRQS-FM** Pagosa Springs, CO (AM: BAL890301EA; 1400 khz; 1 kw-D, 250W-N, DA-1; FM: BALH890301EB; 106.3 mhz; 100 kw; HAAT: 1111 ft.)—Seeks assignment of license from Rod-Mar Inc. to Pagosa Communications Inc. for \$160,000. Seller is owned by

Roger L. Morphew and Stacie Lynn Morphew, who have no other broadcast interests. Buyer is owned by Daniel F. Anderson, who has no other broadcast interests. Filed March 1.

■ **WYGC-FM** Gainesville, FL (BALH890202HZ; 100.9 mhz; 3 kw; HAAT: Ant 300 ft.)—Seeks assignment of license from New South Communications Inc. to Gator Country Broadcasting Inc. for \$2,187,500 ("Changing Hands," Feb. 13). Seller is owned by F.E. Holladay, president, and also owns WMGF-FM Troy, AL; KWEZ(AM)-KJLO(FM) Monroec, LA, and WALT(AM)-WOKK-FM Meridian, MS. Buyer is principally owned by James T. Cullen Jr., 45%, and Adam G. Polacek, 45%. It is wholly owned subsidiary of Heritage Broadcast Group Inc., which also owns WAAX(AM)-WQEN(FM) Gadsden, AL; WELO(AM)-WZLQ(FM) Tupelo, MS; WWNC(AM)-WKSF(FM) Asheville, NC, and WNFI(FM) Palatka, FL. Filed Feb. 2.

■ **KSPG(AM)-KBUZ-FM** El Dorado, KS (AM: BAL890217ED; 1360 khz; 500 kw-D; FM: BAPLH890217EE; 99.30 mhz; 3 kw; HAAT: Ant 411 ft.)—Seeks assignment of license from Gary L. Violet to El Dorado Broadcasting Inc. for \$1.1 million. Seller also owns KSUX(FM) Winnebago, NE. Buyer is owned by Richard Smith, who has no other broadcast interests. Filed Feb. 17.

■ **KLPL-AM-FM** Lake Providence, LA, (AM: BAL890306EG; 1050 khz; 250 W-D; FM: BALH890306EH; 92.7 mhz; 2 kw; HAAT: 145 ft.)—Seeks assignment of license from New Directions Broadcasting Inc. to Dixie Business Investment Company. Paul and Elizabeth Coates, principals of New Directions Broadcasting and Rhino Broadcasting Inc., licensees of KLPL-AM-FM Lake Providence, LA and WZFL-AM-FM Centreville, MS, are transferring all of their assets ("certain land, furniture, fixtures, equipment, accounts receivable and operating licenses") to Dixie Business Investment Company in full settlement of

## Broadcasters Unlimited, Inc.

*has acquired*

**KOSY-AM/FM**  
Texarkana, Texas

*from*

**Gateway Broadcasting Co., Inc.**

*for*

**\$1,100,000**

*We are pleased to have brokered this transaction.*

Nationwide Media Brokers  
**Chapman**  
Associates

Corporate Offices • Washington, DC • 202/822-1700

### BOSTON

617/330-7880  
Kevin Cox • Bob Maccini

### WASHINGTON

202/822-1700  
Mitt Younts • Kent Replogle  
Bill Cate

### ATLANTA

404/698-9100  
Ernie Pearce • Ed Shaffer

### JACKSONVILLE

904/730-2522  
Jim Brewer • George Reed

### DALLAS

214/788-2525  
Bill Whitley

### LOS ANGELES

818/893-3199  
Jim Mergen • Ray Stanfield

### SAN FRANCISCO

415/937-9088  
David LaFrance

### KANSAS CITY

816/932-5314  
Bill Lytle

### SALT LAKE CITY

801/753-8090  
Greg Merrill



certain loans made by Dixie. Dixie is not assuming liabilities of the radio stations. Application only refers to the Lake Providence, LA, stations. Buyer has no other broadcast interests. Filed March 6.

■ **WFBR(AM)-WLIF(FM)** Baltimore, MD (AM: BTC890221GI; 1300 khz; 5 kw-U, DA-1; FM: BTCH890221GJ; 101.9 mhz; 13.5 kw; HAAT: Ant 960 ft.)—Seeks transfer of control from Jag Communications of Virginia Inc. to Infinity Broadcasting Corp. of Michigan for \$32 million ("In Brief," Feb. 20). Seller is New York-based group headed by John A. Gambling. It also owns WFOG(FM) Suffolk, VA. Buyer is owned by Michael A. Wiener, 48.2%; Gerald Carrus, 48.2%, and Mel Karmazin, 3.2%. It also owns, through wholly owned subsidiaries, KOME(FM) San Jose and KROQ(FM) Pasadena, both California; KVIL(AM) Highland Park, and KVIL-FM Highland Park-Dallas, KXYZ(AM) Houston, all Texas; WBCN(FM) Boston, MA; WJFK(FM) Manassas, VA; WJJD(AM)-WJMK(FM) Chicago, IL; WOMC(FM) Detroit, MI; WQYK(AM) Seffner, and WQYK(FM) St. Petersburg, FL; WXRK(FM) New York, NY; WYSP(FM) Philadelphia, PA. It also owns interest in WJIT(AM) New York, NY. Filed Feb. 21.

■ **KQAD(AM)-KLQL-FM** Luverne, MN (AM: BTC890224ED; 800 khz; 500 kw-D, DA; FM: BTCH890224EE; 101.1 mhz; 1 kw; HAAT: Ant 530 ft.)—Seeks transfer of control from James A. Herk to Raymond A. Lamb. Herk hereby grants to Lamb option to purchase his 25,000 shares of common stock in corporation for total of \$50,000. Lamb is president and 50% shareholder of KVFD(AM)-KFDC-FM Fort Dodge, IA. He is also president and 100% shareholder of KBRK(AM)-KGGG-FM Brookings, SD, and KIJV(AM)-KURO-FM Huron, SD. Filed Feb. 24.

■ **KUGT(AM)** Jackson, MO (BAL890227EG; 1170 khz; 250W-D)—Seeks assignment of license from Target Media Inc. to Light and Power Co. Inc. for \$225,000. Seller is owned by Ralph Newquist and Dale Rollings. It also owns KCGQ(FM) Gordonville, MO. Buyer is owned by Larry E. Dunger, and Lisa A. Dunger, joint tenants. Filed Feb. 27.

■ **KSWN(AM)** McCook, NE (BAL890202EB; 1300 khz; 5 kw-D, DA)—Seeks assignment of license from K-101 Inc. to Ron Crowe & Associates for \$42,000. Seller is owned by First National Bank & Trust Co., Great Bend, Kan., and has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 2.

■ **KICX(AM)** McCook, NE (BAL890202EA; 1360 khz; 1 kw-D; HAAT: )—Seeks assignment of license from Semeco Broadcasting Corp. to Ron Crowe & Associates for \$200,000. Seller is owned by Mary Lou Corrick, personal representative of estate of Wilfred O. Corrick. It also owns KICX-FM McCook, NE. Buyer has no other broadcast interests. Filed Feb. 2.

■ **KMYO(FM)** Bloomfield, NM (BAPH890221HW; 104.5 mhz; 100 kw; HAAT: Ant 1,087 ft.)—Seeks assignment of license from Mehl D. Tafuya to Frank and Wanda J. Elwood for \$50,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 21.

■ **KKBZ(FM)** White Rock, NM (BTCH890301HM; 101.1 mhz; 3 kw; HAAT: 16 M)—Seeks transfer of control from Torjaq Radio Inc. to Torjaq Radio Inc. for \$21,250. Seller is owned by Dawn Shaplund and Dean K. Burns. Burns is director of licensee of KRSN Los Alamos, NM. Buyer is owned by Dean K. Burns. Filed March 1.

■ **WRTP(AM)** Chapel Hill, NC (BAL890130EC; 1530 khz; 10 kw, DA)—Seeks assignment of license from Carolina Christian Communications Inc. to WRTP Inc. for \$248,296. Seller is equally owned by Richard D. St. John, president, and five others. Buyer is owned by Billie O. Leathers, 70%; Linda L. Dixon, 10%; Alice L. Quesenberry, 10%, and Brenda L. Blackwood, 10%. It has no other broadcast interests. Filed Jan. 30.

■ **KKNG-FM** Oklahoma City, OK (BALH890130GE; 92.5 mhz; 98 kw; HAAT: Ant 900 ft.)—Seeks assignment of license from NewCity Broadcasting Co. to Allentown FM Inc. for \$3.5 million ("In Brief," Jan. 16). Seller is headed by Dick Ferguson, president. It is Bridgeport, Conn.-based group of six AM's and nine FM's. Buyer is owned by Donald L. Wilks, and Michael E. Schwartz, and also owns WHYN-AM-FM Springfield, MA; WEEX(AM)-WQQQ(FM) Easton, PA; WFBL(AM)-WKFM(FM) Syracuse, NY; WSPB(AM)-WSRZ(FM) Sarasota, FL, and WLKW-FM Providence, RI. Filed Jan. 30.

■ **WEAN(AM)** Providence, RI (BAL890203EF; 990 khz; 50 kw-U, DA-D)—Seeks assignment of license from Appleton Broadcasting Co. L.P. to North American Broadcasting Co. for \$1.05 million ("Changing Hands," Feb. 13). Seller is principally owned by general partners William A. McCarthy of Framingham, MA, and Harold Bauser of Boston. McCarthy is general manager of WEAN. They have no other broadcast interests. Buyer is owned by Frank Battaglia, owner of Place Management, computer software supplier. He also owns WALE(AM) Fall River,

MA. Filed Feb. 3.

■ **WANS-AM-FM** Anderson, SC (AM: BTC890307EA; 1280 khz; 5 kw-D; 1 kw-N, DA-N; FM: BTCH890307EB; 107.3 mhz; 100 kw; HAAT: 1008 ft.)—Seeks assignment of license from Degree Communications Association to At Capital Corp. for \$1,750,000. Seller is owned by Charles Kent Burkhardt and Patsy Burkhardt. Charles also owns interest in KEY1-FM San Marcos, TX. Buyer is owned by Ameritrust Company National Association, 100%, David Zarnoch, president. It has no other broadcast interests. Filed March 7.

■ **WTPR(AM)-WAKQ-FM** Paris, TN (AM: BAL890303HL; 710 khz; 1 kw-D; FM: BALH890303HL; 105.5 mhz; 3 kw; HAAT: 210 ft.)—Seeks assignment of license from Sosh Broadcasting Group Inc. to Paris Wireless Corp. for \$650,000. Seller is owned by William Lon Sosh, and Henry Gilbarer Royse II, and has no other broadcast interests. Buyer is owned by Carlton Veirs and Lyle Reid. It also owns WTNE(AM)-WLOT(FM) Trenton, WBHT(AM)-WTBG(FM) Brownsville, all Tennessee. Filed March 3.

■ **KJZY(FM)** Denton, TX (BALH890302HG; 99.1Mhz; 100 kw; HAAT: 357 ft.)—Seeks assignment of license from Denton FM Radio Inc. to Broadcast House Inc. of Texas for \$5.841 million. Seller is owned by Richard E. Witkovski, who also owns KTLA-AM-FM Tootle, UT, KYOT(FM) Granbury, TX, and New FM Tucson, AZ. Buyer is owned by Larry Greene, 33.34%; David Moorhead, 33.33%, and Toni Greene, 33.33%. It has no other broadcast interests. Filed March 2.

■ **KHSB(FM)** Brigham City, UT (BAPH890303HI; 100.7 mhz; 100 kw-V; HAAT: Ant 1,968 ft.)—Seeks assignment of license from Harold S. Schwartz to Radio Property Ventures for \$36,415. Seller has no other broadcast interests. Buyer is owned by Burt W. Kaufman, 66.66%; Dirk L. Hallemeier, 22.22%, and George Spicer, 11.11%. Radio Property Ventures is licensee of KXEG(AM) Tolleson, AZ; KSHY(AM) Cheyenne, WY; KBBX(AM)-KCGL-FM Centerville, UT; KXEN(AM) Festus-St. Louis, MO, and KQXI(AM) Arvada, CO. Filed March 3.

■ **KKVU-AM-FM** Tremonton, UT (AM: BAL890306EA; 1470 khz; 5 kw-D, DA; FM: BAPLH890306EB; 104.9 mhz; 3 kw; HAAT: 150 ft.)—Seeks assignment of license from McAlester Broadcasting Systems of Utah to Northern Utah Broadcasting Co. This assignment is pursuant to court order. KKVU is presently dark. Seller is owned by Bob McAlester, who has no other broadcast interests. Buyer is owned by Glacus G. Merrill, Darla D. Clark, and Marie B. Merrill. Filed March 6.

■ **WAPP-FM** Berryville, VA (BALH890203HY; 105.5 mhz; 3 kw; HAAT: ANT 300 ft.)—Seeks assignment of license from Berryville Media Group Inc. to Leverrier Broadcasting Co. Parties have entered into oral agreement. Under agreement Leverrier Broadcasting Co. will acquire assets and licenses used or useful in connection with operation of WAPP(FM) in return for reaching agreements with various creditors of Berryville Media Group Inc. to satisfy debts owed by assignor. Buyer is owned by Leigh S. Leverrier, 51%, and Jeffrey D. Southmayd, 49%. It also owns WESI(FM) Strasburg, VA. Leverrier is permittee of WLSL(FM) Christfield, MD. Southmayd is 49% shareholder in Austin Broadcast Services Inc., licensee of KFXI(FM) Marlow, OK. Filed Feb. 3.

■ **WRJN(AM)-WHKQ-FM** Racine, WI (AM: BTC890302HN; 1400 khz; 1 kw-U; FM: BTCH890302HO; 92.1 mhz; 3 kw; HAAT: 275 ft.)—Seeks transfer of control from Vision Broadcasting Inc. to Patricia D. Collinson, Trustee. Anthony Gazzana, original shareholder of Vision Broadcasting Inc., owns 82 shares of voting stock in the company, which constitutes 100% of total shares outstanding. This transaction involves issuance by Vision of 296 new shares; 284 to eight additional stockholders plus 12 new shares to Gazzana. Each of these shareholders will pay \$2,500 per share for their stock. As result of this transaction, Gazzana will own 94 of the 378 outstanding shares, or 24.9% of stock of Vision. Other eight shareholders will each own between 0.5% and 42.3% of stock. Filed March 2.

## New Stations

### Applications AM's

■ **Mulberry, FL** (BP890301AF)—Radio 780 seeks 780 khz. Address: P.O. Box 154, San German, PR 00753. Principal is owned by Frederick Gauthier, who also owns 2% partnership in application of F.M. Minority Broadcasting for New FM Lajas, PR. Filed March 1.

■ **Clarksville, GA** (BP890301AG)—Clara Morris Martin seeks 1500 khz. Address: 320 Summit St., Box 14, Cornelia, GA 30531. Principal has no other broadcast interests. Filed March 1.

■ **Princetonville, HI** (BP890313AD)—North Shore Radio Inc. seeks 630 khz. Address: 435 South Lafayette Park Place, Suite 105, Los Angeles, CA 90057. Principal is equally owned by Iris E. Lindstedt, Charles Carrell, Forrest Romas, Judith A. Ramos, Newton Bellis, and Rita Bellis. It has no other broadcast interests. Filed March 13.

■ **Tioga, LA** (BP890313AB)—Cavaness Broadcasting Inc. seeks 680 khz. Address: 92 West Shamrock St., Pineville, LA 71360. Principal is owned by Jose M. Cavaness, 49%; Marilyn Lovett, 3%; Dorothy Cavaness Jones, 2%, and Roger W. Cavaness, 46%. Cavaness Broadcasting Inc. also owns KISY(FM) Tioga, and KVOL(AM) Lafayette, both Louisiana. Filed March 13.

### FM's

■ **Williamstown, KY** (BPH890301MB)—Grant County Broadcasting Co. seeks 106.5 mhz; 3 kw; 100 m. Address: 307 N. Main St., Williamstown, KY 41075. Principal is owned by Pamela Ann Lanter, James P. Wagner, and James P. Gray. James P. Wagner is vice president and minor shareholder in Jacor Communication Inc. Jacor Communications owns WLW(AM)-WEBN-FM Cincinnati, WMJI-FM Cleveland, both Ohio. Jacor Communications also owns subsidiary corporations, of which James Wagner is also vice president, that are licensees of WFLA(AM)-WFLZ-FM Tampa, WQIK-AM-FM Jacksonville, FL; KOA(AM)-KRFX-FM Denver, CO; WGST(AM)-WPCF-FM Atlanta, GA; WYHY-FM Lebanon, and WMYU-FM Sevierville, both Tennessee. It also owns Georgia Radio News Service, Atlanta, GA. Filed March 1.

■ **Riverside, PA** (BPH890222MB)—Elaine C. Kennedy seeks 92.3 mhz; 3 kw; 100 m. Address: RD 1, Box 460, Cogan Station, PA 17728. Principal has no other broadcast interests. Filed Feb. 22.

■ **Riverside, PA** (BPH890223MF)—Eugene Picarella Jr. seeks 92.3 mhz; 3 kw; 100 m. Address: 612 North Shamokin Street, Shamokin, PA 17872. Principal has no other broadcast interests. Filed Feb. 23.

■ **Belle Fourche, SD** (BPH890210MG)—Lovcom Inc. seeks 95.9 mhz; 3 kw; 100 m. Address: 721 State Street, Belle Fourche, SD 57717. Principally owned by W.K. Love, 75%, and Christy Love, 10%. It has no other broadcast interests. Filed Feb. 10.

■ **Jefferson, TX** (BPH890224)—DLB Broadcasting Partnership seeks 104.5 mhz; 1.674 kw; 130 m. Address: P.O. Box 961, Vinita, OK 74301. Principal is equally owned by David Leon Boyd, William E. Davis and Leona Boyd. It has no other broadcast interests. Filed Feb. 24.

■ **Saltville, VA** (BPH890214MG)—Mountain Media of Virginia seeks 106.1 mhz; 3 kw; 10 m. Address: 2567J Mountain Lodge Circle, Birmingham, AL 35216. Principal is equally owned by William J. Pennington, Thomas A. Dibacco and Robert L. Germain Jr. Pennington is 24% owner of WCOG(AM)-WZBZ(FM) Ridgeland, SC, and 50% owner of WPNI KENTLAND, IN. Filed Feb. 14.

■ **Clarksburg, WV** (BPED890221MB)—Maranatha Broadcasting Inc. seeks 90.1 mhz; 1.5 kw; 245 m. Address: Rte. 4, Box 295, Chesapeake, OH 45619. Principal has no other broadcast interests. Filed Feb. 21.

■ **Green Bay, WI** (BPED890303MB)—Catholic Diocese of Green Bay, Wisconsin seeks 88.1 mhz; 50 kw; 176 m. Address: 1910 S. Webster Ave., Green Bay, WI 54301. Principal is headed by Bishop Adam J. Maida, Bishop Robert F. Morneau, and Reverend Monsignor Paul P. Koszar. It has no other broadcast interests. Filed March 3.

■ **Richfield, UT** (BPH890307MA)—Richfield FM Partnership seeks 97.5 mhz; 24 kw; 1081 m. Address: P.O. Box 3, Columbus, GA 31902. Principal is headed by Victoria P. Stuart, who has no other broadcast interests. Filed March 7.

■ **Salina, KS** (BPED890203MQ)—Joseph Alan Fears seeks 88.5 mhz. Address: 1019 North Santa Fe, Salina, KS 67401. Principal has no other broadcast interests. Filed Feb. 3.

### Actions

#### AM's

■ **Waterloo, NY** (BPH870430OH)—Granted app. of Lake Country Broadcasting for 98.5 mhz; 3 kw H&V; 100 m. Address: 88 E. Bayard St., Seneca Falls, NY 13148. Principal is owned by Robert W. Martin, who has no other broadcast interests. Action March 14.

■ **Charlotte, NC** (BP881101AH)—Dismissed app. of Carolina Radio Crafts Inc. for 1310 khz. Address: 3009 Blue Heron Drive South, Jacksonville, FL 32223. Applicant proposes to utilize facilities of WGSF(AM) Charlotte, NC. Principal is equally owned by Mark Picus, Donald Martin, and Donald T. Moses. Picus owns WZAZ(AM) Jacksonville, FL. Action March 21.



■ Brigham City, UT (BP880229AA)—Dismissed app. of Jerry J. Collins for 760 khz. Address: c/o WDCQ, 1227 del Prado Blvd, #103, Cape Coral, FL 33904. Principal also owns WDCQ(AM) Pine Island Center, FL, and KJCC(AM) Carmel Valley. CA. Action March 22.

## FM's

■ Caney, KS (BPH870318MA)—Granted app. of Michael P. Stephens for 101.1 mhz; 3 kw H&V; 328 m. Address: Rte. 5, Box 227, Sapulpa, OK 74066. Principal is owned by Michael P. Stephens who owns KXOJ-AM-FM Sapulpa, OK. Action March 14.

■ Brusly, LA (BPH870701MR)—Granted app. of Livingston Communications Inc. for 96.3 mhz; 3 kw H&V; 100 m. Address: 601 Hatchell Lane, Denham Springs, LA 70726. Principal is owned by Nancy E. David, who has no other broadcast interests. Action March 16.

■ Grand Marais, MN (BPH870908MK)—Granted app. of Timothy D. Martz for 100.5 mhz; 100 kw H&V; 301 m. Address: 187 Brookmere Dr., Fairfield, CT 06430. Principal also owns WYSS-FM Sault Ste. Marie, MI. Action March 16.

■ Elmira, NY (BPED870209MI)—Granted app. of Area Youth For Christ Radio Inc. for 90.3 mhz; 7 kw H&V; 122 m. Address: 7634 Campbell Creek Rd., Bath, NY 14810. Principal is equally owned by Richard M. Snavelly, Jacqueline D. Snavelly, and Richard Snavelly Jr. Action March 21.

■ Clinchco, VA (BPH880217MZ)—Dismissed app. of Clinchco Broadcasters for 93.1 mhz; 3 kw H&V; 100 m. Address: General Delivery, Payne Gap, KY 41552. Principal is owned by James C. Bright, who has no other broadcast interests. Action March 17.

■ Clinchco, VA (BPH880216MO)—Granted app. of Dickenson County Broadcasting Corp. for 93.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 127, Birchleaf, VA 24220. Principal is owned by Richard W. Edwards and Rita O. Edwards. Richard W. Edwards is general partner in Edwards & Sutherland Broadcasting Co., licensee of WBBI(AM)-WABN-FM Abingdon, VA. Action March 17.

## Facilities Changes

### Applications

#### AM's

■ Desert Hot Springs, CA, KUTE 880 khz—March 13-Application for Mod of CP (BP870121AG) to increase night power to .9 kw and 3 kw day; make changes in antenna system; change from Non-DA to DA and change TL to 2.7 km S of Desert Hot Springs, CA; 33 54 55N 116 28 40W.

■ Georgetown, DE, WSEA 900 khz—March 13-Application for Mod of CP (BP870722AD) to increase night power to 1 kw.

■ McDonough, GA, WZAL 1540 khz—March 13-Application for Mod of CP (BP880727AG) to increase power to 2.5 kw.

■ Chicago, IL, WBBM 780 khz—March 10-Application for CP to construct new main antenna.

■ Green Valley, WV, WAMN 1040 khz—March 7-Application for CP to change FREQ: 1050 KHz; reduce power to 1.43 kw.

#### FM's

■ Muskegon Heights, MI, WQWQ 101.7 mhz—Feb. 22-Application for CP to change HAAT: 100 m H&V; TL: 2 mi E of Muskegon Heights, MI; 43 13 34N 86 10 49W.

■ Poplar Bluff, MO, KLUH 90.5 mhz—Feb. 27-Application for Mod of CP (BPED870511MA) to correct coordinates: 36 44 44N 90 24 24W.

#### TV's

■ Watsonville, CA, KCAH ch. 25—March 8-Application for Mod of CP (BPET830117KG) to change ERP: 52.8 kw (vis); HAAT: 2198 ft.; ANT: Scala/ Custom Array #2336 (DA); TL: Mountains 9 mi NE of Salinas Freemont Peak, Monterey, CA; 36 45 23N 121 30 05W.

■ Washington, DC, WRC-TV ch. 4—March 16-Application for CP to change ERP: 100 kw (vis); HAAT: 191; TL: 4001 Nebraska Ave., N.W., Washington, D.C.; ANT: Alan Dick & Co./T4H4.4DP60ND; 38 56 24N 77 04 54W.

■ Concord, NC, WUNG-TV ch. 58—March 17-Application for CP to change ERP: 5000 kw (vis); HAAT: 1390.4'; TL: .83 mi, 353.6 degrees of intersection of St. Hwy. NC-49/ St. Rd. 1309 Concord, NC; ANT: Harris/ TWS-30(58); 35 21 30N 80 36 37W.

■ Bellingham, WA, KBCB ch. 64—March 14-Application

for Mod of CP (BPCT821109KF) to change ERP: 42.7 kw (vis); HAAT: 676 m; TL: Mt. Constitution, Orcas Island, WA; ANT: Jampro/ JCR 8/ 64-L-100-H; 48 40 48N 122 50 23W.

## Actions

### AM's

■ Thornton, CO, KJIM 760 khz—March 22-Application (BP870908AE) granted for CP to increase day power to 50 kw and make changes in antenna system.

■ Zeeland, MI, WBMX 640 khz—March 21-Application (BMP881019AD) returned for Mod of CP (BP810330AG) to change city of license to Merrillville, IN, reduce daytime power to 250 w and change TL to 49th & 50th W of Chase. IN; 41 31 38N 87 22 26W.

■ Greenville, SC, WUUU 1260 khz—March 22-Application (BP881109AC) granted for CP to change TL to .5 km W of intersection of Donkle & Rutherford Rds., 3.4 km NE of Greenville, SC, and make changes in antenna system; 34 54 30N 82 20 41W.

### FM's

■ Cordova, AL, WFFN 92.9 mhz—March 16-Application (BPH890118IE) dismissed for CP to change FREQ: 95.3 MHz; per Docket 87-451.

■ Chicago, IL, WUSN 99.5 mhz—March 16-Application (BPH890103IB) dismissed for CP to change ERP: 8.3 kw H&V; HAAT: 358 m H&V.

■ Kingman, KS, KAPH 99.3 mhz—March 21-Application (BMP881115IA) granted for Mod of CP (BPH850710NJ) to change FREQ: 100.3 MHz; ERP: 47.9 kw H&V; HAAT: 154 m H&V; TL: 5.5 km NW of Spivey, KS; CLASS: C2; per Docket 87-596.

■ Worcester, MA, WRSR 96.1 mhz—March 21-Application (BMP8811220IF) dismissed for Mod of CP (BPH880307IC) to change ERP: 16.6 kw H&V.

■ Owensville, MO, KZBR 95.3 mhz—March 16-Application (BPH881110IB) granted for CP to change CLASS: C2; ERP: 50 kw H&V; HAAT: 100 m H&V; 38 15 22N 91 32 04W; per Docket 87-411.

■ Socorro, NM, KMXQ 92.7 mhz—March 15-Application (BPH880915IC) returned for CP to change FREQ: 104.7 MHz; ERP: 100 kw H&V; HAAT: 518 m H&V; TL: 43 km NW of Socorro, NM; CLASS: C; per Docket 87-308.

■ South Bristol Township, NY, WZSH 95.1 mhz—March 17-Application (BPH851220ID) granted for CP to change TL: .3 mi W of Mount Road and .37 mi N of Baptist Hill Road, Bristol, NY; ERP: 50 kw H&V; HAAT: 492' H&V; 42 51 02N 77 25 42W.

■ Eden, NC, WWMY 94.5 mhz—March 21-Application (BPH880708IA) granted for CP to change HAAT: 296 m H&V; non-directional antenna; amended July 8, 1988, to reorient directional pattern.

■ Laurinburg, NC, WSTS 96.5 mhz—March 16-Application (BPH870227MV) granted for CP to change ERP: 100 kw H&V; HAAT: 985' H&V.

■ Manteo, NC, WZZI 98.3 mhz—March 16-Application (BMP881041G) granted for Mod of CP (BPH850531MR) to change FREQ: 98.1 MHz; TL: North Carolina St. Rte. 1135, Roanoke Island, NC; ERP: 50 kw H&V; HAAT: 108.1 m H&V; CLASS: C2; 35 51 08N 75 39 01W; per Docket 87-193.

■ Okmulgee, OK, KOKL-FM 94.3 mhz—March 16-Application (BPH890123IA) granted for CP to change FREQ: 94.1 MHz; ERP: 18.07 kw H&V; HAAT: 249 m H&V; TL: 4.2 mi SW of Mounds, OK, and 3 mi W of Alt. Hwy. 75; CLASS: C2; per Docket 88-39.

■ Franklin, PA, WVEN 99.3 mhz—March 16-Application (BPH880526IB) granted for CP to change ERP: 7.3 kw H&V; HAAT: 183 m H&V; TL: Off Buttermilk Hill Rd., NW of Franklin, PA; CLASS: B1; per Docket 87-297).

■ Surfside Beach-Garden, SC, WYAKFM, 103.1 mhz—March 17-Application (BPH890124ID) granted for CP to change ERP: 1.15 kw H&V; HAAT: 163 m H&V; TL: 1.9 km S of Burgess, SC.

■ Mechanicsville, VA, WCDX 92.7 mhz—March 16-Application (BPH861218IH) dismissed for CP to change ERP: 1.35 kw H&V; HAAT: 146 m H&V.

■ Portsmouth, VA, WNHS 88.7 mhz—March 20-Application (BPED861205MG) granted for CP to change FREQ: 88.7 MHz; TL: 1617 Cedar Road, Chesapeake, VA; ERP: 11.2 kw H&V; HAAT: 56.6 m H&V; make changes in antenna system; 36 43 18N 76 18 03W; amended 880302 to change ERP to 15.5 kw and HAAT to 48 m.

■ Longview, WA, KJVH 89.5 mhz—March 17-Application (BMPED881116IC) granted for CP to correct overall height above ground of supporting structure.

### TV's

■ Lewiston, ID, KLEW-TV ch. 3—March 17-Application

(BPCT890119KE) granted for CP to change ERP: (vis); HAAT: 384 m; TL: 3 mi NW of Clarkston, SW of US 195; ANT: GE/ TY-12-C; 46 27 27N 117 05 56W.

■ Syracuse, NY, WSNR-TV ch. 43—March 17-Application (BPCT890217KE) granted for CP to change ERP: 17.8 kw (vis); HAAT: 35 m; TL: 989 James St., Syracuse, NY; ANT: Bogner/ 2LPS3; 43 03 33N 76 08 10W.

■ San Juan, PR, WIPR-TV ch. 6—March 17-Application (BMPET890227KE) granted for Mod of CP (BPET871123KE) to change ERP: 59.4 kw (vis); HAAT: 825 m; TL: Cerro La Santa, 34 km S of San Juan, PR; ANT: Jampro/ JAHD-6/ 7; 18 06 42N 66 03 05W.

■ Fort Worth, TX, KXAS-TV ch. 5—March 20-Application (BPCT890124KM) granted for CP to change ERP: 100 kw (vis); HAAT: 514 m; TL: 1.8 km W of Belt Line Rd. and Rte. 67 intersection, Cedar Hill, TX; ANT: Jampro/ JTC-3/ 5; 32 35 15N 96 57 59W.

■ Virginia Beach, VA, WVBT ch. 43—Feb. 28-Application (BMPCT890109KF) granted for Mod of CP to change ERP: 1658 kw (vis); HAAT: 115 m; ANT: Bogner B24UBH (DA); TL: 95 Poindexter St., Chesapeake City, VA; 36 48 38N 76 16 57W.

## Actions

■ Port Huron, MI. Upheld ALJ and found that L&K Broadcasting is unqualified to be licensee of new FM station at Port Huron; reversed ALJ and found that other applicant, Port Huron Family Radio, Inc., is also unqualified. (MM docket 86-438, by Decision [FCC 89R-9] adopted Feb. 29 by Review Board).

■ Newton, NJ. Affirmed Review Board decision granting application of Mountain Broadcasting Corp. for new UHF TV station on Channel 63 at Newton and denying competing applications. (MM docket 85-399 by MO&O [FCC 89-87] adopted March 14 by Commission).

■ Secaucus, NJ. Denied Garden State Broadcasting Limited Partnership's request for appeal and motion for stay in renewal proceeding for WWOR(TV), Secaucus. (MM docket 88-382 by MO&O [FCC 89R-14] adopted March 15 by Review Board).

■ Hatch, NM. Reinstated application of Christine G. Sanchez for new FM station on Channel 266C (101.1 MHz) at Hatch, NM, for limited purpose of allowing Sanchez to participate in settlement agreement with Turquesa Enterprises. (MM docket 87-518 by MO&O [FCC 89-86] adopted March 14 by Commission).

■ Fredonia, NY. Citing employment discrimination, misrepresentation and fraudulent contest operation. Commission has denied application of Catocoin Broadcasting Corp. of New York for renewal of its license for AM station WBUZ, Fredonia, NY. (MM docket 85-92 by MO&O [FCC 89-74] adopted Feb. 22 by Commission).

## Allocations

■ Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau (except where noted), by NPRMs adopted on dates shown, proposed amending FM table for following communities; comments due May 15 and replies May 30:

■ Linden, AL. On request of Linden Radio Joint Venture, permittee of channel 275A (102.9 mhz), substitution of channel 275C2 for channel 275A and modification of permit accordingly. (MM docket 89-73, Feb. 22. DA 89-294);

■ East Porterville, CA. On request of Central California Broadcasting, permittee of KPOR-FM, channel 263A (100.5 mhz), substitution of channel 263B1 for channel 263A and modification of permit accordingly. (MM docket 89-71, Feb. 22. DA 89-292);

■ Lompoc, CA. On request of Bob Janecek, allotment of channel 224A (92.7 mhz). (MM docket 89-72, Feb. 22. DA 89-293);

■ Streator, IL. On request of Caroline Daugherty, allotment of channel 291A (106.1 mhz). (MM docket 89-70, Feb. 27. DA 89-287);

■ Tell City, IN. On request of Michael Hagedorn, allotment of channel 245A (96.9 mhz). (MM docket 89-69, Feb. 28, DA 89-284, by deputy Chief, Policy and Rules Division);

■ Bourbon, MO. On request of Lake Broadcasting, Inc., allotment of channel 244A (96.7 mhz). (MM docket 89-74, Feb. 22. DA 89-295);

■ Clermont and Cocoa, FL. On request of Brevard Community College, licensee of noncommercial educational TV station WRES-TV, channel \*18, Cocoa, and Press Television Corporation, permittee of commercial TV station WCLU-TV, channel 68, Clermont, FL, which want to exchange channels, proposed amending TV table to allot channel 18 to Clermont as substitute commercial channel for channel 68 and allot channel \*68 to Cocoa as noncommercial educational substitute for channel 18; proposed modifying licenses accordingly. (MM docket 89-68, by NPRM [DA 89-285] adopted March 7 by Chief, Allocations Branch).

## Call Letters

### Applications

Call Sought by

#### New FM

WAYF(FM) Evangel Christian School Inc., Mobile, AL

#### New TV

KVDA(TV) Nueva Vista Productions Inc., San Antonio, TX

#### Existing AM

KSSQ(AM) KPHD Baldemar S. Benavides, Conroe, TX

#### Existing FM

WALR(FM) WAGQ Ring Radio Co., Athens, GA

#### Existing TV

WHSL(TV) WVEU Silver King Broadcasting of Georgia Inc., Atlanta, GA

#### Grants

##### New FM's

KMAK(FM) Richard B. Smith, Orange Cove, CA  
 KWRP(FM) H.S.C. Radio Inc., San Jacinto, CA  
 KSJD(FM) Basin Area Voc-Technical School, Cortez, CO

WCJC(FM) Mid-America Radio Group Inc., Van Buren, IN

WRZI(FM) Larue County Broadcasting, Buffalo, KY

KVPO(FM) Mary Frances Doiron, Berwick, LA

KTCF(FM) First Radio Station of Crosby Inc., Crosby, MN

KCOA-FM Corum Industries Inc., Ava, MO

KDEE(FM) Cameron Radio Inc., Cameron, MO

WVFM(FM) White Mountain Radio, Campton, NH

WJCF(FM) Nashua Educational Broadcasting Foundation, Nashua, NH

WLKO(FM) William H. Walker, Jr., Fort Plain, NY

KCCX(FM) Commerce Communications Inc., Commerce, OK

KLUB(FM) School District 4J, Lane County, OK

WQTI(FM) John W. Pittman, Marion, SC

KPSD-FM State Board of Directors for Educational TV, Faith, SD

KQTX(FM) Mid - Cities Corp., Odessa, TX

KIPP(FM) TGWM Inc., Delta, UT

WXZY(FM) Ridge Broadcasting Corp., Ruckersville, VA

WZFR(FM) Jamie Lee Westpfaul, Tomah, WI

##### Existing AM's

KZXR(AM) KDON Henry Broadcasting Co., Salinas, CA

WOPA(AM) WMXA Cid Broadcasting Inc., Chicago, IL

WKKU(AM) WSSH Noble Broadcasting of Ballyunion Inc., Boston, MA

WXL(AM) WTYC Tri-County Broadcasting Co., Rockhill, SC

WGCV(AM) WPLZ Paco-Jon Broadcasting Corp., Petersburg, VA

##### Existing FM's

KASH-FM KASH Community Anchorage Broadcasting, Anchorage, AL

WMML-FM WLPR-FM Faulkner-Phillips Media Inc., Mobile, AL

KQLZ-FM KIQQ Westwood One Stations - LA Inc., Los Angeles, CA

KOZX(FM) KVVC-FM KVVC Broadcasting Inc., Cabool, MO

WEMX(FM) WCBG-FM WCBG Inc., McConnellsburg, PA

##### Existing TV's

KNVO(TV) KMHB Mundovision Broadcasting, Inc., McAllen, TX

WSEE-TV WSEE Keystone Broadcasting Corp., Erie, PA

Grant of call sign for FM station WHTA assigned to Brantley Broadcasting Associates, Brantley, Alabama has been set aside.

Grant of call sign for FM station WSJE assigned to Basin Area Vocational - Technical School, Cortez, CO has been set aside.

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**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.

**Sales manager:** K100 FM & AM Marysville, CA needs an aggressive on the street leader of local and regional sales force. Must have radio sales experience. Guarantee plus commission plus override. Send resume to Mr Leary, P.O. Box 631, Marysville, CA 95901. E.O.E.

**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.

**Sales manager:** WAKX/KXTP, Duluth, Minnesota, seeks effective sales rep who wants to move up to management. Small market group owner offers opportunity for advancement to GM. Must carry active list, have strong sales background, ability to budget and meet monthly station goals. Respond to Lew Laito, 419 West Michigan St., Duluth, MN 55802. 218-727-7271. EOE.

**Wanted,** Managers for new Religious stations, SE; profit & non-profit AM & FM, Vernon H. Baker Family Stations, Box 889, Blacksburg, VA 24063 EOE.

**National sales manager** KSTP-FM, one of America's top adult/contemporary stations has a special opportunity for a person with already established and proven credentials as national sales manager. This is an immediate opening with great company benefits and outstanding compensation for a person with extensive knowledge of ratings and research, someone who is aggressive with rates and highly motivated. A background in national rep agency dealings will be most helpful. Hubbard is an equal opportunity employer. Resumes to: Mr. John Mayasich, General Manager, KSTP-FM, 3415 University Ave., St. Paul, MN 55414.

**Station manager:** Group operator in small middle Alabama market is looking for someone to make a name for themselves running our FM station. This could be the launching pad for your career if you qualify. You must have understanding of how a small market station operates, know how to handle people, not mind working long hours, can carry a full list and have a burning desire to win. Station is located in a beautiful facility and is part of the dominant combo in the area. Send resume and full information today. Mark Bass, Executive V.P., GMX Communications Inc., 3866 Dickerson Rd., Nashville, TN 37207. EOE MF.

**Local sales manager:** KSTP-FM, one of America's Top Adult/Contemporary stations has a special opportunity for a person with already established and proven credentials as local sales manager. Must be a strong people oriented manager, able to lead and motivate a major market sales staff and generate a strong bottom line. You must be a sales driven manager who will continue to build on our dominant market position. Co-op and vending experience is helpful. Great company benefits and outstanding compensation for the right individual. Hubbard is an equal opportunity employer. Resumes to: Mr. John Mayasich, General Manager, KSTP-FM, 3415 University Ave., St. Paul, MN 55414.

**We're managing without you** - But we'd rather not! We're a dynamic, major market radio company in search of an aggressive general manager to help direct and steer our growth into the future. If you like the idea of working in Dallas and you like people, then we hope you'll manage to send your complete resume and references our way. Personnel Department, 4835 N. O'Connor Rd., Suite 134-395, Irving, TX 75062. All resumes kept strictly confidential. EOE.

**We need new wind in our sales!** Dynamic Dallas-based radio company in competitive major market is looking for a sales manager to help put new life in our sales. If you're aggressive, energetic and work well with others, sail your complete resume and references our way. Personnel Department, 4835 N. O'Connor Rd., Suite 134-395, Irving, TX 75062. All resumes kept strictly confidential. EOE.

**It's all in the numbers!** Dallas-based radio company looking for chief financial officer to go after the big numbers. If you have integrity, work well with people, are energetic and have a passion for excellence, we want you! Send complete resume and references to Personnel Department, 4835 N. O'Connor Rd., Suite 134-395, Irving, TX 75062. All resumes kept strictly confidential. EOE.

**Southern California.** Small market combo. Must have strong retail sales experience, ability to hire and train. Send resume and income goals. Box C-9, EOE.

**I have built a 100,000 watt stereo FM** with a signal one thousand feet above average terrain. I also have built an accompanying 5000 watt non-directional AM on 750 khz with an early sign-on. The problem: The stations haven't achieved profitability yet. The FM tower is halfway between Lebanon, Missouri and the Lake of the Ozarks. There is a city grad signal over the whole Lake of the Ozarks. I need a manager who is willing to come to the Ozarks, make his/her home there and take management control in such a way as to bring profitability. The rewards are excellent. This is an equal opportunity situation. You should now be living in the Midwest so we can personally visit with each other. Call me at 816-263-5800 or write me: Jerrell Shepherd, Shepherd Group, Box 430, Moberly, MO 65270.

### HELP WANTED SALES

**Sales reps needed!** To sell sales promotions to radio station managers. Must be a closer, radio sales experienced, love to travel, want to make excellent income (commission sales). Resume to American Promotions, PO Box 210529, Nashville, TN 37221. EOE.

**Medina Broadcast Group's 100,000 watt FM.** Classic Rocker has opening for experienced sales pro. Great dollars and list. Excellent growth opportunity with our fine group. Contact Steve Feder, G.M. KKZX-FM, S. 5106 Palouse Hwy., Spokane, WA 99223. 509-448-9900. EOE.

**Account executive:** Prime opportunity, excellent earning potential and benefits. Fastest growing market in U.S. Southwest Florida. Send resume. Box R-78, EOE.

**Join our young, aggressive sales team.** Excellent opportunity for self-starter with marketing/sales background. Established AM-FM. Good salary plus fringes. Send resume to JMcCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

**L.I.'s #1 Adult AM/FM** combo has immediate opening for experienced, professional account executive. Barnstable Broadcasting group-owned stations offer high income opportunity, benefits - medical/dental plan, 401-K, training, career growth in success-oriented, stable organization. If you're ready for the challenge of the NY Metro market, call Lindsay Russell, GSM, immediately! WHLI/WKJY; 516481-8000. EOE/MF.

**Come to sunny California's** lovely Central Coast between Los Angeles and San Francisco. Outstanding recreational areas close by. Expanding group owner needs career oriented account executive heading for management. Opportunity limited only by your ability. Send resume, sales history, references: KGDP, PO Box 5457, Santa Maria, CA 93456. EOE-MF.

**A.T./sales combination needed** at end and coming southwest Kansas-Classical Hits station. Send T/R to, KULY/K-HUQ, Rt. 2, Box 1420, Ulysses, KS 67880. EOE

### HELP WANTED ANNOUNCERS

**Virginia AM/FM** combo needs talented and versatile announcer. Sales ability a big plus with more \$\$\$ potential. Great place to live and work with benefits. T&R to J. D. Cave, WLCC/WRAA, P.O. Box 387, Luray, VA 22835. EOE.

**Sports talk host:** Requires multi-dimensional knowledge and interest in all major sports for weekly sports digest show. Experienced, aggressive interviewer with good story sense. Unafraid of controversy. A team-player ready for your shot at national long-form sports-talk syndication. Send tape, resume and salary requirements to Chuck Renwick, New Century Broadcasting, 444 Gulf of Mexico Dr., Longboat Key, FL 34228. EOE.

**Tape and resume needed for AT** to fill evening position, A/C, station WLBR, PO Box 1270, Lebanon, PA 17042. EOE.

### HELP WANTED TECHNICAL

**Chief engineer** for four stations located in Ironwood, Michigan and Merrill, Wisconsin. Must be hands on and have directional and automation experience. Live and play in God's country. Call Don Roberts, President, Roberts Broadcasting, Inc. 813-966-2287. EOE.

**Chief engineer:** Audubon Broadcasting needs a new gonzo engineer to be a part of our management team in beautiful South Carolina. Send resume, salary history, and letter to Fleetwood Gruver, WNOK, P.O. Box 50568, Columbia, SC 29250. EOE.

### HELP WANTED NEWS

**Staff openings with Media Marketing!** We're the nation's leader in job-hunting assistance and need a senior consultant (\$95,000) to supervise our referral/demo tape evaluation program; also seeking creative producer (\$78,000) for in-house productions and a versatile public relations associate (\$56,000) to coordinate the compilation of our popular job-listings publication, The Hot Sheet. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. EOE.

**News-talk radio station** has a news-anchor reporter position available for experienced broadcast journalist. Must have two years background in radio news. Substantial on-air experience and writing skills required. Please submit resume, audition tape, and writing samples to: News Director, P.O. Box 610310, Austin, TX 78761-0310. No phone calls, please! Equal opportunity employer.

**Sports director/news director** needed for eastern Ohio small market combo. Ideal candidate should have a small community background. Send tape and resume to: David Wilson, WILE/WCMJ, P.O. Box 338, Cambridge, OH 43725. 614-432-5605. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Meteorologist** for statewide radio network. Broadcast experience required. Tape/resume to Ron Hays, ONN, Box 1000, Oklahoma City, OK 73101. 405-841-0297. EOE.

**Sports talk producer:** Knowledgeable, take-charge producer for nationally-syndicated weekly sports digest talk show. Work with host and stringers in accessing newsmakers in all major sports. Must be aggressive, diplomatic, team-oriented, with strong work ethic. Send resume and salary history to Chuck Renwick, New Century Broadcasting, 444 Gulf of Mexico Dr., Longboat Key, FL 34228. EOE.

**Program director** for KUAC-FM, Fairbanks, Alaska. Responsibilities include program acquisition and scheduling, supervision of programing personnel, preparation and oversight of budget, some announcing and on-air fund raising, analysis of audience research, and assisting with planning marketing efforts. Requires extensive experience in public radio, preferably in a program management capacity; personnel management skills; familiarity with audience research analysis and audience building techniques; good announcing and audio production skills and the ability to teach those skills to others; ability to work with university students and community volunteers; familiarity with broadcast rules and regulations is required. Candidates with appropriate university credentials will be considered for academic rank. Salary: \$30-35,000 DOE. Deadline for application: April 15, 1989. Send letter of application, resume, a list of references, and audition tape to: Bruce L. Smith, General Manager, KUAC FM/TV, University of Alaska Fairbanks, Fairbanks, AK 99775-1420. The University of Alaska is an EO/AA employer and educational institution.

**Program director-learning asst:** F/T, for top-50 public FM station. Supervise student and volunteer staff. Maintain jazz format. Schedule announcers, train and evaluate staff. Maintain FCC and community affairs requirements. Air shift possible. A Bachelor's degree in an appropriate subject area is nec or 8 yrs business or industrial from which comparable knowl & abilities can be acquired. 3 yrs programming exp desirable. Public radio exp preferred. Great work environ and benefits. Flex schedule. Early morn to late nights as needed and some weekend work. Annual sal \$18,500. Send tape and res/cv letter by 41089 to Brookdale Community College, Personnel Svcs., Dept. RSM 329, Lincroft, NJ 07738, or apply in person, Personnel Svcs., 8:30am-5pm, Mon-Fri. An EO/AA employer.



## SITUATIONS WANTED MANAGEMENT

**Bright young GM:** 18 yrs experience. 5 as GM, SM. Solid community leader. Have worked all size markets. Knows the bottom line. Prefer N.C. Will consider. VA, S.C., etc. Box R-92.

## SITUATIONS WANTED SALES

**Southeastern sales:** 5 years in radio, 2 years in sales. Seeks full-time sales for bigger \$! 404-973-0227 1125 Wilburn Dr., Marietta, GA 30064

## SITUATIONS WANTED ANNOUNCERS

**Please hire me!** General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Ave., Waukegan, IL 60085. 312-623-6997

**Attention:** Western PA and Ohio Air personality with AP awards for PBP is available. Experience includes AC/CHR airshifts and full-time sports. Prefer sports or dj sports combo, but will consider airshift alone. Call 412-652-1553.

**Looking for an honest announcer?** Clean-cut black male with part-time college tunnel radio experience. seeks simple down to earth entry level radio station on East Coast. Norman, 617-298-3437.

**Announcer.** Radio - T.V. Tape available. Ken Scott, 1413 169th St., Hammond, IN 46324

## SITUATIONS WANTED TECHNICAL

**Experienced chief** seeks new opportunities. Hands-on experience FM and AM directional studio and transmitter construction and maintenance. Box C-14.

## SITUATIONS WANTED NEWS

**Diligent, energetic, Sportscaster** available for play-by-play or color commentary. Well-versed in all sports, all levels of competition. Also, News anchor/reporter. Willing to relocate. Call Marc, day or night, at 201-287-3327

**Sportscaster,** 14 yr. experience. 16 AP awards for sports-casts and PBP. Medium/major markets only. 303-241-6452.

## SITUATION WANTED PROGRAMING PRODUCTION & OTHERS

**Production professional** seeks Southern large/medium market operation requiring excellence. Multi-track experience. Impeccable references. Excellent credentials. Jim, 205-626-5235. Confidential

## MISCELLANEOUS

**Make money in Voiceovers:** One-day seminar covers marketing, technique, demo tapes, character voices, everything you need to do commercials and industrials. In Chicago April 9. In NYC April 16. Call toll free 1-800-333-8108. In NYC, 212-369-3148. Berkeley Prods., Box 6599-B, New York, NY 10128-991 EOE.

**Buy-out production music** direct from the producer. Wholesale rates. Success proven coast to coast. 414-248-3707

**Hot sounders w/ix** by one of radio's deepest voices. Low rates, fast service/1-800-368-0033.

**Radio program pilots** being sought by national mainstream religious organization. Targeted at either teens 13-18 or young adults 18-34. Spots, short segments or programs. Must be values-based. Deadline May 6. Write for specifications. Box C-3. EOE

## CONSULTANTS

**Startups/turnarounds:** Ex. G.M., any format, revenue generator, CP to full broadcast, train existing staff, all areas, office systems, FCC, sales and bottom line oriented. Fix a mess fast, any broadcast problem solved. West only. 505-293-1252. T.J.

# TELEVISION

## HELP WANTED MANAGEMENT

**Immediate opening:** Experienced manager of TV news crews in union and non-union environments. Southern California. Strong management skills needed. Send resume and references to Box R-77 EOE

**KOKH-TV,** Oklahoma's #1 Independent, has a career opportunity available for a sales manager. The winning candidate will have a well rounded sales history, be aggressive, accomplish goals and be a motivator. Telephone calls are welcomed. Send resume to Jim Harmeyer, 1228 E. Wilshire Blvd., Oklahoma City, OK 73111. 405-843-2525. EOE.

**Expanding group operation** has opening for general manager. Must have experience in all phases of station operation; strong sales and promotion experience beneficial. Please submit resume, salary information and references to Box R-90 EOE.

**Promotion manager:** I'm not looking for a Brookings "Think Tank" alum but someone pretty close to that. Top 25 East Coast Indie looking for an idea-generating promotion oriented person who can work with a GM who thinks he's Pat Fallon. Send whatever you feel necessary (except tapes) to get an interview and I'll be in touch; Box R-94 EOE. No tapes.

**WTOV-TV is seeking** a national sales manager. Applicants must possess television sales, agency or rep experience. Strong negotiating skills and attention to detail a must. Send resume to Joanne Wolf, GSM, P.O. Box 9999, Steubenville, OH 43952 EOE.

**One of the nation's finest independents** looking for traffic manager and assistant traffic manager. Must have heavy BIAS experience and work well with all departments. If interested, send resume and salary history to Box C-7. Equal opportunity employer.

**San Diego-based aviation video training company** seeks hands-on video manager with pilot's license. Must have experience in producing, directing, computerized editing, DVE and graphics. Resume to King Schools, 5252 Balboa, San Diego, CA 92117. FAX 619-541-2201. EOE.

**News director:** Top rated NBC affiliate in 100+ Ohio market. Prefer 3-5 years experience in news management and a degree in journalism. Must be hands-on people oriented with good administrative skills. EOE. Box C-8.

**Director of development:** WNPB-TV seeks a dynamic senior manager to oversee all development operations, including the securing of monies for local, national, and international production projects. Must have a solid background in the major areas of public broadcasting or non-profit fund raising. Strong communications and staff management skills are essential. BA and three years development experience required. WNPB has 54 fulltime staff members, serves parts of five states, and is headquartered in one of the nation's most scenic regions. Send resume by May 3, 1989 to Personnel, WNPB-TV, P.O. Box TV-24, Morgantown, WV 26507-1316. Competitive salary and excellent benefits. EOE

**Local sales manager** for growing ABC affiliate in state capital. Candidate should be an effective leader, and skilled trainer who is well-versed in the use of TVB, Co-op, and vendor support. Our focus is on new business development, and we will rely on our LSM to deliver solid results. If you are a team leader willing to accept full responsibility for performance and looking for an opportunity for future advancement, send a letter of application along with your resume to Bill Ferrell, GSM, WAPT-TV, P.O. Box 10297, Jackson, MS 39209. No phone calls, please. EEO.

**Business/operations mgr.:** New documentary production co. Very experienced person to cost out projects, set up business procedures, oversee logistics, hire tech, and crews. Resumes P.O. Box 20726, Parkwest Station, New York, NY 10025-1516. EOE

**Chief engineer:** Must have hands-on experience supervising studio and transmitter personnel, prefer person with minimum 3-5 years in engineering management, must have proficient budgeting skills and ability to lead cost effective department. Send resume and salary requirements to Gary R. Bolton, Vice President/General Manager, WBRE-TV, 62 South Franklin St., Wilkes-Barre, PA 18773 EOE. M/F

## HELP WANTED SALES

**New business and product development** team being assembled in major market. Broadcast sales/marketing experience necessary. Write to Lovell Communications, 2021 Richard Jones Rd., Suite 310, Nashville, TN 37215. EOE.

**Regional sales manager - KCRA-TV/Sacramento** seeks a regional sales manager to direct the sales effort of our national rep in Los Angeles and the KCRA sales office in San Francisco. Minimum five years television sales required and prior sales management experience desired. Must possess extensive knowledge of ratings and research, and proven ability to deal directly with client decision-makers. Submit resume/salary requirement to: Ron Longinotti, General Sales Manager, KCRA-TV, 3 Television Ct., Sacramento CA 95814-0794. Please, no calls. EOE, M/F. Note: Position will be filled at earliest possible date.

**Television/radio salespersons:** Several experienced people sought for major market station sales, broadcasting's oldest media - merchandising, sales - promotion concept. Community Club Awards (CCA). Substantial draw against commission. Full time travel. Resume/pix. Contact J.C. Gilmore, P.O. Box 151, Westport, CT 06881. 203-226-3377 EOE.

**Sales & marketing executive** for top 25 network affiliate. Work directly with retailers to develop vendor programs, promotions and utilize proprietary market research. Strong emphasis on marketing skills and retail background a plus. We're building a team and looking for a strong, highly self-motivated player. Send resume to Box R-87. EOE.

**Top 25 affiliate** seeking a sales and marketing executive who is a highly self-motivated professional, good communicator and negotiator with strong presentation skills. A minimum of 2 years local TV sales experience. Successful candidate will have agency, direct account, vendor and marketing responsibilities and the opportunity to become part of a positive and aggressive station with a major broadcast group. EOE. Send resume to Box R-86.

**Local account executive:** NBC VHF affiliate seeks a goal oriented salesperson with 1-2 years broadcast sales experience. An established list is provided, however candidate must be aggressive in pursuing and developing new business with a marketing consultant approach. Send resume and cover letter to Jim Davis, GSM, WSAV-TV, P.O. Box 2429, Savannah, GA 31402. EOA employer.

**Ann Arbor based telecommunications company** seeks marketing and sales person inexperienced in business and broadcast satellite communications. Comprehensive benefits package and excellent growth potential. Send resumes only in confidence to: Pro-Vision, c/o Domino's Pizza, 24 Frank Lloyd Wright Dr., Ann Arbor, MI 48106. EOE.

**Growth company** seeks highly motivated, experienced sales representatives to sell and service proven marketing systems to TV stations on a territorial basis. Draw against commission. Potential 60K+. No calls. Letters, resumes to: President, BRG, 210 25th Ave., North, Suite 818, Nashville, TN 37203. EOE.

## HELP WANTED TECHNICAL

**Wanted: Chief engineer** in progressive market in South. Must have hands-on ability as well as good people management. EOE and good benefits. Send resume to Box R-44

**KOKH-TV** Oklahoma's #1 Independent, has a career opportunity available with a very competitive compensation package for a UHF transmitter engineer. If you have a thorough knowledge and hands-on experience with UHF transmitters, we have the perfect opportunity for you. Call Spec Hart or send resume to 1228 E. Wilshire Blvd. Oklahoma City, OK 73111. 405-843-2525. EOE.

**Assistant chief engineer** sought for TV ministry in Texas or California. Uplink experience a must. Five years experience. Call Personnel at 214-620-1586. EOE.

**Video tape and studio technician.** KTVB, in Anchorage, Alaska, is seeking a maintenance technician with a strong background in 3/4" and 1" tape, studio and ENG camera. FCC license or SBE certification a plus. Send resume to Duane Millsap, Northern Television, Inc., 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

**Assistant chief engineer:** WFFT-TV, a leading Independent T.V. station, seeks person with knowledge of transmitter, equipment maintenance, and FCC rules and regulations. WFFT-TV offers a competitive salary and benefit package, including 401K plan. Send resume and salary requirements to: Chief Engineer, P.O. Box 2255, Fort Wayne, IN 46801. E.O.E

**Broadcast engineer:** An outstanding opportunity to work with an innovative 7-member team in a new state-of-the-art \$8.1 million facility designed to current broadcast standards. Immediate opening to provide technical support for Ball State media facilities and assistance to higher level engineers. Attractive benefit package, generous paid vacation and sick leave, Salary range \$14,466 to \$20,000. Reimbursement provided for school and opportunity for advancement. Requirements include Associate Degree or equivalent in electronics or related area and 3 months to 1 year electronics engineering experience. Experience is preferred on Dubner 5k, 10k; Abekas A-42, GVG 200, GVG IPS 100, Cubicomp, Ampex Vista and GVG - VPE 141 equipment. Ability to diagnose and repair this equipment at the component level. Familiarity with MII, three quarter inch, VHS and S-VHS tape formats. Application deadline 4/21/89. To apply, send copy of college transcripts, resume and letter of application to: Human Resources Department, Ball State University, Muncie, IN 47306. An equal opportunity/affirmative action employer.

**Transmitter maintenance engineer:** 3 years experience, studio maintenance experience required. FCC license, technical training or equivalent a must. Independent TV. Send resume to: Chief Engineer, WETO, P.O. Box 1074, Greenville, TN 37744. EOE.

**Chief editor/GOOD COMPANY:** We want that hot shot with speed and style who can cut a piece that plays like a dream. Candidate must be able to cut 3/4" and Beta on quick turnaround with high quality results. You must have an eye for details, an ear for the right music, and a good sense of effects and transitions. Must also be computer literate and capable of implementing database of video logs. Three years editing experience minimum. Responsibilities include coordinating all videotape needs for show: Daily preproduction editing, A/B rolls, promos, ordering tape stock, and maintaining show tape and music libraries. Also includes graphic production supervision for show. Knowledge of BVE-800, match cut limecode editing a plus. Please send letter, resume, and tape to: GOOD COMPANY/KSTP-TV, Attn: Jennifer Groen, Dept. E-1, 3415 University Ave., Minneapolis, MN 55414. Equal opportunity employer. M/F.



**Studio/transmitter maintenance engineer** for Independent Christian television station. Requirements: Associate's Degree in Electronics Engineering (ASEE or ASETI) or equivalent training, and at least two years experience in television broadcast maintenance. Contact: Hon Rockrohr, KYFC-TV, 4715 Rainbow Blvd., Shawnee Mission, KS 66205. EOE

**Chief engineer:** WCBD-TV 2 needs individual to budget and manage engineering department including repair and maintenance of all studio, transmitter, and news equipment. EOE. M/F/Drug screened. Send resume to General Manager, P.O. Box 879, Charleston, SC 29402

**SNG engineer:** At least 2 yrs. experience in RF and baseband maintenance is required, as well as an FCC General license. SNG and/or UHF transmitter maintenance experience is desirable. Compensation commensurate with experience. Contact Cas Callaway, Director of Engineering, WKYT-TV, Box 5037, Lexington, KY 40555. EOE

#### HELP WANTED NEWS

**Sports reporters/anchors:** Gulf Coast affiliate taking resumes with references for future openings. No beginners. Only versatile hustlers. Apply to Box R-83. EOE

**News anchor** -- 6 and 10 weeknights, reporting required. Minimum 2 years experience. Mature position to complement current anchor. Open immediately. Tape, resume to: Kathy Nelson, News Director, WCBI, Box 271, Columbus, MS 39703. No calls. EOE

**Photojournalist:** Top station in market is seeking experienced ENG photojournalist to join our award-winning staff. If you can tell stories using pictures, if you strive for excellence, write Box R-84. EOE/MF

**Assignment editor:** Aggressive high-energy take-charge person needed to back up our managing editor in all phases of desk operation. We have all the tools -uplink, live ENG, helicopter. BA or 3 years experience. Write Box R-85. EOE/MF.

**SUCCESS-N-LIFE:** TV ministry in Dallas expanding and seeking qualified personnel in all fields. Maintenance and operating engineers, field producers, writers, audio operators, production assistants, etc. Call Personnel at 214-620-1586 for information or write Robert Tilton Ministries, PO Box 819000, Dallas, TX 75381. EOE.

**News director wanted** for small Upper Midwest NBC affiliate. Must possess strong leadership skills and have an aggressive news approach. Must be creative, bright and have the desire to be #1. Send resume to: Box R-88. EOE.

**Chief photographer.** Top 40 CBS affiliate looking for that perfect blend of photographic talent and administrative ability. We're all Beta with an excellent staff. We need a leader who demands quality and leads by example. Tapes and resumes to Perry Box. News Director, WWMT, 590 W. Maple, Kalamazoo, MI 49008. EOE.

**Weathercaster.** Aggressive small-market newscroom needs on-air forecaster for morning cut-ins and midday newscasts. Must know computer graphics. Meteorologist preferred. No calls. Letter, videocassette and resume to: Weather, WVIR-TV, 503 E. Market St., Charlottesville, VA 22902. EOE. M/F.

**News photographer:** ENG shooting, editing skills and a minimum of 2 years experience required. Send tapes/resume to: Personnel Manager, WPEC-TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. EOE. M/F.

**Sports anchor:** KOLD-TV is accepting applications for an anticipated opening in our award-winning sports department. We want someone with at least two years experience, a great packager and producer who's not afraid to work. Tapes and resumes to Don Shafer, News Director, KOLD-TV, 115 W. Drachman, Tucson, AZ 85705. EOE.

**Weather anchor/news reporter.** KOLR-TV needs someone as weekend weather anchor and news reporter three days a week. College degree and two years TV experience required. Send tape/resume to News Director, KOLR-TV, Box 1716, Springfield, MO 65801-1716. KOLR-TV has a smoke-free environment. No calls. EOE.

**News director:** Growing TV news organization seeking new leadership. Excellent people and team building skills required. Should have news management experience. Mid 60's Midwest. Reply with current resume, salary expectations and statement of news and management philosophy to Box C-6 by April 17, 1989. AAE/EOE.

**Anchor needed!** ABC affiliate in Fort Myers, Florida, an innovative station in America's fastest growing market, needs an outstanding anchor. Long term opportunity. Solid journalist needed. No beginners, but will consider any anchor experience. Candidate must be willing to represent station on and off air. If interested in growth opportunity on Florida's beautiful Gulf Coast, rush tape and resume to: News Director, WEVU-TV, 3451 Bonita Bay Blvd., Bonita Springs, FL 33923. No calls. EOE.

**Top 50 station** is looking for a weathercaster. AMS Seal and previous TV experience preferred. We seek an individual who is a communicator, as well as an individual capable of using and interpreting radar, weather maps, and computer graphics. Excellent company benefits. Send resume and tapes to: Personnel Director, WGAL-TV, 1300 Columbia Ave., Lancaster, PA 17603. Deadline is April 10th. EOE.

**Assignment editor:** WFSB, a Newsweek Station, seeking organized creative, energetic person to coordinate assignment desk coverage. Job includes dispatching and coordinating reporters and photographers and determining the importance of all potential news stories and how they will be developed and followed up for use on the air 2-3 years experience on an assignment desk required. College degree preferred. Send resume to: Sue Maier, Assignment Manager, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06115. EOE.

**Assignment editor:** WPCQ-TV in Charlotte, NC seeks an experienced assignment editor. Minimum two years news writing experience and knowledge of Charlotte, NC required. Four year degree required. Send resume to: Hope Brown, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

**Potential opening** for major co-anchor. We're an aggressive CBS affiliate in top 40 Midwestern market. Tapes and resumes to Perry Box. News Director, WWMT, 590 W. Maple, Kalamazoo, MI 49008. EOE.

**Reporter:** Versatile heavy-hitter ready for top-rated newscast. Hard news orientation. Must be able to shoot/edit. Absolutely no beginners. EOE. T&R: Bill Huffman, ND, P.O. Box 99, Bluefield, WV 24701. Deadline 4/12/89.

**Producers:** Ready to produce a top flight broadcast in a top 15 market? Looking for 5PM and late evening producers. Must be producing a major newscast now with three years of commercial TV news producing experiences. Send resume, references (NO TAPES) to Box C-11. EOE.

**Field producers:** Top 20 market searching for field producers to produce daily reports and special projects for anchors. Must have five (5) years of reporting or field experience. Send resume, references (NO TAPES) to Box C-12. EOE.

**Freelance reporter/field producer** to do segments for corporate video magazine. Travel involved. Needed now. Call 800-421-1669.

**News director** for award-winning department in one of America's favorite playgrounds! Box C-15. EOE

**Reporter:** 10 Eyewitness News is looking for an aggressive and highly motivated street reporter. We need a person who is tenacious, an exceptional writer and understands "people" stories. Candidates must have at least two years experience. A degree in broadcast journalism or a related field is preferred but not mandatory. Send tape and resume to Jim Holland, News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. No beginners and no phone calls, please. We are an EOE.

**Sports entry:** Need number two person for dominant station in four station market. Small but aggressive staff has covered Seoul Olympics and is spring training home of Tokyo Giants. Must be able to shoot, edit, produce and anchor. Play-by-play possible. Call collect John Morvant, Guam Cable TV, 671-477-9484. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Executive producer:** Work involves developing formats, budgets and time lines for television programs/series for instructional, cultural and public affairs. Salary: Commensurate with experience. BA in Television/Film or related field and 6 years related experience. (OR) high school, with related education and experience equally substituted. Send resume with salary history and requirements to Confidential - Personnel, Mississippi Educational Television, P.O. Box 1101, Jackson, MS 39215-1101. Open until filled. AA/EOE, M/F.

**In process of creating** quality production department, equipment almost in place. Need production manager to oversee station production and commercial post-production. Major opportunity to become involved in a growing television group. Send resume to Box R-90. EOE

**Traffic manager** - VideoStar Connections would like to confidentially review resumes of professionals who have international experience and a desire to manage a growing traffic department. Joan Benedetti, VideoStar Connections, 3490 Piedmont Road, Atlanta, GA 30305. EOE.

**Production manager.** Small market net affiliate seeks creative leader who wants to make a difference. Resumes to Bob Ford, General Manager, WJSU-TV, P.O. Box 40, Anniston, AL 36202. EOE.

**Central New Jersey** production company seeks freelance editors experienced on Sony BVE900 editor. Please contact Linda, 201-750-0950, x233, between 9-5 weekdays. EOE.

**Operations manager:** Position available due to retirement. Responsibilities include programing, production and promotion departments. Television background and hands-on management experience necessary. Good salary/benefits with a group owned operation. Send resume to Ralph M. Oakley, WGEM-TV, Box 80, Quincy, IL 62306. EOE. M/F.

**Director of advertising & promotion:** Claster Television, Inc., syndication company in mid-Atlantic location, requires deadline-oriented team player with strong writing background, promotion experience in print and video, and skill in developing sales presentations. Send resume and samples to: Claster Television, Inc., 9630 Deereco Rd., Timonium, MD 21093. No phone calls. EOE.

**Promotion on-air producer:** Fox Television, KRIV in Houston is seeking a qualified promotion on-air producer. A minimum of 5 years promotion editing/production experience is required. News promotion and directing experience a plus. Please send resume and tape to: KRIV-TV, VP Advertising and Promotion Mgr., P.O. Box 22810, Houston, TX 77227. No phone calls. EOE.

**We're growing** -- New England medium market station, looking for director. Need 2 years commercial TV station experience. Director familiar with Grass Valley 300 switcher, ADO digital effects, Chyron 4200 character generator/graphics system and experienced in directing newscasts. EOE. Send resume to Box C-13.

#### SITUATIONS WANTED MANAGEMENT

**Hispanic producer:** Experienced network executive producer seeks media management position. Solid studio and field production background, hardworking, aggressive, people oriented, enthusiastic and very reliable with strong organizational skills. MA Communication. Excellent references. Available immediately! 818-503-3804/818-767-5762. P.O. Box 10655, Burbank, CA 91505.

**General manager-plus** during past 23 years! Outstanding record! Produces spectacular sales, profits, prestige; market-values! Recruits/trains superior achievers! Expertise, management, sales, programing, news, promotion; turnarounds! Also available as group supervisor; outside board director! Box C-4

#### SITUATIONS WANTED TECHNICAL

**Television DE, CE** or engineering manager, broad experience, hands-on or group administrator. For resume and information, 512-343-1672 or 512-346-2698.

**Television chief engineer.** 24 years total engineering experience. 13 years as chief engineer. I am looking for my last job. Please reply Box C-2

#### SITUATIONS WANTED NEWS

**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.

**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

**Excellent sportscaster** looking for a good station. 12 years experience, will consider any markets. 216-929-0131, or write Box C-1

**Experienced ND** who exists for ratings and people. I'll improve your product. Brad, 913-451-1259.

#### 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** is seeking anchormen and anchor women with command and on-air presence, all size markets. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653

**Bill Statter and associates** offers talent coaching for the individual anchor and reporter. Also help with audition tape for reporters, anchors and photographers. Affordable cost. 312-328-3660.

**24-hour employment information.** Call 813-786-3603 and climb aboard The Hot Sheet--Broadcasting's most comprehensive job-listings publication!

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Action Use  
BROADCASTING'S  
Classified Advertising**



# ALLIED FIELDS

## HELP WANTED INSTRUCTION

**Assistant/associate professor**, tenure-track position for successful broadcast-oriented department of theatre and communication arts. Duties will include teaching courses in broadcast performance and production, upper level electives, beginning speech courses (public speaking emphasis), academic advising, and advisor to the University's 3KW broadcast FM station. Gannon University also owns a broadcast commercial independent TV station which is operated by the Communication-Arts Department, and department faculty are expected to participate in station operations according to their ability. Successful applicant will have strong professional experience and academic background in various areas of electronic communication. Specialty or interest in new telecommunications technology/management is helpful. Required for tenure: Ph.D. in communications or related field and professional experience. Position available for Fall, 1989. Gannon University is a comprehensive teaching university of 4,500 students located in Erie, Pennsylvania. Send letter of application, resume and any supporting materials (tapes, etc.) to Director of Personnel, Gannon University, University Square, Erie, PA 16541. AA/EOE

**Small Christian college** with well developed broadcasting program seeking broadcast teacher. Background TV news, news writing, speech, programming. MA in Communications preferred, experience required, teaching experience a plus. Contact Dr. A.J. Anglin, Dean, John Brown University, Siloam Springs, 72761 501-524-3131, Ext. 143 EOE.

**Mass Communication Faculty:** Anticipated vacancy, Fall 1989, tenure track, assistant or associate professor level. Teach courses in television production, management and programming. A Ph.D. (or near completion) required, with professional broadcasting experience desirable. This position offers the opportunity to develop new courses. Salary and rank are dependent on qualifications. Women and minority candidates are encouraged to apply. Review of applications will begin on May 1, 1989. Please send cover letter, resume, and the names and telephone numbers of three references to: Personnel Office, Westfield State College, Department #8, Westfield, MA 01086. An affirmative action/equal opportunity employer.

**The American University, Washington D.C.** Faculty vacancy in Writing, School of Communications. Position available for 1989-90 academic year as assistant professor, one-year non-tenure track renewable appointment, in the School of Communication, beginning August 1989. Responsibilities: Teaching three or four sections of the basic undergraduate writing course, writing for Mass Communication, each year as well as appropriate advanced writing or media studies courses, overseeing the parttime faculty teaching the basic writing course and the graduate fellows assigned as tutors, making significant professional and/or scholarly contributions, assisting in program development, student advising and School and University service. Qualifications: M.A. in discipline or relevant field. Previous college-level teaching experience required, significant professional experience preferred. A record of publication essential. Salary competitive, dependent on qualifications and experience. CV and three letters of recommendation should be sent to Writing Search Committee, School of Communication, The American University, Washington, D.C. 20016. The Committee will begin reviewing applications April 17, 1989. The American University is an Affirmative Action/Equal Opportunity employer. Applications from women and minorities are particularly invited.

## HELP WANTED SALES

**National private network provider** seeks "Top Gun" salesperson. If you have experience selling VSAT networks and are a proven sales performer don't miss this opportunity. Excellent salary, commission and benefits. Call on largest national accounts. Strong existing customer base. Send resume and salary history in confidence to Box R-75. 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 coaching:** For TV reporters. Polish anchoring, standups, interviewing, writing... TELEPROMPTER. Learn from former ABC Network News correspondent/New York local reporter. DEMO TAPES. Critiquing. Private lessons 212-921-0774. Eckhart Special Productions (ESP).

## MISCELLANEOUS

**Attention:** Government seized vehicles from \$100. Fords, Mercedes, Corvettes, Chevys. Surplus Buyers Guide. 1-602-838-8885 ext. A 8435.

**Attention: Government homes** from \$1 (U-repair). Delinquent tax property. Repossessions. Call 1-602-838-8885 Ext. GH 8435

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331

**Instant cash-best prices.** We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**Maze Broadcast** pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227

**FM antenna(s)** Will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518.

**Cash or equipment trade** for TV antennas, transmitters and/or parts. Jerry Servatus, J.S. Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Dr., El Paso, TX 79925 915-772-2243

## 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.**

**Nautel 1985, AMFET-5, 5KW AM transmitter** like new condition \*\* Transcom Corp. 215-884-0888. TELEX 910-240-3856

**RCA UHF TV transmitter:** Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen. 303-665-8000

**1000' Kline tower.** Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen. Television Technology 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 Klystrone transmitter. 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

**Broadcast equipment (used):** AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118 314-664-4497.

**Sony 1" - BVH-2000 1** in stock. BVH-1100A's 6 in stock. All with complete refurb. full 30 day warranty. Time code boards. New heads. Buy your 1" VTR from the company that has delivered over 100 1" VTR's in the last 2 years. Call Video Brokers, Inc., 407-851-4595.

**Ampex 1" - VPR-6** with Zeus TBC. Full console with monitoring. Less than 300 hours total time on machine and new Tektronix monitors. Call Video Brokers, Inc., 407-851-4595.

**Beta blow out -** New BVW-30's and BVW-3A's. These are new units with full warranty. Call now and save \$. Call Video Brokers, Inc., 407-851-4595.

**Consoles for Ampex 1" -** Save up to 50% on the new and demo units for your VPR-6's or VPR-80's - Tektronix monitors also available. Call Video Brokers, Inc., 407-851-4595

**Beta - BVW-10, 15, 25 & 40** - In stock - new condition - Full Video Brokers warranty. Call now and save \$. Call Video Brokers, Inc., 407-851-4595.

**Chyron RGU-2** - Dual channel CG with font compose. 2 key boards. extra dual disc drive. All for \$17.5K. Call Video Brokers, Inc., 407-851-4595

**Ampex ADO-2000** - Loaded with P & R, Digimat and Digital, combined in stock. Call Video Brokers, Inc., 407-851-4595

**Ampex VPR-2** - In console. \$17K. Very clean 1" with TBC-2. Call Video Brokers, Inc., 407-851-4595

**Hitachi HR-200.** Sony BVH-1000s, BVH-1100s, BVH-1100As. Sony BVW-40s, BVW-3As. RCA TK-28B and TK-29B in multiplexer. RCA TP-66s on special this month. Call now for your used equipment needs. Media Concepts, 919-977-3600 or FAX 919-977-7298.

**Ampex VPR-1C** one inch type C VTR's 2 avail. good condition. \$6995.00 each. Maze Broadcast, 205-956-2227

**Mobile production van.** 42 foot Lufkin with G V 1600-7K switcher, Ampex cameras. Just did network shoot. Complete less VTR's. Maze Broadcast, 205-956-2227.

**Grass-Valley 1600-4s** stereo master control switcher with options. Available April '89 \$34,900.00. Maze Broadcast, 205-956-2227

**Marconi 25KW UHF hi band transmitter** on channel 62. Less klystrons and exciter. \$25,000.00. Maze Broadcast, 205-956-2227.

**Fiditpac audio cartridges**, model 300, from 20 seconds to 10 minutes. \$2 each. Technichrome 702-386-2844.

**Kline tower 645 ft** with two platforms, had been dismantled. 205-322-6666. WBRC-TV.

**RCA TP-66** film projector and RCA TP-15 multiplexer for sale. 205-322-6666. WBRC-TV.

**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.

**Harris FM-20K, 9 years old** \$34,900 reconditioned, tuned, tested. MS-15 exciter. Warranty. Armstrong Transmitter. Re-manufacturing all transmitter makes. 315-488-1269

**AMP:** 69669-1 crimp tool \$194. 220043-1 crimp tool \$260. 330878 connector \$4.50. Anton Bauer. UP battery holder \$122. CINE 60: 6306B battery belt \$399. Conrac. 6242C13 13" monitor as is \$1995. FOR A FA-430 TBC \$5995. HEDCO SVS-345 video routing switcher \$430. SAS-345 audio routing switcher \$430. AVM-201 video & stereo audio \$1758. SRE-100 Hedline rackframe \$52. VDF-6000 video DA frame only & 10 VDA-601 video DA \$1727. Lenco 3000 frame & PS \$394. 3120 CRS generator \$661. 3410 Pulse Timing module \$661. 3420 Blackburst module \$661. NEC CM-1991A 19" color/RGB monitor \$653. Panasonic. AG-6810S pro dubbing machine \$1432. KINGS: KC59-299 connector \$1.60. KTH-1000 crimp tool \$182. KTH-2002 RG59 die \$91. KTH-2012 8281 die \$91. Sony: CVM-1271 monitor \$733. TELEX: WHM-300 wireless mic \$260. Videotek: VSM-60 Vectorscope \$1688. TSM-50 Waveform monitor \$1446. Quantities limited. NTSC. 800-777-3000

**Harris console & exciter:** Harris M-90 broadcast console. 24 ch input. Harris MS-15 exciter. Contact: Bart, 913-272-2122.

**Wegener Panda II demodulator:** Complete system for Transtar. Contact: Bart, 913-272-2122

## RADIO Situations Wanted News

### Sportscaster.

BPP for 5 major colleges, national and major market sportstalk. Also impressive programming credentials. Available for sports and/or PD.

Lee Burdorf,  
28 Freedom Rd.,  
Forestdale, MA 02644  
(508) 477-3548.

### 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

**Help Wanted Programing  
Production & Others**

**CANADA - JULY/AUGUST**

**RADIO BROADCASTING INSTRUCTORS REQUIRED  
TOP ARTS CAMP — 150 MILES NORTH OF TORONTO  
ON BEAUTIFUL LAKE SETTING**

**MUST BE EXPERIENCED, DYNAMIC, ABLE TO RUN  
RADIO PRODUCTION PROGRAMME AND  
ENJOY WORKING WITH 12-17 YEAR OLDS.**

**SEND RESUME AND PHOTO AT ONCE  
251 DAVENPORT RD., TORONTO, ONTARIO M5R 1J9  
TV/VIDEO BROADCASTING INSTRUCTORS ALSO REQUIRED  
EOE**

**TELEVISION**

**Help Wanted News**

**NEWS CORRESPONDENT**

**WE NEED AN OBJECTIVE REPORTER IN WASHINGTON, D.C.**

Someone who's willing to dig for and report the facts. Someone who's experienced and able to deliver credibility in more than just looks. If you have experience in writing and reporting news with a major television network and agree with the philosophy of the Christian Broadcasting Network, Inc., then send a video tape and resume to:

Employment Department  
Box H-1  
CBN Center  
Virginia Beach, VA 23463



**Help Wanted Management**



**General Counsel  
Television Station**

KHJ-TV Channel 9 in Los Angeles, a subsidiary of The Walt Disney Company, is seeking a Station General Counsel.

This exciting opportunity combines business and legal affairs, and requires at least seven years experience, including at least four years in a legal capacity with a television station or television broadcast group. News, business affairs, FCC matters, sales and labor relations experience desirable. Superior organizational and communication skills required.

If you meet the qualifications above and thrive in a fast-paced environment, we invite you to apply. Please send your resume to:



The Walt Disney Company  
Professional Staffing  
Dept. S889-146  
500 South Buena Vista Street  
Burbank CA 91521.

Please, no phone calls.  
Equal Opportunity Employer  
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**Help Wanted Management  
Continued**

**PRESIDENT  
VIDEO PRODUCTION COMPANY**

Full-service publicly held video production company with locations in several major cities and hdqtrs in NYC seeks intelligent, aggressive, hands-on and creative businessperson to head company. Excellent opportunity for expansion and personal and professional growth. Salary commensurate w/experience. M/F. EEO. Send resume and salary requirements to: Suite 3201, 630 Fifth Avenue, NY, NY 10020.

**VICE PRESIDENT OF  
MARKETING & DEVELOPMENT**

We are seeking a talented individual with management experience in development and marketing to fill this challenging position. We require experience and success in local underwriting, on-air fundraising, tele-marketing, and direct-mail. Expertise in dealing with major donors and foundations is also a requirement. Prior experience in public television will be given priority.

**Please submit your resume and salary requirements by April 19, 1989:**

**Director of Human Resources  
Maryland Public Television  
Owings Mills, Maryland 21117  
MARYLAND PUBLIC TELEVISION IS AN AA/EEO EMPLOYER**

**DIRECTOR OF MARKETING  
AND CREATIVE SERVICES**

New Hampshire Public Television, a three-station network with more than half-a-million viewing households in portions of four states, seeks marketing and creative services professional to serve as senior manager. The individual we seek is a hands-on manager - an idea person well-versed in marketing principles who also gets ideas implemented. Major responsibilities: Strengthen external relations including those with viewers, community organizations, state media organizations, and 100 cable systems. Develop and manage all public events including special fund raisers. Develop marketing programs to support existing fund raising efforts and growing earned income activities such as mobile unit rentals and program guide ad sales. Assist senior staff in developing a marketing perspective for all major planning projects. Supervise and administer public information department, graphics department, on-air promotion functions, and oversee all station publications. Develop station image and advertising campaigns. Develop and manage market-research activities. The successful candidate will have demonstrated superior management, creative, analytic, and oral and written communication skills. Minimum qualifications: Bachelor's degree and five years experience in management and marketing. Salary range: \$33,030 - \$51,590. Anticipated starting date is July 1, 1989; deadline for application is April 28, 1989. NHPTV is located on the seacoast 60 miles north of Boston.

**Send resume and salary requirements to**

**General Manager,  
NHPTV,  
Box 1100  
Durham, NH 03824.**

**No phone calls. Non-citizens must include current visa status. Women and minorities encouraged to apply.  
An EEO/AA employer.**



## Help Wanted Management Continued

### Manager Program Business Affairs PBS

PBS is seeking an experienced television professional to manage all PBS program contracts and license agreements. Candidate should have at least 5 years experience in production control or business affairs, along with a Bachelor's degree in tv production or business administration. Strong budgeting skills with the ability to conduct negotiations, and familiarity with licensing practices are required. PBS offers a salary commensurate with experience and a competitive benefits package. Interested candidates should respond with letter of interest, resume, and salary requirements to:

**PBS**

Attn: Carla A. Gibson  
1320 Braddock Place  
Alexandria, VA 22314

PBS is an equal opportunity employer.

## Help Wanted Technical

### Technical Director/Director:

At least 2 years Director/Technical Directing experience, for fast paced newscasts and post production in top 40 market. Prefer candidate who is proficient with VGV 300 switcher with DVE, E-MEM and Chyron 4. Ability to work well with crew is vital.

Send resume and sample tape to:

Vic Miller  
KTVT,  
500 E. Britton Road,  
Oklahoma City, OK 73114.  
Equal Opportunity Employer

### Technician Satellite Operations PBS

PBS is seeking an experienced technician to operate, test, and maintain satellite system ground communications and microwave relay equipment and related test and evaluation instruments at our Main Origination Terminal facility. Qualifications: two years technical training; at least three years experience in television broadcasting or satellite communications with emphasis on transmitter and microwave operation and maintenance. Must also be reliable, dedicated, and able to work alone and without supervision. PBS offers an excellent salary and benefits package. Interested candidates should submit letter of interest, resume, and salary requirements to:

**PBS**

Attn: Carla A. Gibson  
1320 Braddock Place  
Alexandria, VA 22314

PBS is an equal opportunity employer.

## Help Wanted Programing Production & Others

### VIDEOGRAPHER

NBC affiliate seeks strong creative videographer for commercials, station promotion and programming. 3 years experience shooting, editing and lighting. Ability to produce and direct in the field. "On Your Own" a lot. Send resume and tape to:

RON YAGER  
WDSU-TV  
520 Royal Street  
New Orleans, LA 70130  
EOE

## Help Wanted Programing Production & Others Continued

### NEWS GRAPHIC ARTIST

King 5 Television's Marketing Department is looking for a skilled graphic artist to complement our graphics team.

Individual is responsible for creating daily news graphics for our weeknight broadcasts using a Quantel Paint Box system.

- 2-3 years electronics graphics design experience essential
- Bachelor's degree required
- Paint box and news graphics experience preferred

Send 2 copies of your cover letter and resumé to:

Kristina Moris  
Human Resources Director  
King Broadcasting Company  
333 Dexter Avenue North  
Seattle, WA 98109

Equal Opportunity Employer

M/F/H

  
THE HOME TEAM

### Associate Director Research PBS

Research Department invites television researchers to consider joining our bright, dedicated, youthful organization as Associate Director. Position involves management of all national audience data. PBS's station carriage (line-ups) system, and an ongoing opinion survey of station program managers. Works with programming department, stations, and producers. Prepares regular and custom reports and analyses. Candidates must possess strong research and writing skills, a graduate degree (with some statistics) in broadcasting or communications, personal computing (including spreadsheet) skills, and a minimum of 5 years experience in broadcast audience research. PBS offers a salary commensurate with experience and a competitive benefits package. Interested candidates should respond with a letter of interest, resume, and salary requirements to:

**PBS**

Attn: Carla A. Gibson  
1320 Braddock Place  
Alexandria, VA 22314

PBS is an equal opportunity employer.

### THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,  
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For fast  
Action Use  
**BROADCASTING'S**  
Classified Advertising



## WESTCOTT COMMUNICATIONS

### PRODUCER

Westcott Communications, the world's largest corporate satellite television network, seeks a self starting production professional with network or major-market news experience to work in our state-of-the-art production facilities in Dallas, Texas.

Position requires producing a live "Good Morning America"/ "Today" type program Monday thru Friday. We are looking for applicants with proven abilities, capable of hitting the ground running, so no beginners please.

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Westcott Communications, Inc.  
Mr. Walker Stevens  
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Automotive Satellite Television Network



Law Enforcement Television Network

**CANADA - JULY/AUGUST**

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Wake Forest University is a private co-educational university competing in the Atlantic Coast Conference and Division I-A of the N.C.A.A. The school has a strong athletic tradition that complements what U.S. NEWS AND WORLD REPORT has called "the best private comprehensive university in the nation." In fact, the school was chosen as the site for the first Presidential Debate of 1988.

The University's athletic heritage is also well documented. The Demon Deacons have won twenty-five A.C.C. titles and four national championships. Among its alumni are Arnold Palmer, Brian Piccolo, Billy Packer, Lanny Wadkins, and Curtis Strange.

The football program has enjoyed two consecutive winning seasons and post-season consideration under the direction of Head Coach Bill Dooley, one the nation's ten winningest active coaches. The basketball tradition is perhaps even deeper. Five Deacon teams have gone to post-season play over the past ten years.

Wake Forest has had a radio sports network broadcasting men's football and basketball throughout North Carolina and southern Virginia for over twenty-five years. This year, the network consists of fifteen AM radio stations broadcasting via a double line COMREX feed, telephone line distribution system. The Athletic Department is presently reviewing more modern methods of broadcast origination and syndication, affiliate relationships, network management, and operational prospects for 1988-89 and beyond.

If your company is interested in discussing the possibility of acquiring the franchise to operate the Wake Forest Sports Network, please contact:

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 Assistant Athletic Director  
 Wake Forest University  
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### Broadcast Audience Research Analyst

The Corporation for Public Broadcasting, a private non-profit corporation, is seeking an articulate researcher, knowledgeable about audience use of broadcast media, to oversee CPB's commissioning of audience and program studies to benefit public tv and radio. Requires: degree in broadcasting, communications or related social science, w/strong grounding (equivalent to graduate work) in probability & statistics and survey research; 3 yrs exp in audience and program research w/at least 2 in management of multiple research projects; demonstrated originality in developing research strategies; exp managing computer processing of research data in a mixed mini/microcomputer environment; and excellent written and oral presentation and persuasion skills. Excellent benefits with salary to low 40's. Posting closes April 14th or once a selection is made.

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Personnel Manager

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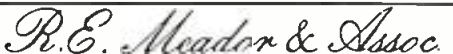
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**Payable in advance.** Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**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.

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**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.



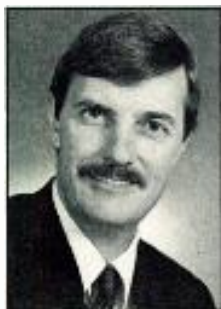
## Media

**James C. Warner**, executive VP, broadcast operations, M.T. Communications, Los Angeles, joins M.T. Communications-owned WCAY-TV Nashville as general manager; **Deborah A. Taylor**, business manager, WCAY-TV, named VP and chief financial officer, M.T. Communications Inc., Los Angeles. M.T. Communications is relocating its headquarters to Nashville.

**Judith Ekberg Johnson**, VP and chief operating officer, Meyer Broadcasting Co., Bismarck, N.D.-based owner of four TV stations, three FM and one AM station, named president and CEO. Johnson replaces **William A. Ekberg**, who is retiring.



Waterbury



Smith

Appointments at American Family Broadcast Group, Columbus, Ga.: **James Waterbury**, president and general manager, KWVL(TV) Waterloo, Iowa, named president of Black Hawk division of American Family Broadcast Group. Black Hawk division consists of KWVL(TV) Waterloo and KTIV(TV) Sioux City, both Iowa, and WAFB(TV) Baton Rouge. **Mike Smith**, general manager, KTIV, named general manager, KWVL.

**Robert B. Butler**, executive VP, Durham Life Broadcasting, group owner, Raleigh, N.C., elected to board of directors.

**Harley P. Park**, chief financial officer, Beasley Broadcast Group, Goldsboro, N.C., joins Intermart Broadcasting Corp., group owner, Jacksonville, Fla., as chief financial and administrative officer.

**W. Boyd Rooney**, general manager, noncommercial KUAT-AM-FM-TV, and director of University of Arizona's division of media, Tucson, Ariz., will retire May 1, 1989.

**Simon T.**, president and general manager, KCBO-AM-FM San Diego, joins KQLZ(FM) Los Angeles as VP and general manager.

Appointments at WLOL(FM) Indianapolis: **Tac Hammer**, VP and general manager, resigns to form consultancy firm; **Lisa Fransen Bittman**, general sales manager, named station manager; **Greg Swedberg**, program director, named operations manager.

**Fredrick R. Gaines**, general manager, KHTN(FM) Placerville, Calif., joins KTMX(FM) Colusas, Calif., as general manager.

**David P. Yarashes**, assistant financial man-

ager, WVEC-TV Norfolk, Va., named financial manager.

**Dan Neumann**, business manager, KPLR-TV St. Louis, named VP of administrative and strategic planning.

Appointments at noncommercial WMBR(FM) Cambridge, Mass.: **Brian Kelly**, chief engineer, named station manager; **Teddy Young**, producer, named station manager.

## Marketing

**Kenneth M. Dubow**, Northeastern regional manager, Blair Entertainment, New York, named VP and Northeastern regional sales manager; **Evelyn Chigrinsky**, sales person, Melcor Broadcasting Co., New York, named account executive.

**Jim Thomson**, VP, Southern division manager, Worldvision Enterprises, Atlanta, will retire May 1. Thomson had been with Worldvision since 1968. **Karl Middleburg**, account executive, will replace Thomson.

Appointments at MTV Networks, New York: **Sandy Sheffer**, director, advertising sales, Eastern region, named VP, key accounts and advertising sales; **Vicki Ingram**, sales, marketing and regional systems coordinator, named account manager.

**Dan DeSmet**, account executive, CBN Family Channel, Chicago, named national sales coordinator; **Robert Marino**, sales executive, Turner Broadcasting, New York, joins CBN Family Channel there as account executive.

**Rae Schatz**, VP, media sales, Orbis Communications, Chicago, joins Syndicom Ad Sales, component of Syndicom Entertainment Co., Nashville, as director, sales.

**Tom Byrne**, account executive, Hillier, Newmark, Wechsler & Howard, New York, joins Atlanta office in same capacity.

Appointments at TeleRep Inc.: **Jim Hughes**, research analyst, **Cynthia Sanders**, account executive, MMT Sales, New York; **Andrea Moore**, recent graduate, sales training program, named account executives, New York; **Dan Kraft**, research analyst, Boston, named account executive.

Appointments at Katz Communications Inc.: **John Shannon**, national sales manager, red group, New York, named divisional VP, Katz American Television; **Angela Gardaphe**, account executive, Univision Inc., Chicago, joins Katz Continental Television there as sales executive.

**Brian Janks**, sales person, WDIV(TV) Detroit, joins Petry Television there as account manager.

**Skip French**, account executive, WBBM-TV Chicago, joins Cable Media Inc., rep firm there, as account executive.

**Patricia Fillmore**, marketing manager, sales, TV Ontario, Toronto, named director of mar-

keting.

**Jay Linden**, sales manager, WNBC-TV New York, named director, Eastern spot sales, NBC Television Stations, New York; **Jonathan D. Spaet**, account executive, NBC Spot Sales, New York, joins WNBC-TV there as sales manager.

**Peter Hennessy**, account executive, WBZ-TV Chicago, named local sales manager.

**Kathy Rawlings**, sales service coordinator, WKBD(TV) Detroit, named assistant traffic manager.

**Dorothy Lucas**, account executive, KCRA-TV Sacramento, Calif., named local sales manager.

**Dawn Forgey**, traffic manager, KDEB-TV Springfield, Mo., joins KOLR(TV) there in same capacity.

**Charles Hogetvedt**, account executive, KUSA-TV Denver, joins KVUE-TV Austin, Tex., as national sales manager.

Appointments at WLWT(TV) Cincinnati: **Mark Driscoll**, national sales manager, named local sales manager; **Thomas Lamarche**, account executive, named national sales manager; **David Putnam**, independent screenwriter, named account executive.

**Sam Rosenwasser**, account executive, WFAA-TV Dallas, joins KXAN-TV Austin, Tex., as local sales manager.

**Linda H. McMahan**, account executive, KAJA (FM) San Antonio, Tex., joins KABB(TV) there as local sales manager.

**Kent Crawford**, sales development manager, KUTV(TV) Salt Lake City, named local sales manager.

**Beverly Breckenridge**, media director, Jones Store Company, Kansas City, Mo., joins KCTV(TV) there as retail marketing director.

**Stephen L. Berger**, general sales manager, WIRK-FM West Palm Beach, Fla., joins WAQ-TV there as general sales manager.

**Wendell S. Williams Jr.**, director of client services, WPTR(AM) Albany, N.Y., joins WTZA(TV) Kingston, N.Y., as regional sales manager; **Paul J. Damp**, traffic coordinator, Arts & Entertainment Network, New York, named account executive.

**Patti Mrozowski**, assistant manager, national radio broadcast, Lintas: USA, New York, joins Westwood One there as account executive.

**Rory King**, account executive, *Black Enterprise Magazine*, New York, and **Eric Williams**, account executive, WXRK(FM) New York, join CBS Radio Representatives there in same capacity.

**Mark O'Brien**, account executive, WASH(FM) Washington, named national sales manager.

**Bob Pettit**, national sales manager, WLIF(FM) Baltimore, joins WTOP(AM) Washington as account executive.

**Michael Howard**, analyst and planner, CBS Television Network Sales, Chicago, joins WBBM(AM) there as account executive.

**Steve Sullivan**, account executive, KEZY(FM) Anaheim, Calif., named local sales manager.

Appointments at WLUP-AM-FM Chicago: **Edward Coyle**, national sales manager, named local sales manager; **Blake Mendenhall**, account executive, named national sales manager.

Appointments at WWWE(AM) Cleveland: **Donald Blesse**, assistant sales manager, named local sales manager; **Matt Gutbrod**, account executive, named assistant local sales manager.

Appointments at WSUN(AM)-WYNF(FM) Tampa: **Nancy Benech**, national sales manager, named general sales manager; **Lynda Johnson**, local sales manager, named national sales manager; **Joseph Corbett**, account executive, named local sales manager.

**David Papandrea**, WABY(AM)-WKLI(FM) Albany, N.Y., joins WQBK-AM-FM Rensselaer, N.Y., as general sales manager.

**Mike Weeks**, local sales manager, KWWL(TV) Waterloo, Iowa, named VP and general sales manager; **John Sampson**, general sales manager, KAAL(TV) Austin, Minn., named national sales manager.

## Programming

Appointments at Paramount Pictures Corp., Hollywood: **Mitchell Semel**, VP, UBU Productions, named president, television; **Jay Fukuto**, director, programing, named VP, television.



Kaplan

**Andrew J. Kaplan**, VP, office of chairman, Columbia Pictures Television, Los Angeles, named senior VP, office of chairman.

**Linda Corradina**, director, MTV News, MTV Networks, New York, named VP, news and specials.

**Micheline Savoie**, head of press and information for city of Montreal, joins Canadian Broadcasting Corp., Ottawa, as coordinator, portrayal of women in programing.

**John Chavez**, VP, development and marketing, Steve Sohmer Inc., North Hollywood, Calif., named senior VP, development.

**Cynthia Smith**, manager, marketing, United Cable Television, Los Angeles, joins USA Network there as regional manager, Western region.

**Ken Jingles**, sales person, Warner Brothers Film Distribution, Los Angeles, joins Fries Entertainment Inc. there as Western division sales manager.

**Christie Hawks**, account executive, Samuel Goldwyn, Los Angeles, named manager, Western regional sales.

**Ron Franklin**, freelance play-by-play commentator, ESPN, joins ESPN as college foot-

ball and college basketball commentator.

**Chris Kochoff**, production executive, The Disney Channel, Burbank, Calif., joins Carsey-Werner Company, Los Angeles, as VP, production.

Appointments at Transtar Radio Network, Los Angeles: **Chaz Kelly**, air personality, KZPS(FM) Dallas, named evening personality; **Jack Boxer**, weekend personality, Transtar Country Network, named host, midday slot.

**Paula Smith**, supervising producer, Kineme Productions, Toronto, joins Producers Group International there as development executive.

**Bobbee Carson Gabelmann**, director of programing, MMT Inc., New York, joins Paramount Pictures Corp. there as account executive; **Stuart Marcus**, account executive, MGM/UA, Dallas, joins Paramount there in same capacity.

Appointments at Bravo Cable Network: **David Ebers**, Western regional manager and national accounts manager, ESPN, Los Angeles, named Western regional director; **Andrew Farley**, Western regional manager, American Movie Classics, Los Angeles, named Central regional director, Chicago; **Karen Jarmon**, regional sales manager, Woodbury, N.Y., named Eastern regional director there.

**Barry Barnholtz**, senior VP, acquisitions, Vidmark Inc., production and distribution company, Santa Monica, Calif., named senior VP, television sales division.



Frank



Opatut

Appointments at BBC, New York: **Sarah Frank**, director, U.S. co-productions, named senior VP, co-productions for BBC in America. Frank has also been named to BBC/Lionheart Television board of directors; **Eileen Opatut**, programing director, National Geographic Television, New York, named director of co-productions, BBC in America; **Sylvia Delia**, consultant, 4D TV, French television company, New York, named VP, ancillaries, BBC/Lionheart Television; **Candace Carlisle**, director of sales, East Coast, BBC/Lionheart Television, named VP, public television sales.

**Katy Abel**, news director WBCN(FM) Boston, joins WNEV-TV there as producer and news presenter, children's program, *Ready to Go*.

**Kurt Eichsteadt**, senior adviser, programing and promotion, RCTI-TV Jakarta, Indonesia, joins KOVR-TV Stockton, Calif., as program director.

**Janice Edwards-Jenkins**, associate producer, *PM Magazine*, national office, San Francisco, joins KBHK-TV San Francisco as host of public affairs program *Black Renaissance*.

**Mary Hall**, senior analyst, research department, CBS Television Stations Division, Los

Angeles, joins KCBS-TV there as research analyst.

**Daniel DeVany**, VP and general manager, noncommercial WETA-FM Washington, joins Minnesota Public Radio, St. Paul, as network manager, arts & performance service.

**Liane Hansen**, guest host, *All Things Considered* and *Weekend Edition*, National Public Radio, Washington, named host, *Performance Today*. Hansen replaces **Katheryn Loomans**, who will be special arts correspondent.



Johnson

**Brooke Bailey Johnson**, program director, WABC-TV New York, joins Arts & Entertainment Cable Network there as VP, programing and production.

**Gary Marsh**, executive director, The Disney Channel, Burbank, Calif., named VP, original programing.

**Doug Stephan**, personality, WPBR(AM) Palm Beach, Fla., joins American Radio Networks, All Talk Radio Network, Baltimore, as host, evening program.

**Tom Fitzpatrick**, columnist, *New Times*, Phoenix, joins KOOL-FM there as air personality, morning show.

**David Supple**, air personality, WHDH(AM) Boston, joins WEAT-AM-FM West Palm Beach, Fla., in same capacity.

**Gloria Friedman**, director of audience services, noncommercial WNYC-AM-FM New York, named director of marketing.

**Joan Cherry**, executive producer, WCAU(AM) Philadelphia, joins WXYT(AM) Detroit in same capacity.

**Mark Scott**, air personality, WOR(AM) New York, joins WRC(AM) Washington as host, afternoon drive program; **Mark Waldman**, professor, American University, Washington, named host, *Your Money* talk show, WRC.

**Mark Belling**, program manager, news director and air personality, WTDY(AM) Madison, Wis., joins WISN(AM) Milwaukee as air personality.

**Tim Fox**, program director, WKTI(FM) Milwaukee, joins WLTV(FM) there in same capacity.

**Dick Sheetz**, assistant program director and production director, KKZX(FM) Spokane, Wash., named program director.

Appointments at KQPT(FM) Sacramento, Calif.: **Alan Mason**, program director and on-air host, is leaving station to pursue other broadcast interests; **Tom Eshbaugh**, marketing manager, named operations and marketing manager.

**John Sebastian**, program director, KTUV-FM Los Angeles, resigned to pursue other interests.

**Scott Wilson**, air personality, WIYY(FM) Baltimore, joins WCXR-FM Washington in same capacity.

**Doug Miles**, weekend announcer and producer, WLFF(AM) Tampa, Fla., named continuity



director and copywriter.

**Don Stephens**, assistant operations director and promotion director, WEZW(FM) Milwaukee, named program director.

**Klem Daniels**, production director, KJR(AM) Seattle, named program director.

## News and Public Affairs

**Ken Bode**, congressional correspondent, NBC News, New York, will leave network in June to become director of Center for Contemporary Media at DePauw University, Greencastle, Ind. Bode covered national affairs for NBC for 10 years.

**Alan Upchurch**, senior producer, WXYZ-TV Detroit, named executive producer.

Appointments at WJBK-TV Detroit: **Teresa McKissick**, producer and assignment editor, WTVF(TV) Nashville, named news writer; **Frances Smith**, associate producer and news writer, WLS-TV Chicago, named news writer and producer; **Eric Mitchell**, news producer, WKBD(TV) Detroit, named news writer and producer; **Ray Brune**, news producer, WBNS-TV Columbus, Ohio, named producer, 6 p.m. newscast; **Ed Rose**, assistant news director, WSVN(TV) Miami, named news producer, 5 p.m. newscast.

**Ken Middleton**, news director, WTSP-TV St. Petersburg, Fla., joins WPCQ-TV Charlotte, N.C., in same capacity.

**Jeff Klotzman**, news director, KAMC(TV) Lubbock, Tex., joins WKOW-TV Madison, Wis., in same capacity.



LeBrecht



Bodlander

Appointments at Associated Press Broadcast Services, Washington: **Thelma LeBrecht** and **Jerry Bodlander**, reporter and newsroom supervisors, named Capitol Hill correspondent and general assignment reporter, respectively.

**Brian Leary**, reporter, WCVB-TV Boston, named weekend co-anchor.

**Don Williams**, reporter, WJZ-TV Baltimore, joins WRC-TV Washington as general assignment reporter.

**Rick Schwartz**, freelance reporter, joins KPRC-TV Houston as sports anchor and reporter.

**Matthew Cairns**, meteorologist, New York State Department of Environmental Conservation, Albany, joins WNYT(TV) there as weekend meteorologist.

## Technology

Appointments at Wegener Communications, Atlanta-based manufacturer of audio and data transmission products: **Ned Mountain**, direc-

tor of marketing, named VP of marketing; **Elias (Louie) Livaditis**, engineering manager, telecommunications, named VP of engineering.



Himelfarb

**Fred Himelfarb**, principal staff engineer, NBC Engineering Technical Development, NBC Network, New York, joins Panasonic Broadcast Systems, Secaucus, N.J., as consultant. Himelfarb will be responsible for technical and demonstration support for broadcast cameras.

**Sherry Eager**, general manager, Professional Video Services Corp., Washington, named VP and general manager of operations. Rosslyn, Va.-based firm provides technical services to Gannett Television.

**Ivica Vican**, marketing and sales manager, Acrian, supplier of power amplifiers and semiconductor devices for broadcast communications, San Jose, Calif., named regional sales manager, Southeast Asia, Pacific Rim, South America and Canada.

**Stewart Hinze**, assistant chief engineer, WTOL-TV Toledo, Ohio, named chief engineer.

**H. T. (Bud) Henley**, systems consultant, joins Townsend Products Sales Group, Raleigh, N.C., as Southeast district sales manager. Henley will be responsible for sales of VHF, UHF and computer-supervised transmitters.

**Bruce D. Hall**, president, Hallcrest Advertising, Tulsa, joins Walter S. Brewer Co. Inc., Tulsa-based integrated TV and motion picture studio lighting company, as director of corporate communications.

**Ert Dredge**, announcer, noncommercial WMBR(FM) Cambridge, Mass., named chief engineer.

Appointments at Broadcast Television Systems Inc., manufacturer of broadcast and video equipment, Salt Lake City: **Frank Ranel**, senior sales engineer, Sony Corp., Belleair Bluffs, Fla., named regional sales manager; **Andrew H. Kryworuchenko**, national manager, group accounts, Sony Corp., Norcross, Ga., joins BTS in same capacity.

## Promotion and PR



Cohen



Grimshaw

Appointments at Turner Broadcasting System Inc., Atlanta: **Jeff Cohen**, senior creative director, advertising and promotion, named VP, creative services; **Jeff Grimshaw**, VP,

entertainment promotion, named VP, on-air promotion; **Judy Chastain**, VP, media services, will expand her position. **Alice Lee**, recent graduate, University of Salford, United Kingdom, joins Turner Broadcasting System Inc., Hong Kong, as corporate communications officer.

**Susan Rosenberg**, supervisor, feature film acquisitions, Vestron Inc., Stamford, Conn., joins BBC/Lionheart Television, New York, as director of creative services.

**Abby Terkuhle**, director, on-air promotion, MTV Networks, New York, named VP, creative, MTV.

**Michael P. Caporlingua**, manager, sales and promotion, WCBS-TV New York, named manager, sales research and marketing.

**Cyndie Reynolds**, promotion manager, WDZL(TV) Miami, joins KOVR-TV Stockton, Calif., as creative services director.

**David Gariano**, VP of operations, KZLR(FM) Pine Bluff, Ariz., joins WMMR(FM) Cleveland as promotion director.

**Randy Hudson**, national sales manager, KXL-AM-FM Portland, Ore., named national sales manager and promotion director.

**Angela Perry**, manager, promotion and public relations, *Black Enterprise Magazine*, New York, joins noncommercial WBGO(FM) Newark as public relations director.

## Allied Fields



Malarkey



Jones

**Martin F. Malarkey**, president, Malarkey-Taylor Associates Inc., consulting firm, Washington, named chairman; **Robert M. Jones**, executive VP, named president.

Appointments at National Association of Broadcasters, Washington: **Michael A. Waring**, press secretary to Representative Harold Rogers (R-Ky.), joins NAB's government relations department as director of political communications. Waring will produce newsletter for NAB's legislative liaison committee in addition to preparing testimony and speeches for NAB officials. **John Behnke**, president, Fisher Broadcasting Inc., Seattle (Capital Cities/ABC); **Joe Carriere**, general manager, KELO-TV Sioux Falls, S.D. (CBS), and **Cyril Vetter**, president, WVLA(TV) Baton Rouge (NBC), named to NAB Television Board of Directors.

**Henry Tashman**, deputy general counsel, Columbia Pictures Industries Inc., Burbank, Calif., joins law firm of Sheppard, Mullin, Richter & Hampton, Los Angeles, as partner.

**Lou Cioffi**, correspondent, ABC News, New

York, joins Executive Television Workshop Inc., media training firm there, as associate.



Elam

**Betty Elam**, associate director, media services. National Office of Presbyterian Church U.S.A., New York, joins Foundation for Minority Interests in Media Inc. there as executive director.

**Burtch Drake**, president. Foote, Cone & Belding, Europe,

joins American Association of Advertising Agencies Inc., New York, as executive VP and chief operating officer; **Harry Paster**, executive VP, named management consultant.

**Sarah J. Crisp**, marketing assistant, programing and marketing department. National Cable Television Association, Washington, named publicity coordinator.

Elected to Fox Promotion Advisory Council Board, Tacoma, Wash.: **Robert Galvin**, KCPQ(TV) Portland, Wash., president; **Sandy Martin**, KSHB-TV Kansas City, Mo., VP; **Byron King**, WRSP-TV Springfield and WCCU(TV) Urbana, both Illinois, secretary; **Jay Ross Scarbrough**, KASN(TV) Pine Bluff, Ariz., treasurer.

**Lucy Bates**, director, research department, American Television & Communications Corp., Denver, named senior director of consumer research and planning.

**Jean H. Fuller**, Eastern regional marketing manager, broadcast division, *TV Guide*, Charlotte, N.C., joins WPCQ-TV there as cable relations manager.

**Lawrence P. Freeman**, assistant media buyer, Gaynor Media Corp., New York-based media service organization, named media buyer.

**Bob McCann**, senior VP, SAMI (Selling Areas Marketing Inc.) division of Arbitron Ratings, New York, named VP, network television sales.

Elected officers, Utah Broadcasters Association, Salt Lake City: **Mel Rogers**, noncommercial KBYU-TV, Provo, president; **Maria Smith**, KUTV(TV) Salt Lake City, VP; **Dennis Gwiazdon**, KKAT(FM) Ogden, secretary and treasurer.

**S. James Coopersmith**, VP and general manager. WCVB-TV Boston, was given Distinguished Broadcasters Award by Muscular Dystrophy Association.

**Dan Hern**, VP and general manager. KSGO(AM)-KGON(FM) Portland, Ore., elected president, Portland Area Radio Council; **Carl Gardner**, VP. KKRZ(FM) Portland, elected VP.



Clockwise: Van Hook, Williams, Dille, Thurston

**Changes across the board.** Wesley S. Williams Jr., partner with law firm of Covington and Burling, Washington, was elected chairman of the Board of Directors of Broadcast Capital Fund Inc. (BROADCAST). Williams succeeds Donald A. Thurston, president of Berkshire Broadcasting Company Inc., North Adams, Mass. Paul E. Van Hook, president of Media Corporation of America, was elected vice-chairman, replacing John F. Dille Jr., chairman, Federated Media, Elkhart, Indiana. BROADCAST is a non-profit venture capital company established by the NAB in 1978 to help minorities in acquiring and owning broadcast properties.

## Deaths



Gilbert

**Peter Gilbert**, 62, managing partner, Staten Island (N.Y.) Cable, died of cancer March 26 at his home in New York. Gilbert came to United States in 1946 from Israel. In 1951 he joined American Metals Products Corporation in Brooklyn, N.Y. He became VP in 1955 and in 1967 was named president of electronic and microwave equipment manufacturers. After leaving company in 1969 he became owner of Suffolk Cablevision in Long Island. In 1975 he bought Comax Telecom Corp., Buffalo, N.Y. In 1975 Comax acquired Amherst Cablevision. In 1984 Gilbert sold Buffalo system to Prime Communications and became managing partner, with Cox Communications, of Staten Island Cable. In 1986 Gilbert purchased cable system in Newark, N.J.

and formed Gateway Cable. Gilbert is survived by his wife, Edes, four children, three stepchildren and four grandchildren.

**Earl Nightingale**, 68, writer and commentator of *Our Changing World* and radio voice of *Sky King*, 1950's syndicated radio series, died March 25 of complications following heart surgery at Scottsdale (Ariz.) Memorial Hospital.



Nightingale

Nightingale started career in broadcasting at WJNC(AM) Jacksonville, N.C. Nightingale served in Marines during World War II and was one of 12 Marines to survive Pearl Harbor bombing of USS Arizona. After World War II he joined KTAR(AM) Phoenix before moving to WBBM(AM) Chicago. From 1950 to 1954 Nightingale was voice of *Sky King*, nationally broadcast radio adventure show. During that time he formed Earl Nightingale Inc. and started writing and broadcasting his talk shows on WGN-AM Chicago. Nightingale started *Our Changing World* in 1959 and syndicated it through his own company. Show is syndicated nationally and is carried on Armed Forces Radio Network. In 1960 he and Lloyd Conant founded Nightingale-Conant Corp., audio publishing and syndication firm. He retired from Nightingale-Conant in 1988 but continued *Our Changing World* from his Arizona home. Survivors include his wife Diana, two sons and one daughter.

**George Sandoval**, 57, founder and VP of community and government relations. KDVR(TV) Denver, died March 17 at Denver General Hospital of injuries sustained in automobile accident. Sandoval had been involved with broadcasting in Colorado since 1954 and was active in Hispanic community. Sandoval started with KFSC(AM) Denver, one of Colorado's first all-Spanish stations. KDVR has set up George Sandoval Memorial Scholarship Fund to help further education of promising Hispanic students. Donations can be sent to Central Bank of Denver c/o Ed Scott, 1515 Arapahoe St., Denver 80292. Sandoval is survived by his wife, Lillian, two daughters and one son.

**Virginia C. Klose**, 67, former co-owner of WATS(AM) Sayre, Pa. and WAVR(FM) Waverly, N.Y., died March 15 at Jupiter (Fla.) Hospital. Klose owned stations with her husband, Robert. WATS(AM) was bought in 1970 and WAVR(FM) was founded in 1974. Stations were sold in 1986. Survivors include her husband, Robert, two children and three stepchildren.

**Theodore A. Giles**, 85, engineer, died Feb. 13 at Proctor Community Hospital, Peoria, Ill., following stroke. Giles was engineer with WMBD(AM) Peoria from 1927 to 1946. He then joined WMMJ(AM) Peoria. In 1948 he became engineering consultant. He retired in 1981. Survivors include two sons.

**Milton Frome**, 78, TV and movie actor, died March 21 at Motion Picture and Television Hospital, Woodland Hills, Calif. Frome is best known for work on *The Milton Berle Show*. He was on show from 1953 to 1955. He later played Lawrence Chapman on *The Beverly Hillbillies*. Survivors include his wife and one son.

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## Michael Gartner: NBC's multimedia newsmen

"I was in heaven" is how Michael Gartner described his opportunity to work for Gannett three days a week in Washington, spending the remainder as a family man and newspaper editor back in Des Moines, Iowa, where he was born. Gartner continues to keep a foot in two worlds, but since NBC hired him away from Gannett last August, his time outside Des Moines is mostly spent in New York as president of the television network's news division, a job whose description rarely draws upon celestial allusions.

His new responsibility keeps Gartner squarely in the business he has known since childhood: news. It is work he says he always assumed he would do, since both his father and grandfather were newsmen. His father, Carl, took a job at the *Waterloo* (Iowa) *Morning Tribune*, where John Charles Gay was city editor. Needing a place to stay, he boarded with the Gay family, whose daughter, Mary, was in college. The boarder and daughter were married and raised Michael and his older brother David, currently a special deputy for the Federal Election Commission, office of the secretary, U.S. Senate.

At the age of five Gartner became a "newsroom rat" at the Des Moines, Iowa, *Register and Tribune*, where his father had become a rotogravure editor. At age 15 he was hired by the sports editor, for whom he answered the phones, took dictation from writers and gave out scores to readers who called in. During the next six years—including years when he worked while on vacation from Carleton College—Gartner got experience reporting and editing, learning, he said, to "distrust verbs" and "cherish adjectives."

After Carleton, he was hired by the Midwest bureau chief of the *Wall Street Journal* to work on the copy desk in New York. While continuing his on-the-job training in journalism, he took a dare from some friends who were then going to law school. They questioned his ability to complete law school and pass the bar, and so Gartner spent the next few years after work taking law courses at New York University. He ended up passing two bar exams, in New York and Iowa.

After three years on the copy desk, Gartner was sent to Chicago as a reporter, a task for which he said he was not suited and so returned to New York as a rewrite man for the *Journal's* front page, which contains several in-depth features and stories. He stayed with the job for 10 years, rising to become "page one editor," and then, at age 35, left: "I enjoyed the *Journal* so much I am kind of surprised I ever left there."

But the job for which he left, editor of the *Register*, was too much a temptation, offer-



MICHAEL GAY GARTNER—president, NBC news, editor and co-owner, Ames, Iowa, *Daily Tribune*, and chairman, Midwest Newspapers Inc. (Ames); b. October 25, 1938, Des Moines; BA, Government, Carleton College, 1960; J.D., New York University Law School, 1968; copy editor, *Wall Street Journal*, 1960; reporter, 1963; copy editor, 1964; page one rewrite, 1965; deputy page one editor, 1968; page one editor, 1969; executive editor, *Des Moines Register*, 1974; editor, 1976; president, Des Moines Register and Tribune Company, 1978; general news executive, Gannett Co., 1985; editor, *Courier-Journal* and *Louisville Times*, 1986; NBC News president since July 1988; m. Barbara McCoy, May 25, 1968; children—Melissa, 18; Christopher, 12; Michael, 9.

ing him the chance to successfully move home, where he cherishes the "nature, values, cleanliness, openness, honesty and equality."

It was then that Gartner first had responsibility for a broadcasting operation, which included WQAD-TV Moline, Ill., and KHON-TV Honolulu. The latter station was bought from a company controlled by former John Blair & Co., executive Arthur McCoy, whose daughter Barbara Gartner had met and married while at the *Journal*.

Gartner oversaw the broadcasting group, which also included a handful of radio stations, during his six years as president. Richard W. Gilbert, vice president, broadcasting, in the early 1980's, said Gartner watched the newscasts for their content: "He is a newsmen first and foremost, and he gets excited about news."

It was during those years that the perceived value of media companies began to swell, breaking apart the ties holding together family-owned companies such as Register and Tribune. Gartner successfully sought out his old employer, Dow Jones & Co., to back a \$112 million bid for Register and Tribune, but the proposal was not accepted and Gartner was instead put on leave.

Gartner was soon hired by Gannett, which bought some of the Register and Tribune

properties, as a general news executive. Gartner said he had no specific job there: "They gave me an office and a title and I just wandered around and always found things to keep my hand in."

Shortly thereafter, another family dispute landed the *Louisville Courier Journal* with Gannett, which asked Gartner to run the paper. He assesses his 15-month tenure at the paper as doing "what Gannett wanted to be done, which was positive stuff—increase the news hole, bring some systems and procedures to the place, streamline the management and redesign the newspaper."

Back to his three-days-in-Washington, four-in-Des Moines schedule, Gartner took up his role again as Gannett's "ambassador without portfolio," sometimes moderating editorial page discussions in Washington, sometimes visiting papers to talk about newsroom management or law. Once, Gartner conducted a study of obituaries in all 90 papers, and he now wryly counts himself among the country's experts on the subject.

By the time NBC President Bob Wright hired Gartner to head the television network's news division, Gartner was part of the journalistic establishment, having just completed a stint as president of the American Society of Newspaper Editors. He was and still is on the Pulitzer Prize board, taking off last week to read jury nominations on the beach at Maui, where his in-laws have a home.

He writes a regular syndicated column on language, and pens "Viewpoint" pieces once every few weeks for the *Wall Street Journal*. Written in a direct, common-sense style, the *Journal* columns often comment on how politics of the day compare to democratic philosophy, or how journalism of the day compares to journalistic ideals. The columns seek out anyone who would limit First Amendment rights.

The 51-year-old Iowan is now in a job where his print credentials are often treated with indifference, if not hostility. His news judgment and management abilities are being put to the test in 15-hour days—he visits his family in Des Moines on weekends—bettering the evening newscast's performance in a tight three-way race and insuring a good launch for at least one prime time news show. His visits to Des Moines help him renew "a whole different sense of the nation than [one gets] at a party in Southampton."

Gartner may need some of the qualities attributed to him by *Nightly News* anchor Tom Brokaw: "He is tough, smart and hard-working. Occasionally prickly, but then, he needs to be." While admitting to being unfamiliar with television technology or with news-talent agents, Gartner says the foundation of his task is still the same: "I try to run NBC news the same way I've always tried to run anything else: to do what I think is right journalistically, to do it in a way that is financially responsible and that is fair to the employes and always keeps the viewer in mind. Those are the rules I live by." ■

**Contract negotiations between ABC and National Association of Broadcast Employees and Technicians were scheduled to resume last Friday evening** (March 31), last day of contract. As of Friday afternoon ABC had yet to submit "final" offer, said John Krieger, union's assistant to network co-ordinator. Progress has been made on issues such as ABC's right of daily hiring, but Krieger said there still remained number of issues, including pension plans, working hours of publicists and relevant work force for seniority lists: "Chances of a settlement...appear remote," he said. If negotiators decided not to continue talks, NABET would put ABC package to vote before union membership at which time offer would be approved or strike authorization would possibly be given. ABC spokesperson said that company's most recent offer included guarantee against any layoffs in next year-and-a-half, but Krieger said offer would not be acceptable unless it was for full length of contract and unless it included roughly 125 radio engineers.

**Wsvn-TV Miami has come to agreement with MCA TV for distribution of station's in-house tabloid show, *Inside Story*.** In choosing MCA, Bob Leider, wsvn-TV vice president and general manager, said: "We felt that because it's a major company in the business, with a terrific reputation, and because they had the same vision in marketing and selling the show as we did, they were the company we should go with." WSVN-TV launched show in January, following station shuffle in market which left former NBC affiliate without network affiliation. Since its launch, show has consistently posted higher ratings than both *A Current Affair* and *Inside Edition*, and in February books, *Inside Story* placed second in its time period behind *Wheel of Fortune*. According to MCA TV president Shelly Schwab, decision to distribute show was based in part on opportunity to sell it in prime access, due to vulnerability of such programs as *Win, Lose or Draw*, *USA Today* and *Inside Edition*.

Orlando, Fla.-based **Southern Starr Broadcasting Group is negotiating to sell its WHLY(FM) Leesburg, Fla. (Orlando), to J.J. Taylor Companies for reported \$12 million.** Buyer already owns WEAT-AM-FM West Palm Beach and WIVY-FM Jacksonville, both Florida. New York broker Gary Stevens is handling sale.

**Polaroid last week agreed to buy \$5 million worth of advertising over next two-and-a-half years on radio and TV stations of Shamrock Broadcasting.** Parent company of group of 15 radio and three TV stations, Shamrock Holdings, obtained advertising and other consideration in return for agreeing to drop tender offer for Polaroid. Average \$2 million per year is two-thirds of Polaroid's total radio and TV national spot 1988 budget, according to Radio Expenditure Reports and Arbitron's Broadcast Advertiser Reports.

**David Parnigoni, NAB senior VP, radio, last Monday (March 27) announced his resignation, effective May 5, after eight years to return to station operation and ownership.** Parnigoni, who joined NAB as Northeast staff representative in 1981 and moved to senior VP position on Jan. 1, 1984. "My ultimate goal is to get back into the ownership ranks," said Parnigoni, who, before joining NAB, owned WKVT(AM)-WKVT-FM Brattleboro, Vt.; WCNX(AM) Middletown, Conn., and WCMX(AM) Leominster, Mass. He said he is currently looking at properties primarily in Northeast with plans to return to station ownership "as soon as possible." He added that he intends to remain active with NAB and will serve as consultant to association to help execute plans already in development. No announcement has been made regarding his replacement.



## Sugarman selling Barris stake

*Hollywood financier Burt Sugarman has agreed to sell his 24.4% interest in Barris Industries for \$34.5 million to Australian concerns, Westfield Capital Corp. and Northern Star Holdings.*

*Remaining with Barris will be executives Peter Guber and Jon Peters (both have 13% interest in company), who are producers of the Academy award-winning "Rainman" and a string of other theatrical hits. Both have taken five-year contracts giving them operational responsibility for Barris, which is also known for its TV game show production, expected to remain under executive Jeff Wald.*

*Frank Lowy, chairman of Westfield Capital Corp. and Northern Star, units of a \$2 billion Australian property developer that also runs Australia's commercial Network Ten, will be named chairman and will select half of Barris's board in the next month.*

*Lowy told BROADCASTING Barris will become a broader-based entertainment firm with interests in movies, TV movies-of-the-week, TV series, video and music. "We're buying into a company with two very talented people [Guber and Peters] with a successful track record. We believe this company will go places," added Lowy. He said Westfield had first approached Sugarman last October and signed the deal late Thursday (March 30).*

*Upcoming productions from Guber-Peters are the motion picture "Batman," a theatrical version of Tom Wolfe's "The Bonfire of the Vanities" and a Sylvester Stallone movie, although outside financing from major studios on the projects limits Barris's distribution control over the films.*

*Barris closed at \$8.75 Friday, after trading was halted briefly. The stock remained unchanged from the previous day.*

**NBC News is considering cutting back on number of weeks prime time news magazine, *Yesterday, Today and Tomorrow*, will air this summer.** Current thinking is that planned eight-show run will now be cut roughly in half. Division spokesperson also confirmed that news magazine may not use outside producer as was previously anticipated. One of show's several anchors will be Maria Shriver, who last week signed new four-year contract. In addition to continuing as co-host of *Sunday Today*, Shriver will take over as anchor of *NBC Nightly News Weekend*, slot previously occupied by Connie Chung who is now at CBS (BROADCASTING, March 27), and will occasionally serve as substitute anchor on *NBC Nightly News*.

**CBS has announced cancellation of GTG's TV 101.** No replacement for show's Saturday night 8-9 time period has been announced.

**Home Shopping Network said judge has reinstated HSN's claim to \$1 billion in punitive damages against GTE** in lawsuit concerning telephone equipment and services shopping network bought from phone company. HSN is also seeking \$500 million in compensatory damages. GTE downplayed decision, saying it was "purely a procedural ruling." Trial is June 5.

**NBC announced last week it will carry 1990 and 1991 NHL All Star games.** SportsChannel America gained rights to NHL regular season, playoff and All Star games last summer. With NBC's 50% purchase of SportsChannel, discussions began that culminated with network picking up rights to All Star games. SportsChannel will continue to carry skills contest and oldtimers game during each All Star weekend. Elsewhere in SportsChannel family, company has officially changed name of its SportsVision service in Chicago to SportsChannel Chicago, effective April 1. Five of seven SportsChannel-owned services are now named as such, except Prism in Philadelphia and Z Channel in Los Angeles. In addition, **Warner Cable's 85,000-subscriber Milwaukee system has signed to carry SCA**, which begins potential 75-game



slate of Stanley Cup playoff games this week. As few as two and as many as five games will be offered on any given night to SCA affiliates, which now number 8 million.

□

**Worldvision's After Hours is now cleared in more than 60 markets**, representing more than 60% of country. New clearances include two Fox O&O's, KRIV-TV Houston and KDAF-TV Dallas, as well as ABC affiliates in Denver (KUSA-TV), Pittsburgh (WTAE-TV), Cincinnati (WKRC-TV) and Buffalo, N.Y. (WKBW-TV); NBC affiliate WTMJ-TV Milwaukee, CBS affiliate KTSP-TV Phoenix and independent stations in Baltimore (WNUV-TV), Indianapolis (WXIN-TV), San Diego (XETV-TV), Kansas City, Mo. (KSHB-TV), and Las Vegas (KVVU-TV). Previous clearances include KTTV-TV Los Angeles, WPWR-TV Chicago, WXYZ-TV Detroit and WSB-TV Atlanta.

□

Major League Baseball season begins today, but as of late last week, **New York Yankee games on MSG were being carried by cable systems**, principally TCI-owned, **servicing 750,000 subscribers, far below MSG's overall 2.4 million reach**. Added cost of carrying Yankees has been at center of dispute between MSG and major cable operators, including Cablevision Systems, B-Q Cable, Manhattan and Paragon Cable. Negotiations on carriage continued last Friday.

□

**ESPN last week announced scheduling of four pre-season football games**: L.A. Rams vs. San Francisco 49ers will air live from Tokyo Aug. 5 at 10 p.m.; Buffalo Bills at Cincinnati Bengals will be seen Aug. 13; Philadelphia Eagles vs. New York Jets from North Carolina State University Aug. 20, and Kansas City Chiefs at Chicago Aug. 27. Games will mark first ESPN appearances for Bills, Bengals, Jets and Chiefs.

□

**J.C. Penney announced Telaction**, interactive home shopping service serving 30,000 subscribers in Chicago, **will cease operations on April 7**. Company said search by Kidder, Peabody to find sufficient additional funding for service was fruitless. Penney invested \$106 million in business and said it would "incur cost of approximately \$20 million" in shutting down service. Penney products will continue to be sold on Shop TV, in which it has upped its ownership stake. Telaction employed 164.

□

**Midwest Sports Channel has reached agreement with one of two cable companies with which it had rate dispute**. MSC said Rogers systems, serving 105,000 subscribers in Minneapolis area, have picked up service. Rogers is paying basic rate card of 25-30 cents per month for SportsChannel America NHL hockey and 24 Twins baseball games. Separate deal involves 40 PPV Twins games to be seen on MSC. Source said Rogers received slightly better than 50-50 split for games retailing at \$7.95. Hauser system, other operator in dispute, had no comment last week on any carriage talks.

□

Motion picture and television producer **Edgar J. Scherick**, president of Edgar J. Scherick Associates Inc., and **Haim Saban**, chairman-CEO of Saban Entertainment, have formed Saban/Scherick Productions, joint venture for development and production of prime time TV programming. Venture will be division of Saban Entertainment. *Phantom of the Opera*, four-hour miniseries for NBC, is first project.

□

**Deal that brings MSO ownership in Discovery Channel from 60% to nearly 100% has closed**. Tele-Communications Inc. will control slightly less than 50%, Cox Cable and Newhouse slightly less than 25%, while management owns remaining fraction. Price was \$120 million.

□

**Representative John Bryant (D-Tex.) sent letter to Time Inc.** last week, requesting it answer questions Association of Independent Television Stations has raised about Time-Warner merger. INTV is concerned that further vertical integration will jeopardize carriage on cable systems and continue flow of product to

independent stations. Bryant sent letter after seeing responses from Time and Warner to INTV's earlier letters. Bryant asked for "a far more detailed letter which addresses these questions head-on and in a nonvasive manner."

□

**Black Television Workshop late last month requested \$1,750,000 minority distress sale of noncommercial KEEF-TV Los Angeles, station ordered off air by FCC in 1987** because of construction permit violations (BROADCASTING, Dec. 26, 1987). Proposed buyer, Hispanic Christian Communications Network, is programmer but holds no other broadcast interests. In response to distress sale request, FCC review board delayed for two weeks hearing scheduled for March 27 that would have examined permit violations and allegations that disputed BTW President Booker Wade had misrepresented himself in FCC filings. Hearing would also have examined challenges to Wade's control of BTW brought by Mary Woodfork, member of BTW's original board of directors. Wade is proposed seller. Review board stayed hearing despite requests to reconsider filed by Woodfork and FCC Mass Media Bureau, which will handle distress sale request. Woodfork, who has claimed that Wade illegally removed her and others from their directorships, argued Wade is "not recognized as the official owner" and is therefore "in no position to act as the seller. The sooner the hearing takes place," she said, "the sooner this ownership issue can be resolved." Mass Media Bureau argued Wade had "not satisfied the conditions of a stay." HCCN believes that state of California, not FCC, should decide control question, said its attorney Vince Curtis. Trial to settle dispute has been scheduled for this month in California Superior Court of Los Angeles, same court that issued a preliminary injunction denying Woodfork's claim of control in October 1987. Still caught in middle is Radio Telecom & Technology, developer of two-way data transmission service designed to use first adjacent channel of host TV station. RTT paid for KEF's transmission plant in exchange for access to that adjacent channel and is consequently BTW creditor. HCCN, said Curtis, has agreed to negotiate and "expects to reach full agreement" with RTT.

### Say it ain't Snow

*The Walt Disney Company, not happy—in fact downright grumpy—about what it considers the unauthorized use of its Snow White character on last week's Oscar telecast, filed suit last Thursday against the Academy of Motion Picture Arts and Sciences in U. S. District Court in Los Angeles. The suit alleges copyright infringement; unfair competition and violation of the California anti-dilution law, which protects trademarks.*

*A Disney spokesman said the company knew nothing prior to the broadcast about the appearance of a live actress dressed as Snow White, who spoke to Army Archerd in the lobby of the Shrine Auditorium and then sang parodies of famous songs. "We requested of the Academy only that it admit to its unauthorized portrayal of Snow White," said Frank Wells, Disney president and chief operating officer, "and for a public apology for having used our copyrighted works without first receiving Disney's consent. If such a statement had been agreed to by the Academy, we would have considered the matter ended." The Academy did not agree to those terms, however, and Disney "reluctantly" filed suit in hopes that "the public will learn...that Disney had nothing to do with the opening segment of the Academy Awards ceremony."*

*The Awards ceremony, which drew a 29.8 rating/50 share (its best numbers since 1984) on ABC last Wednesday, also aired for the first time in the Soviet Union, one of the record 91 countries and territories that carried a live or taped version of the telecast.*

# Editorials

## Righting a wrong

The FCC took steps last week to stem abuses of its comparative renewal and petition to deny processes, although it put off—for “further comment”—any refinements of its comparative criteria, the latter a politic move considering the mood of the present Congress.

FCC Chairman Dennis Patrick is to be applauded for his leadership and the entire commission on its stewardship in this proceeding, which leaves intact the mechanism for supplanting unacceptable broadcasters, while removing the temptation for unscrupulous parties to file challenges in hopes of making themselves nuisances worth buying off.

The reforms: (1) Payments in return for dropping competing applications are in some instances proscribed and in others limited to the “legitimate and prudent expenses of the withdrawing applicant”; (2) payoffs for withdrawing petitions to deny are now limited to legitimate and prudent expenses; (3) the *Cameron* doctrine—which excused petitioners from doing their technical homework on the presumption that they would acquire the existing transmitter site—has been eliminated; (4) more documentation will now be required of new applicants, including more detailed information on finances and ownership structure.

In an imperfect world, a step forward.

## The blimp stops here

There was bad news and good news out of the House Foreign Affairs Subcommittee two weeks ago.

The bad news was that it approved authorizing legislation for the United States Information Agency that includes \$16 million over the next two years for the operation of TV Marti. TV Marti (or Jules Verne meets the Goodyear blimp) is, you will recall, the balloon-borne broadcasting facility tethered above the Florida Keys and aimed at Cuba. It is of particular concern to U.S. broadcasters because of the possibility of interference, both from the station itself and from Cuban retaliation. (When Radio Marti recently lengthened its programming day, for example, Cuba stepped up its broadcasts on 1160 and 830 khz.)

Some other objections to this expensive flight of fancy were raised by Foreign Affairs committee member George Crockett (D-Mich.). In proposing an amendment to delete TV Marti funding from the bill, Crockett pointed out that the service could strain relations with the Cuban government, while representing “a waste of \$16 million” that could be spent on domestic programs. That common sense from the committee’s own subcommittee chairman on Western Hemisphere affairs was not enough to counter the lobbying clout of the powerful Cuban community in Florida.

The good news is that when the bill reaches the Senate, the TV Marti provision is likely to receive a chillier reception. The chairman of the Senate Foreign Relations Committee, Claiborne Pell (D-R.I.), shares Crockett’s concerns over the effect on U.S.-Cuban relations, as well as over the greased skids on which the measure has appeared to travel.

It is high time to ground TV Marti.

## Tax time

The findings of Arkansas’ Sixth Chancery Circuit Court notwithstanding (BROADCASTING, March 27), that state’s sales tax on cable service is clearly discriminatory and should be thrown

out by the State Supreme Court, or failing that, the U.S. high court.

The bill extends the sales tax to deliverers of electronic signals distributed to subscribers for a fee. A sales tax is not levied on newspapers, which also deliver their ink and paper “signals” to subscribers for a fee. Some 11th hour lobbying by broadcasters prevented the tax from being extended to over-the-air signal deliverers (a break for them but more ammunition for the discriminatory argument), but there is still cause for concern. The circuit court’s finding—in upholding the law two weeks ago—that “a state may subject any business entity that is afforded First Amendment protected rights to taxes imposed by the state”—appears at least to open the door to a future services tax that could be applied to broadcasters. (Such a tax has been proposed before in Arkansas, but has so far been defeated.)

The court cited the precedential weight of *Central Telecommunications, Preferred* and other Supreme Court decisions to defend its upholding of a law that treats cable, at least for tax purposes, more like a box of laundry detergent than a First Amendment speaker.

State cable associations around the country are now watching the Arkansas case closely—the Arkansas Cable Television Association has filed a notice of appeal and request for expedited hearing. We would hope the National Cable Television Association will also apply its legal scrutiny to the Arkansas courts. This is one it won’t want to lose.

## Vox populi

Among the findings of a biennial Roper poll commissioned by the now former Television Information Office is one that should be of particular interest to children’s TV legislation revivalists on Capitol Hill—particularly the legislators whose charge it is to effect the will of the people.

When asked which one or two groups should have “the most to say about what children see and hear on television,” 13% of the people polled chose “Television networks/stations by deciding what they will/will not air,” while 8% chose “Social action/religious groups by recommending what should/should not be aired,” and an unwhopping 7% picked “Federal government by deciding what can/cannot be aired.” An overwhelming majority of 88% said “Parents by deciding what they will/will not allow their children to watch.”

The last is the best form of children’s television regulation. This page joins the 88% in endorsing it.



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Drawn for BROADCASTING by Jack Schmidt

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